

VICTORIA UNIVERSITY
OF BANGLADESH

INTRODUCTION TO TOURISM INDUSTRY

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Question No :01

Define tourism as per WTO. Explain the tourism on the basis of four different perspective.

Answer to the question no: 01

Tourism is travel for pleasure or business, and the commercial activity of providing and supporting such travel. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes". Tourism can be domestic (within the traveller's own country) or international, and international tourism has both incoming and outgoing implications on a country's balance of payments.

The International conference on travel and tourism statistics convened by the world tourism Organization (WTO) in Ottawa, Canada in 1991 reviewed, up dated and expanded on the work of earlier international groups. The Ottawa conference made some fundamental recommendation on definitions of tourism, travelers and tourists.

WORLD TOURISM ORGANIZATION DEFINATIONS

The officially accepted definition is:

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Any attempt to define tourism and to describe its scope fully must consider the various groups that participate in and are affected by this industry. Their perspectives are vital to the development of a comprehensive definition. Four different perspectives of tourism can be identified:

1. The tourist: The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
2. The business providing tourist goods and services: Business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.
3. The government of the host community or area: Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly.

4. The host community: Local people usually see tourism as a cultural and employment factor. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful or both.

Question No :02

Briefly explain the Built Environment of tourism industry.

Answer to the question no: 02

The Built Environment

Another dimension of the tourism phenomenon is the built environment that has been created by humans. This built environment first includes the culture of the residents of the host region.

The culture of people reflects many dimensions of its past development and its current way of life. Culture is relatively a very permanent characteristic of a destination, and one that cannot be changed simply to enhance tourism development.

The infrastructure of a tourism destination is yet another dimension that has not been put in place mainly to serve tourism. Such basic things as roads, sewage system, communication networks, and many commercial facilities have been put in place to meet the needs of local residents. While these components of the infrastructure can also be important to visitors, their primary functions are related to the ongoing daily needs of residents. In contrast, a destination's tourism superstructure includes those facilities that have been developed especially to respond to the demands of visitors. The most obvious examples include hotels, restaurants, conference centers, car rentals, and major attractions.

Because of their special tourism orientation, the characteristics of components of the superstructure are essentially determined by visitor wishes rather than resident desires, even though residents often desire many benefits from certain elements of the tourism superstructure.

Technology is one of the most recent and still increasingly influential, dimension of the built environment that is shaping the nature of both tourism products/services and travel experiences. In many ways technology can be viewed as one of the most distinctive and most powerful characteristics of the built environment since the dawn of modern tourism following world war 2. The advent of jet air craft and massive invasion of telecommunication technology, linked closely with computer technology, have had a dramatic impact on the very essence of the tourism phenomenon.

A recent addition to the built environment of a destination is that of information. Increasingly, the success of a destination is determined by its ability to assemble, interpret, and utilize information in an effective manner. Information is of several types: information concerning the potential tourism market, which is essential for destination design and development, information on the level of satisfaction of current visitors regarding the quality or enjoyment of their

visitation experience, information regarding competitors and their activities, information concerning the functioning or performance of the destination in its efforts to profitably provide attractive experiences to visitors, and information concerning the extent to which residents of the host region understand and support tourism as a long term component of the socioeconomic system.

Question No :03

What are the operating sector of tourism? Briefly explain with example.

Answer to the question no: 03

The operating sector of tourism

The operation sectors of the tourism industry represent what many of the general public perceive as “Tourism”. First and foremost, the transportation sector comprising of airlines, bus companies, and so on, tends to typify the movement of people and travel. The accommodation sector, which includes many well-known “brands” such as Hilton, Marriott, Howard Johnson, Best Western, and so on, is highly visible to the public. Similarly, The food services sector also contains a broad spectrum of brands and logos that have become part of everyday life in many communities.

Examples include the world famous fast food chains (McDonald’s, Pizza Hut, Burger King, KFC) and internationally known gourmet restaurants such as Maxim’s in Paris and Alfredo’s in Rome.

The attraction sector also contains many well-known icons in the tourism industry. The undisputed leader of the attraction world is Disneyland/Walt Disney World. Other world famous attractions include the upscale Louvre Museum in Paris, France, the Hermitage in St Petersburg.

Closely related to attraction is the events sector. Its icons include the Oktoberfest in Munich, Germany, the Calgary Stampede in Canada, the Mardi Gras of New Orleans and Rio de Janeiro, Brazil, the Boston Marathon, and the Super Bowl in the United States, as well as such transient events as World Cup Soccer and the International Summer and Winter Olympic Games.

The adventure and outdoor recreation sector is one of the most rapidly growing components of modern tourism. Changes in demographics, values and lifestyles are creating increasing demand for activities such as golfing, skiing, snowboarding, white water rafting, parasailing.

At the other end of the “natural-manufactured” spectrum is the equally fast-growing component of entertainment. Certain destinations, most notably Las Vegas, Nashville, and Branson, Missouri, have grown up on a heavy diet of world famous entertainers.

Question No :04

Write short note about Planning, Development, Promotion and Catalyst Organizations.

Answer to the question no: 04

We don't know another hidden component of tourism that is equally important in determining the success of a tourism destination. It is known by the unwieldy name of planning, development, promotion, and catalyst organizations (PDPCO). It is the visionaries, policy makers, strategic planners, and individuals and groups who "make the right things happen" that are increasingly a determinant of successful tourism. In effect, in tourism it is a critical that we "do the right things" as that we "do things right." This means simply that policy makers need to ensure that their destination offers the kinds of travel experiences that are most appropriate to the visitors, always keeping in mind any limitations imposed by the resources of the destination.

Once the appropriate experiences have been identified through effective planning, it is essential to ensure that plans are translated into the facilities, events, and programs that are necessary to provide the visitor with the given experience "on the ground."

The organization responsible for providing the insight and leadership necessary to envisage and bring policies and plans into reality is increasingly referred to as the destination management organization "DMO". The specific identity of this organization depends on the "level" of the destination. In most countries, policy public sector (governments) and the private sector. At the international level, governments are usually represented by a national government tourism office. A national travel/tourism industry association typically represents the private sector.

At the state/provincial level, the public/private sector organizations are usually known respectively as the state/provincial government tourism office and the state/provincial travel industry association. The parallel equivalent at the city/municipal or regional level are local and city government tourism departments and local and city tourism associations or, more commonly, a convention and visitor bureau.

Question No :05

Mention the positive and negative side of the tourism industry.

Answer to the question no: 05

Tourism brings both economic and noneconomic benefits and costs to host communities. Some of the considerable economic impact and benefits were described in the preceding section. There are additional areas of benefit that have not received much research attention. These relate to benefits occurring to the traveler, such as the contribution of pleasure travel to rest and relaxation, the educational benefit, the understanding of other people and cultures, and the physical and mental well-being of the traveler.

Positive side

- Generates a supply of needed foreign exchange
- Increases incomes
- Creates increased gross national product
- Can be built on existing infrastructure
- Develops an infrastructure that will also help stimulate local commerce and industry
- Can be developed with local products and resources
- Helps to diversify the economy
- Tends to be one of the most compatible economic development activities available to an area, complementing other economic activities
- Spreads development
- Has a high multiplier impact
- Increases government revenues
- Broadens educational and culture horizons and improves feeling of self-worth
- Improves the quality of life related to higher level of income and improved standards of living
- Reinforces preservation of heritage and tradition
- Promotes a global community
- Provides employment opportunities, both skilled and unskilled, because it is a labor-intensive industry

Negative side

Tourism has been blamed for pollution beaches, raising the price of labor, land, goods and so on spoiling the countryside, contaminating the values of native people, crowding congestion, noise, litter, crime, loss of privacy, creating social tensions and low paid seasonal employment. We must accept that tourism is neither a blessing nor a blight, neither poison nor panacea. Tourism can bring great benefits, but it can also bring social problems.

On the minus side of the ledger we find a number of problems that can be created by tourism, especially by its over development:

- Develops excess demand for resources
- Creates the difficulties of seasonality
- Causes inflation
- Can result in unbalanced economic development
- Creates social problems
- Degrades the natural physical environment and creates pollution
- Degrades the cultural environment

- Increases the vulnerability to economic and political changes
- Threatens family structure
- Commercializes culture religion, and arts
- Creates misunderstanding
- Creates conflicts in the host society
- Contributes to disease, economic fluctuation, and transportation problems

