

***Victoria University
Of Bangladesh***

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Course Title – Cases and Current Issues in Hospitality Management

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Submitted To

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Q.1. Elaborately discuss the prospects of cultural tourism in Bangladesh?

Ans.1. Cultural Tourism:

Cultural tourism may be a relatively new field of study that emerged from vocational education of tourism and culture. The nature of cultural tourism education seems to contribute toward tourism pedagogies, driven by business and cultural considerations. At the same time, it makes tourism education vulnerable to social manipulation by these same forces.

Cultural Tourism is one of the largest commercial sectors in the world. Cultural activities including folklore or art, traditional dance, music and drama also are of much interest to domestic and foreign tourists.

Cultural Tourism is simply known as the form of tourism concerned with a region or country's culture, represents the history of the nation & the culture of those geographical areas, the lifestyle of those communities, their religious values, art, and architecture and includes other elements (service provider like hotels, motels, airlines, host community etc.) that helped to shape their way of life.

❖ Cultural Tourism in Bangladesh:

Bangladesh is historically very rich with authentic cultural amusement activities and its culture is thoroughly reflected in its lifestyle, art and architecture, language and literature, music, dance, painting and clothing. There are three primary religions of Bangladesh (Hinduism, Buddhism and Islam) that have had an excellent influence on its culture and history. The people of Bangladesh's way of life structure the culture of Bangladesh. The country features a diverse culture that has evolved over time with influences from diverse social groups.

The culture of Bangladesh refers to the way of life of the people of Bangladesh and it evolved over the centuries and encompasses the cultural diversity of several social groups of the region.

- **Role of Cultural Tourism in Bangladesh:**

Cultural tourism is one of the potential and significant sectors in the tourism sector of Bangladesh. Cultural and heritage-based tourism is a fast-growing section of the tourism industry, inventing and sustaining jobs also providing opportunities for marginalized groups. It also strengthens social bonding and creates networks among the social groups that come together for a mutual and collective purpose.

Cultural tourism basically takes place with the intention of travelling to seeking knowledge and experience of the places that authentically represent the stories and folks of the past and present. It includes irreplaceable historic, cultural and natural resources.

Cultural tourism has various forms like cultural villages, cultural routes, art, crafts and native dances that are offered to tourists. It gives clear ideas to the tourists regarding the various touch of life-style and the difference in the culture of people. Bangladesh has enormous cultural attractions which are considered attractive to visitors.

- **Future Prospects of Cultural Tourism:**

The present trend of tourism across the world is to enjoy the culture and tradition of rural habitation. As a matter of fact, cultural tourism products comprise both tangible and intangible heritages, which are major attractions to foreign tourists. Bangladesh is full of multifaceted cultural and traditional attractions and its inherent heritage is abundantly reflected through its architecture, literature and cultural activities including dance, drama, music and painting.

Bangladesh has been a meeting place of diverse races and manifested in a junction of civilizations influenced by great mainstream religions exemplarily Buddhism, Hinduism, Islam, and Christianity. As a matter of fact, sculpture, tapestry, engravings have been developing along with the mainstream contemporary art and

drama mainly of indigenous origin and these have distinct features of intangible heritage.

Q.2. Explain the current top management issues in the hospitality industry?

Ans.2. Here are the top 5 management issues in the hospitality industry:

1. Constantly evolving customer expectations:

When it comes to the hotel industry or hospitality industry, the customer is the ultimate king. The aim of every stakeholder in this industry is to keep their customers happy. But today, keeping the customer happy is not the only thing to be taken care of. Delighting your customers is another thing which is gaining importance in this industry.

This does not end the problem because the service which delighted the customers during their last visit has already turned into expectations while he visits the place next time. So delighting the customers is a tough task. But managers can always train the staff and educate them about the latest trends in the hospitality industry. Besides the latest trends, they can also be trained about stress management, how to interact with customers, how to develop the problem-solving ability and much more. These skills combined with the ability to delight customers every time they walk-in will impede the growth in this sector.

2. Technological innovations and their inclusion in the industry:

Most of the hotel visitors are tech-savvy, this makes it important for the hospitality sector workforce to become tech-savvy too. Customers expect certain amenities like Wi-Fi connection, LED television and other gadgets. It becomes mandatory for the hotel staff to be capable of operating these devices and resolve any customer queries related to these gadgets. Growing

hand-in-hand with technological innovations is one of the important factors for growth in this sector.

3. Challenged with respect to safety and security:

If we look at the natural and man-made disasters occurring in our country, we come across few incidents, some of which are of higher magnitudes and others which have caused lesser damage. It becomes a top priority for the hotel staff to be trained to deal with terrorist attacks, man-made disasters, natural disasters, when the fire breaks out and other tensed situations.

They should be educated to handle these situations effectively and apart from this, the customer data should be well secured. For all this, there should be a customized training module which will help the staff to become more responsible.

4. Shortage of skilled labor, irregular working hours and the high attrition rate:

The attrition rate is the highest in the hospitality sector when compared to other sectors. Such high turnover rates and growing competition has taken the problem of labor shortage from bad to worse. The shortage of employees leads to long working hours for those people who are currently serving in this industry. This makes it important for the hospitality sector managers to inculcate stress management training for their employees.

Such training will contribute to the retention of the workforce which is now done by manipulating their salaries. Training will surely help them understand their jobs better and cut down the high attrition rates in the hospitality sector.

5. A poor image of the hotel industry which is perceived by common people:

Due to various possible reasons, the hospitality sector has miserably failed to attract competent, talented and enthusiastic people. The stereotype which has been created about this industry denotes that anyone who wants to pursue career has to do a lot of laborious work.

Designing attractive training and education programs will encourage more and more people to become a part of this industry.

All in all, the Hotel industry or the hospitality industry is driven by constantly evolving customer expectations with respect to hygiene standards, delightful customer service, and personal experiences, the hotel industry is facing many challenges.

Q.3. Write down the top 5 world's class hotel name, address, features, amenities and accommodation facilities, and uniqueness with proper reference?

Ans.3. The top 5 world's class hotel name, address, features, amenities and accommodation facilities, and uniqueness are:

	Name	Address	Features	Amenities	Accommodation facilities	Uniquenes
1.	The Plaza, New York City	5th Avenue – 59 th Street station at, Central Park S, New York, NY 10019, United State.	<p>Offering 282 distinctive guestrooms.</p> <p>102 luxurious suites.</p> <p>Pet friendly.</p> <p>Enormous rooms with plush bedding, swish bathrooms, and iPads.</p> <p>24-hour on-call butler and room service.</p> <p>Iconic Palm Court serving breakfast and afternoon tea.</p> <p>Food Hall offering an array of counter-style dining options.</p> <p>Champagne Bar and Rose Club with weekly live jazz.</p> <p>Fun, vibrant Eloise Suite and Eloise-themed.</p>	<p>Room Service 24/7.</p> <p>24 - hour front desk.</p> <p>Restaurant.</p> <p>Bar / lounge.</p> <p>Airport Transportation</p> <p>Business Center.</p> <p>Fitness Center with Gym / Workout Room.</p> <p>Wifi.</p> <p>Valet parking.</p> <p>Laundry.</p> <p>Fitness Center.</p> <p>Meeting / Conference Rooms.</p> <p>Library.</p> <p>Fitness room.</p> <p>Massage room.</p> <p>Coffee Shop.</p> <p>Spa.</p> <p>Afternoon tea.</p>	<p>Plaza King Room.</p> <p>Deluxe King Room.</p> <p>Deluxe Two Queen Room.</p> <p>Grand Luxe King Room.</p> <p>Grand Luxe Two Queens Room.</p> <p>Terrace Room King.</p> <p>Tower Room.</p> <p>Junior Suite.</p> <p>Presidential Suite.</p> <p>The Carnegie Suites.</p> <p>Suite Executive.</p>	<p>Offers bathrooms with gold-plated fixture.</p> <p>The elegant French-style rooms have Italian linens and sitting area.</p> <p>Some rooms have terraces.</p> <p>Suites offer city views, powder rooms, and butler’s pantries.</p> <p>Afternoon tea is offered in the famed Palm Court, which features a stained glass ceiling and lavish décor.</p> <p>There’s also a European inspired food hall, luxe champagne bar, plus a posh spa and a gym.</p>

2.	The Driskill.	604 Brazos St, Austin, TX 78701	<p>189 historic guestrooms, including 14 spacious suites.</p> <p>Free Wifi.</p> <p>Complimentary 24/7 fitness center with Life Fitness, cardio equipment and LCD TVs.</p> <p>24/7 Dining.</p> <p>Pets Allowed.</p> <p>Fitness Center/Exercise Facilities.</p> <p>Public Restrooms.</p> <p>Business Center.</p> <p>Assistive Listening Devices for Meetings Provided Upon Request.</p> <p>Accessible Guest Rooms with.</p> <p>24/7 Room Service.</p>	<p>Air Conditioner.</p> <p>Airport Transportation.</p> <p>Babysitting Services.</p> <p>Balcony / Terrace / Patio.</p> <p>Business Center.</p> <p>Concierge.</p> <p>Cribs.</p> <p>Dry Cleaning.</p> <p>Fitness Center.</p> <p>Valet parking.</p> <p>Spa, sauna and Jacuzzi.</p> <p>Bar and Restaurant.</p> <p>Laundry.</p> <p>Meeting / Conference Rooms.</p> <p>Mini Bar (with liquor).</p> <p>Separate Bedroom / Living Room Space.</p> <p>Swimming Pool.</p> <p>Concierge Desk.</p>	<p>Cityscape Queen Room.</p> <p>Cityscape Room with Two Queen Beds.</p> <p>Deluxe King Room with City View.</p> <p>Deluxe Senate.</p> <p>Historic King Room.</p> <p>King Room.</p> <p>King Room with Balcony.</p> <p>King Suite.</p> <p>Petite Queen Room.</p> <p>Queen Room with Two Queen Beds - Disability Access.</p> <p>Superior Suite.</p> <p>Vintage Room with Two Queen Beds.</p>	<p>Features beautiful Romanesque architecture from the late 1800's, with a grand entrance into the opulent lobby.</p> <p>The hotel has marble floors, stained-glass dome, and corridors filled with museum-quality artwork.</p>
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3.	The Chedi Andermatt, Switzerland	Gotthardstrasse 4, 6490 Andermatt, Switzerland	<p>Currency exchange.</p> <p>Multilingual staff.</p> <p>Luggage storage.</p> <p>24-hour front desk.</p> <p>Golf course.</p> <p>Security Services:</p> <p>Electronic Key/Lock.</p> <p>Parking Area.</p> <p>Smoke Alarm in Rooms.</p> <p>Sprinkler in Rooms.</p> <p>Valet Parking Service.</p> <p>Surveillance Cameras On Site.</p> <p>Business center.</p>	<p>Parking (Additional fee).</p> <p>Airport pick-up service.</p> <p>Airport shuttle service.</p> <p>Restaurant and bar.</p> <p>Meeting room.</p> <p>Spa and sauna.</p> <p>Indoor and outdoor swimming pool.</p> <p>Skiing.</p> <p>Hiking.</p> <p>Children's Playground.</p> <p>Babysitting Services.</p> <p>Library.</p> <p>Fitness room.</p> <p>Massage room.</p> <p>Wi-Fi in public areas.</p> <p>Wake-up call.</p> <p>Airport pick-up service.</p> <p>Airport shuttle service.</p>	<p>Deluxe Room.</p> <p>Grand Deluxe Room.</p> <p>Junior Deluxe Suite.</p> <p>Deluxe Suite.</p> <p>Grand Deluxe Suite.</p> <p>Gemsstock Suite.</p> <p>Furka Suite.</p> <p>Gotthard Suite.</p>	<p>The Chedi Andermatt is as spectacularly beautiful as its Alpine setting, with an intriguing Swiss-Asian aesthetic and lavish rooms featuring Hästens beds and glass-fronted fireplaces. A Michelin-starred Japanese restaurant and hedonistic spa are an added boon.</p> <p>The Chedi Andermatt occupies a wildly beautiful seat at 1,447 metres above sea level in Andermatt.</p> <p>The Chedi Andermatt is as spectacularly beautiful as its Alpine setting, with an intriguing Swiss-Asian aesthetic and lavish rooms featuring Hästens beds.</p>
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4.	Emirates Palace, Abu Dhabi	West - Corniche Rd - Abu Dhabi - United Arab Emirates	<p>Emirates Palace consists of 390 residences:</p> <p>92 suites and 22 residential suites.</p> <p>The residences are spread over two wings as well as a primary central building.</p> <p>Over one kilometer from one wing to the other and the gardens spreading across 100 hectares.</p> <p>A pristine 1.3km private beach.</p> <p>Stunning pools, a private marina and natural bay.</p> <p>A beautiful spa and highly-rated dining venues.</p> <p>The hotel has 14 opulent restaurants.</p> <p>Marble Bathroom with Dual Sink.</p>	<p>24-Hour Butler Service.</p> <p>Daily Pressing Service.</p> <p>Daily Replenished Fruits.</p> <p>Diptyque Bath Amenities.</p> <p>Restaurant.</p> <p>The hotel has two lavish swimming pools.</p> <p>Spa, sauna, and steam room</p> <p>The hotel has an adventure pool for kids.</p> <p>24hr Room Service.</p> <p>Bar/pub.</p> <p>Business Center.</p> <p>Coffee Shop.</p> <p>Fitness Center.</p> <p>Games Room.</p> <p>Meeting/conference Facilities.</p> <p>Valet parking.</p>	<p>Deluxe City View Room.</p> <p>Deluxe Garden View Room.</p> <p>Deluxe Garden Terrace Room.</p> <p>Deluxe Sea View Room.</p> <p>Club Sea View Room.</p> <p>Sea View Suite.</p> <p>Panoramic Sea View Suite.</p> <p>Royal Suite.</p> <p>Deluxe Palace Suite.</p> <p>Deluxe Beach Front Suite.</p> <p>Beach Front Suite - 1 Bedroom.</p> <p>Two Bedroom Palace Suite.</p> <p>Three Bedroom Palace Suite.</p> <p>The penthouse floor has six Rulers' Suites.</p> <p>Water sport.</p>	<p>The palace's golden exterior contrasts with the lush greenery, silvery water fountains, and crisp blue sky.</p> <p>And at night, the hotel's lighting changes subtly, with an ethereal rainbow effect displayed on the main dome.</p> <p>Featuring 114 domes, the palace's central dome is a striking 72.6 meters above the ground, meticulously crafted with gold, mother of pearl and crystals.</p> <p>The building also boasts 1,002 chandeliers - the largest weighing 2.5 tons - with other photo-worthy features.</p> <p>Also including two handmade wall displays portraying the palace.</p>
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5.	Westin Excelsior, Rome	Via Vittorio Veneto, 125, 00187 Roma RM, Italy	<p>The hotel has 281 rooms and 35 suites, offer comforts such as 24-hour room service and premium bedding.</p> <p>The rooms of the hotel have laptop-compatible safes and air conditioning.</p> <p>The hotel has a 3200-ft² spa center with a hot tub and also a wellness center.</p> <p>Pets allowed.</p> <p>Front desk [24-hour].</p> <p>Facilities for disabled guests.</p> <p>Located in the heart of Rome.</p> <p>Check-in/out [express].</p> <p>Luggage storage.</p>	<p>Restaurant.</p> <p>Bar.</p> <p>Casino.</p> <p>Fitness Center.</p> <p>Indoor Pool.</p> <p>Meeting Space.</p> <p>Dry Cleaning Service.</p> <p>Laundry.</p> <p>Room Service.</p> <p>Wake up Calls.</p> <p>Daily Housekeeping.</p> <p>Turndown Service.</p> <p>Service Request.</p> <p>Parking.</p> <p>Free WiFi.</p> <p>Family rooms.</p> <p>Non-smoking rooms.</p> <p>Valet parking</p>	<p>Deluxe, Guest room, 1 King size bed.</p> <p>Deluxe, Guest room, 2 Twin/Single Bed's.</p> <p>Grand Luxe, Larger Guest room, 1 King size bed.</p> <p>Grand Luxe, Larger Guest room, 2 Twin/Single Bed's.</p> <p>Deluxe, Smaller Guest room, 1 Queen size bed.</p> <p>Junior Suite, 1 King size bed.</p> <p>Grand Luxe, Suite, 1 King size bed.</p> <p>Veneto, Suite, 1 King size bed.</p> <p>Imperial, Suite, 1 King size bed.</p> <p>Villa la Cupola, Suite, 1 King size bed, Terrace, Whirlpool.</p>	<p>The Westin Excelsior's magnificent and imposing dome unveils the most spectacular and opulent suite in Europe – the unparalleled Villa La Cupola offering the ultra-elite a truly 'Roman Emperor' experience. Set on two floors, the suite combines breathtaking views of the city with sumptuous splendors throughout.</p>
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Q.4. What are the prospects and constraints of tourism sector in Bangladesh and how to overcome the constraints? Explain?

Ans.4. The prospects and constraints of tourism sector in Bangladesh are:

❖ **Prospect of Tourism Sector in Bangladesh:**

Tourism sector has the potential to make a huge contribution in the economy of Bangladesh. By ensuring proper development of this sector, it is possible to earn a large amount of foreign currency which will contribute to the growth of national economy. The sector provides an ample employment opportunity for the people who are directly or indirectly involved in this sector. It is a service providing sector. The unemployment problem of the country can be reduced partly by developing necessary infrastructure of this sector.

It will help increase household income at community level and as well as the revenue of the government. It will also help reduce the economic gap between the rich and poor people of the country. Tourism may also strengthen the political unity of the country. The people who come from developed countries are different in life style, background and income level from a developing country, like Bangladesh.

The people in Bangladesh may get opportunities to compare their life style with the people of developed countries. They may exchange their idea and knowledge. Domestic and foreign tourists like to visit historical places, archeological sites, national monuments and as well as ancient battlefields, which in the long run may help strengthen the political unity of the country.

It may be possible to introduce Bangladesh to the rest of the world through tourism sector. It may also be helpful to create better image to foreign

nations through proper management of tourism activities. If the sector can be managed properly and may attract people from different regions of the country and international sources to visit the attractions in Bangladesh, it will create goodwill for the country. Tourism can also play an important role in social and cultural development through cultural exchange and contact between people of different race and nationalities. This sector has also educational significance.

The people of the country can learn many things by sharing knowledge with tourists who come from different national and international sources. It also creates opportunities of networking for investment and business development purposes.

❖ Constraints of Tourism sector in Bangladesh:

Tourism sector of Bangladesh is facing many obstacles in its sustainable development. Infrastructure facilities are not adequate for this sector of the country. Accommodation facilities are not at satisfactory level at different tourist spots in Bangladesh.

Some are highly expensive which are not affordable to both domestic and international tourist and some are in poor condition. Transportation linkage, example, road, rail air and water is not good.

The success of tourism sector mostly depends on marketing promotion tools like advertising, personal selling, sales promotion and public relations. But the government of Bangladesh has not enough skilled and knowledgeable human resources and technical expertise to formulate policy guidelines for such promotion tools and overall marketing. Some innovative ideas are

necessary to highlight the tourist spots to people within and outside the country.

Website of the Bangladesh Parjatan Corporation is not well developed with adequate information such as photographs of renowned places, accommodation facilities, modes of transportation, distance from the capital city etc.

Political will is the prerequisite for any kinds of development. For development of tourism sector, there is lack of political will and commitment. Lack of efficiency in coordination among various organizations is directly or indirectly involved in tourism sector. To flourish this sector successfully Government policy is inadequate.

Unplanned commercial development beside the tourist spots affects the physical environment of the spots. It destroys the natural scenic beauty of the sites. As for example, at Cox's Bazar sea beach and Saint Martin Islands, there are developed many unplanned commercial establishments such as hotel, motel and shopping center which disturb the tourist as well as the environment.

Corruption is also another problem among officials of various organizations involved to operate tourism sector behind proper tourism development in Bangladesh.

❖ Recommendations for Improvement of Tourism Sector of Bangladesh:

According to some tourism researchers of Bangladesh, some recommendations for sustainable development of tourism sector based on the investigation of its problems and opportunities are given below:

The government should play a key role to prepare a policy guideline for planning and development, advertising, regulation and marketing of tourism sector because it provides ample employment opportunities to the citizen and earns foreign currency for the country.

The government should monitor the activities of travel agencies which are involved in operation. BPC as the National Tourism Organization (NTO) should be strengthened with providing adequate fund, skilled human resources and technical expertise to function the organization smoothly.

Strategic Master Plan for tourism was prepared by UNDP/WTO after that updated by WTO should be implemented for sustainable tourism improvement. Necessary imitates should be taken to increase cooperation between public and private sectors to provide services for the tourists?

Bangladeshi tourism faces many problems including areas of marketing, management, infrastructure, policy, safety, regulation and image etc. the problems are not unique and are the reality of worldwide tourism destinations.

Necessary solutions should be taken to consider every aspect carefully and valuable suggestions should be taken based on experience, opinion of experts and relevant knowledge of others.

❖ **Key Policies to overcome the constraints of tourism sector of Bangladesh:**

The past several years of tourism marketing for the development of its business was quite insufficient. After long, elaborate and lively discussion on Tourism business made the following recommendations:

1. Having realized the importance of tourism's multinational effects.
2. Need sufficient publicity.
3. A robust need for tourist guides and training centers.
4. Taking necessary policies to attract foreign and private sectors investment.
5. Ensure safety and security for tourists, especially at the tourist sports. Use specially trained-up police in tourism security or "tourist Police".
6. Establish coordination among all the concerned ministries, department agencies.
7. Simplify the visa and immigration formalities.
8. Allocate fund in the national budget and initiate immediate loan system for private sector tourism entrepreneurs and tour operators including BPC to create more facilities.
9. Entrust BPC with the responsibility to issue registration to hotels /motels and tour operators and strictly monitor the performance.
10. Exempt tourism industry from the purview tax and vat.
11. Run tourism business both by the government and private sector simultaneously to maintain the standardization of services.

12. Community awareness and participation, social tolerance for tourist should be created.

13. Government should take initiatives to develop infrastructural facilities so that tourists feel interest to visit the country.

❖ **Problems of Tourism Sector in Bangladesh:**

A number of significant factors affect the image of tourism in Bangladesh. Tourism industry of Bangladesh is suffering from numerous problems like:

1. Poor Image of Bangladesh, as a tourist destination.
2. Lack of proper publicity.
3. Bangladesh is often projected in foreign electronic and print media as a country of flood, cyclone, strike, political violence etc.
4. Unavailable forging aids or investment in the tourism sector of Bangladesh.
5. Lack of social and political commitment.
6. Lack of well trained, skilled and efficient manpower.
7. Terrorism and robbing are common incident.
8. Lack of required fund allocation in national budget.

9. Development planning of the government does not give importance to proper infrastructure development in the tourism sector.
10. Problems of security, accessibility and accommodation for tourist.
11. Complicated visa and travel formalities in Bangladesh mission.
12. Lack of initiative to preserve, conserve and maintain the tangible tourism products.
13. Lack of proper marketing plans for tourism products for the generation countries of the world.
14. Lack of institutional capacity of the ministry of civil aviation and tourism in general and the BPC in particular.
15. Continuous campaign against Bangladesh by certain quarters as a fundamentalist country is another obstacle.