

VICTORIA UNIVERSITY OF BANGLADESH

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Final Assessment

**Subject: Cases and Current Issues in Hospitality
Management**

(HM - 645)

Program – BTHM

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ANS.TO.THE.Q.NO.01

Tourism is among the most remarkable economic and social phenomena in the contemporary world. Its role is crucial in bringing countries and individuals together which facilitates mutual understanding and generates sources of revenue and employment.

Cultural tourism is important for many reasons. Perhaps the most prominent reason is the social impact that it brings. Cultural tourism can help reinforce identities, enhance cross cultural understanding and preserve the heritage and culture of an area.

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It is thus important to understand the booking ecosystem and have the best strategic partners in place. Increasing cost and decreasing revenue come up as one of the key management issues in the hospitality industry.

Common Challenges in Hotel Industry and Their Solutions

- Hiring and retaining the staff.
- Change in marketing trends and dynamics.
- Operational issues.
- Rising cost of daily consumables.
- Housekeeping issues.
- Change in guest expectations.
- Irregular cash inflows.
- Data security challenges.

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1. Burj Al Arab, Dubai

The Burj Al Arab has often been described as the world's first "seven-star hotel" or "the most luxurious hotel in the world" since opening its doors in 1999. And while the brand doesn't describe itself this way, it's easy to see why others do.

Built on an artificial island off the coast of Dubai's white sandy beaches, the Burj Al Arab is an all-suite hotel with 28 double stories and 202 luxury duplexes ranging from 1,830 to 8,396 square feet. Each suite offers a range of unique first-class flourishes, including an extensive selection of complimentary Hermes toiletries, a "pillow menu" with 17 options, and a "bath menu" along with a butler available to explain the different options.

With six high-end restaurants, a rooftop helipad, a Rolls Royce shuttle service from the airport, and walls decked in 24-karat gold leaf, the hotel relies on opulence to satisfy even the most travel-worn guests. The design and architecture of the hotel are as unique as it can get, with its dhow shape noticeable from miles and miles away. And if all of that isn't enough luxury, there's always the 24-karat gold iPads that guests receive upon arrival, which are programmed to include access to all guest services and hotel information.

2. The Palms, Las Vegas

While there are many luxury properties to choose from on the Las Vegas Strip, The Palms is known for its iconic high-rolling atmosphere. The penthouse suites at The Palms have been home to some of the most high-profile parties Las Vegas has ever seen, and are designed with entertaining in mind.

With penthouses, villas, and themed suites, the property has luxury and style to suit every taste.

Take the two-story Sky Villa, for example. About as luxurious and unique as a hotel room can get, this 8,500-square-foot oasis features a 17-seat bar, fitness center, massage room, game area, private pool overlooking the lights of Vegas, and much more. Then there's the themed Hardwood Suite, which is dubbed a "10,000-square-foot" arena featuring a private basketball court, professional locker room, pool table, whiskey room, and 11 televisions. And that's only the beginning.

3. Kamalaya Koh Samui, Thailand

Luxury doesn't always mean opulent furnishings and indulgent decor. At Kamalaya retreat, wellness is inextricably linked with luxury. Guests are greeted with signature mocktails for a one-on-one consultation on arrival, where they can design their perfect wellness experience. Guest's days are filled with an effortless blend of expert-led exercise classes, specialized spa treatments, and five-star healthy cuisine for their entire stay.

The setting for Kamalaya couldn't be more perfect. The complex rests on a large hill overlooking a white sand beach with a calm lagoon, and all the buildings blend in seamlessly with the surrounding jungle. Guests can find quiet hidden gems throughout, including a cave for contemplation, swings that extend over the water, and suites with private plunge pools. Guests rave about the "once in a lifetime experience" and speak fondly of their dreams for returning. And we can't blame them.

4. The Ritz Carlton Wolfsburg, Germany

If your visions of luxury don't normally include views of a car manufacturing plant, you're in for a delightful surprise. Set within the Volkswagen Autostadt theme park, the five-star Ritz Carlton Wolfsburg is surrounded by automotive, architectural, design, art, and culinary innovation.

Floor-to-ceiling windows overlooking the Autostadt or historic Volkswagen plant are juxtaposed with minimalist, contemporary decor in rooms and suites. The two-bedroom

black and white suite is the belle of the ball, with a relaxing steam shower, separate soaking tub, living room fireplace, and pool table.

Additional hotel amenities and features include a three-star Michelin restaurant, "Aqua," with modern European cuisine, a floating outdoor swimming pool in the harbor basin, and a spa focused on organic treatments and products.

5. The Plaza, New York City

Since its debut in 1907, The Plaza has remained a New York icon hosting world leaders, dignitaries, captains of industry, Broadway legends, and Hollywood royalty. But it's much more than simply an historic property.

The Plaza offers "One-Of-A-Kind Rooms & Suites," which go above and beyond to give guests a unique — and luxurious — experience. Take the Tower Room, for example, which features a dramatic 23-foot exposed brick turret ceiling. Or the Fitzgerald Suite King, which was designed by Oscar-winning designer Catherine Martin as a tribute to the Jazz Age and F. Scott Fitzgerald.

And of course, how could we forget the hotel's many dining options, highlighted by The Rose Club? Complete with plush lounge seating and an array of signature cocktails, this legendary space is luxury at its finest.

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Prospects of Tourism Industry

- Natural beauty. Nepal is a country full of natural beauty. ...
- Religious places. Nepal is the destiny per Hindus. ...
- Art and architecture. ...
- Climate and cultural diversity. ...
- Less expensive.

Environmental constraints: The presence of wetland, certain wildlife species, sensitive habitat, steep slopes, unstable soil, hazardous geologic conditions, tectonic movement, seismicity, critical habitat, lack of land base are the limiting factors or constraints in tourism development.