



Victoria University
of Bangladesh

Final Assessment (HM 645)
Cases and Current Issues in Hospitality Management
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(Answer to the Question No 1)

Ans. Tourism is one of the largest commercial sectors in the world. The importance of this sector is increasing day by day due to its economic impact. Tourism has become one of the major players in international commerce. Many countries of the world have developed their economy by the means of tourism. For many developing countries, tourism has become the basis of the most important economic activities, especially of earning of foreign exchange. Many less developed countries (LDC) also considered tourism as an important and integrated part of their economic development. Modern tourism is closely linked to development and includes more new destinations for tourists. These dynamics turned tourism into a key driver for socio-economic and cultural progress. Tourism is not merely an economic and commercial activity, but one of the world's principal instruments for human interaction. Cultural tourism is one of the potential and significant sectors in the tourism industry. Cultural tourism means travelling to experience the places and activities that authentically represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources. Cultural tourism has various forms such as cultural villages, cultural routes, art, crafts and local dances that are offered to tourists. It gives clear ideas to the tourists regarding the different touch of life-style and the difference in culture of people. The theme of World Tourism Day in 2011 was - 'Linking Cultures'. This theme is linking together the cultures of the world through travelling. Millions of people are visiting the world each year. This people have never been to so many places before, not been so exposed to other cultures. This interaction between individuals and communities, and their diverse cultures, leads to tolerance, respect and mutual understanding for building a more peaceful world.

Bangladesh has enormous cultural attractions which are very much attractive to the visitors. Some of these are: Tribal life of Hill Tracts and other area of the country, many historic and archaeological sites like Sonargaon, Mynamati, Paharpur, Mohastangar, Shat Gambuj Mosque, World War II cemetery, Batali Hill etc, ancient mosques, temples, church, pagoda, Ethnological Museums, different Rajbari, other different historical places and ancient buildings, different monuments, different religious traditions and festivals, music and cultural evening shows etc. The man-made cultural resources for tourist attractions in Bangladesh are historical and archaeological sites, diverse cultural infrastructure that links the entire country, excellent art and crafts. At least 55 ethnic communities live in Bangladesh, which is quite unique for such a small area. Some of them still follow lifestyles that have remained intact for hundreds of year. Moreover, the people of Bangladesh are very friendly and simple which are very popular to both international and domestic tourists. Above mentioned factors can make Bangladesh a popular destination for cultural tourism in the world.

But the cultural tourism has not yet been developed in Bangladesh due to some challenges. Firstly, there is a lack of proper policy and initiatives from the government for enhancing cultural tourism. Secondly, the negative image of the country in abroad does not attract international tourists. Thirdly, poor infrastructure and improper use of cultural assets of the country are not suitable for tourism development. Fourthly, Bangladesh has not taken proper publicity of cultural diversities and resources to attract the tourists. Fifthly, there is lack of proper manpower for flourishing this tourism in the country.

In spite of these barriers, few initiatives can be taken for the development of cultural tourism in Bangladesh. Firstly, the government can formulate proper policy and initiatives for cultural tourism.

The cultural diversity and culturally important places of the country can be protected by special law and ordinance. Secondly, necessary infrastructure can be built and sustainable use of cultural resources can be ensured for tourism development. Thirdly, the foreign missions of Bangladesh can take initiatives for increasing the country image in abroad. Fourthly, promotion and publicity can be increased for proper marketing of cultural tourism. Fifthly, there should be arrangements for modern and effective training programmes for the development of efficient tourism professionals. Finally, public and private initiatives, sufficient investment and exchanging ideas with concerning persons are necessary to ensure proper development of cultural tourism in Bangladesh.

(Answer to the question No 2)

Ans. I explain the current top management issues in the hospitality industry.

It's no secret that the hospitality industry has struggled in the past year and will continue to recover and grow in 2021. Hospitality businesses are continually faced with many challenges regarding trends and customer expectations; the industry is rapidly growing, and organizations are struggling to keep up with the demand. We have gathered together the top challenges facing the hospitality industry in 2021 listed below.

1. Implementation of Technology

Over the past year technology has ramped up within the hospitality industry; self check-ins, contactless service, online ordering and payment via apps has become the new norm.

It's a challenge for the industry to provide a good customer experience with a mix of human and tech-enabled interactions; customers crave experience thus the company must be doing everything they can to adhere to this. If the technology system is not in place at all or is down it can stop the whole production system, thus organizations need to have back-up plans in place to be prepared for any issue thrown at them with the world of technology.

2. Reputation Management

Online platforms are becoming increasingly popular every year, with customers giving companies online reviews, through comments, ratings and photos. The hospitality industry has been battling to establish strong relationships with their consumers to increase their reputation.

Reviews and comments can destroy or glamorize companies, thus the industry needs to utilise certain platforms to their advantage and manage their reputation, a challenge that organizations will face in 2021.

3. Retaining and Attracting Employees

The hospitality industry is known for high turnover rates, with about one-third of workers quitting their jobs after working for just six months and around 45 percent of workers holding on for an average of two years.

The industry is continuing to grow with more employees being expected to be hired every year, thus for companies to remain competitive they need to ensure they have employees with strong qualities, skills and knowledge. Employee expectations are always changing and growing, organizations need to keep up with the latest trends for attracting and retaining employees, which is proving to be an ongoing challenge within the hospitality industry.

4. Environmentally Friendly Practices

Environmental pressures continue to shape today's hospitality industry, over the past 10 years it has been a key focus for all organizations to invest in. Sustainable practices make hospitality companies stand out, consumers want to know that the business they purchase from follow environmentally, socially and culturally sound practices. Especially evident with Millennial and Generations Z'ers, consumers will pay more for products that don't harm the environment or affect wildlife.

A complete overhaul of the organizations systems and products to follow sustainable measures will become expensive and won't last, whereas small steps over time to adhere to socially responsible guidelines will have a lasting effect on your customers and the environment, increasing the company's reputation. A massive challenge that businesses will continue to face in the future as sustainability is becoming a way of life to the public and organizations.

5. Personalizing Customers Experience

Customers today have grown to expect to be recognized and treated as individuals, rather than a steam-lined operations system. While consumers expect a greater level of personalization, businesses still struggle to translate data and insights into actions.

This information provides companies with customers past buying habits and their interests, enabling the hospitality industry to tailor their offers and promotions to specific customers.

The industry needs to continually find new and unique ways to personalise a customer's experience to keep a competitive edge.

6. Loyalty Programs

Loyalty programs are one of the top-level marketing strategies to obtain returning customers and most individuals expect a loyalty system when purchasing from a business. The hospitality industry battles each other to attract a loyal customer base and provide the best deals / product to consumers.

There are multiple challenges companies face when implementing a loyalty program mainly inaccessibility and confusion, as some customers will not participate in a system that has complex accessibility or that people do not understand. Furthermore, loyalty programs that are unappealing and obsolete to consumers are also extremely unsuccessful.

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(Answer to the questions no 3)

Ans. The top 5 world's class hotels name, address, features, amenities and accommodation facilities, and uniqueness with proper reference.

The top 5 world's class hotel's name and address :

- 1.Mardan Palace, Turkey
- 2.Burj Al Arab, Dubai
- 3.Atlantis Paradise, Bahamas
- 4.Emirates Palace, Abu Dhabi
- 5.The Plaza, New York City

1. Mardan Palace, Turkey

Mardan Palace is a luxury hotel based in Lara, Antalya with a reported cost of approximately \$1.4 billion. With over 560 hotel rooms, it is commonly known as Europe's most expensive luxury resort. Facilities include a 12,000 sq ft spa, 4 aquariums, 5 acres of pool plus a personal beach for the guests with sand imported from Egypt. Perfect for travelers wishing to combine comfort with luxury, the hotel includes velvet lined furniture, exotic wood floors and marble bathroom interiors.

2.Burj Al Arab, Dubai

Built to represent the sail of an Arabian dhow, the Burj Al Arab is the seventh tallest hotel in the world. Easily one of the most outrageously extravagant hotels in the world, it features a pillow menu with nine types of pillows for the guest to choose from, 24-carat gold leaf walls and full-sized Hermes amenities in every suite. Whilst the official rating of the hotel is 5-star (the highest hotel rating there is), it is widely referred to as a seven-star hotel. This

magnificent destination offers world class service-right down to the chauffeur driven Rolls Royce service.

3. Atlantis Paradise, Bahamas

Welcome to paradise. As one of the most stunning hotels in the Caribbean, Atlantis island resort features 11 swimming pools, a magnificent water park, 18-hole golf course, 21 restaurants, gym, tennis courts, a spa and even a Pilates and yoga studio. With a whole array of activities from family friendly fun to after dark nightlife, there is truly something for everyone at this awesome resort.

4. Emirates Palace, Abu Dhabi

Located in the heart of Abu Dhabi, Emirates Palace is a lavish, golden exterior property overlooking the shores of the Arabian Gulf. Offering an array of worldwide cuisines, 1.3km of private beach land, a private marina and coral rooms with garden views, this iconic hotel welcomes guests into a world of indulgence. Emirates Palace is a testament to Abu Dhabi, showcasing Arabian culture at its finest via its whopping three-billion-dollar construction.

5. The Plaza, New York City

Based in midtown Manhattan, The Plaza has been one of New York's most treasured landmarks since 1969. For over 100 years, the hotel has welcomed guests from around the world, including dignitaries, Hollywood royalty and world leaders. Providing a luxurious backdrop for famous blockbusters, guests can indulge in an opulent five star stay whilst being conveniently situated near New York City Center, Rockefeller Center, the Radio City Music Hall and Central Park.

(Answer to the question No 4)

Ans. This study mainly focuses on the prospects and constraints of tourism sector in Bangladesh. Bangladesh has enriched cultural heritage. Bangladesh is very much attractive and potential tourism sector that can earn foreign currency around the world. This study has based on secondary information that has gathered from different articles published in journals, Bangladesh Prejean Corporation (BPC), Ministry of Civil Aviation and Tourism, and different websites. This paper discovers the prospects and potentiality of tourism development in the country. Moreover, the paper recognizes various constraints to the development of tourism and prescribes some necessary recommendations for policy formulation and managerial implication of the development of the tourism sector in Bangladesh. Tourism is a growing industry all around the world. Though Bangladesh has a huge prospective to improve tourism due to its natural scenery and enriched heritage, the industry flops to the extent of its end because of its different challenges. The Sunderland mangrove forest, Shatgombuj Mosque, and Paharpur Buddhist Viagra are the three world heritage sites in Bangladesh. The total contribution of tourism to GDP is 4.4%, but the global

contribution is 10.4% in 2018. Attracted by the natural beauty of the country, a significant number of domestic and overseas tourists visit its different tourist sites. Despite its immense potentials, the sector is facing different challenges like inadequate infrastructure and backward communication system, deficiency of accommodation facilities, lack of safety and security, scarcity of professionalism, lengthy visa processing, and political instability, which discouraged both international and internal tourists to visit the attractive places in the country. Tourism also brings socio-economic and environmental benefits for the country, albeit mass tourism is also associated with negative effects on the social environment. The opportunities for tourism of the country are religious tourism, sports tourism, eco-tourism, educational tourism, spa tourism, rural tourism, cultural tourism, etc. But there is a lack of research and plan to explore the development of the tourism industry of Bangladesh. The paper tries to focus on the important and attractive tourist spots and the impact of tourism on the economy of the country. The paper also explores the challenges and opportunities of the tourism sector of Bangladesh. Tourism is an important driver of economic growth. Tourism is one of the most rising industries all over the world. Bangladesh is a country filled with natural wonders and world heritage places. There are many popular tourist spots in Bangladesh. Among them, Cox's bazar is considered as one of the most widely visited and rising tourist spots in our country but there has not been enough research, planning, advertisement and implementation for the development of this area. The key aim of this paper is to identify problems and prospects of tourism at Cox's bazar tourist spots which can be more convenient for all aspect of the tourists in the world. This study has conducted through semi-structured questionnaire and by the existing literature to collect relevant data. Based on data and analysis, study has found out several major problems such as lack of infrastructure facilities, modern and sufficient recreation facilities, proper training, proper planning from Government, marketing and updated information, security and safety, involvements of non-professional peoples, political instability, visa problems which is constraint to develop Cox's bazar tourism. This study also has explored twelve popular tourist spots in the Cox's bazar district. Basically, this study focused on the attractive tourist spots of Cox's bazar and finally provided some suggestions to overcome those problems.