

# Victoria University Of Bangladesh

Course title ~ TMGT 111

## *Bachelor of Tourism & Hotel Management*

Submitted By ~ Introduction to Tourism Industry

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## **1.**

The Definition of Tourism varies source by source, person by person. There is no consensus concerning the definition of tourism. Nearly every institution defines "Tourism" differently. But When it comes to explain it with the basic terms, we can sum it up as follows;

"Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home"

"The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.

1. Geographical Perspective - from a geographer's perspective the main concern of tourism is to look into aspects like the geographical location of a place, the climate, the landscape, the environment, the physical planning and the changes in these emerging from provisioning of tourism facilities and amenities. A geographer feels that it is the climate, landscape or physical attributes which draw the tourist to a destination, for example; if a

person from Delhi goes to Shimla in the summer he does so because of the cooler climate which he cannot get in Delhi.

2. Sociological Perspective - from a sociologist's perspective Tourism is a social activity; it is about interaction between different communities-hosts and guests-and encounter between different cultures. This approach studies social classes, habits and customs of both hosts and guests in terms of tourism behavior of individuals or groups of people and the impact of tourism on society.

3. Historical Perspective – from an historian's perspective tourism is a study of the factor's instrumental in the initiation of tourism to a particular destination, the order of happenings leading to tourism development, the reasons for happening of the occurrences in that order, beneficiaries of the tourist activity and an untimely and premature identification of negative effects. For example we all know that a lot of tourists visit Taj Mahal in Agra but historians would be interested in studying the factors that bring the tourists there, e.g. the architecture, the story behind the monument, or something else that draws them there.

4. Managerial Perspective – from the management perspective tourism is an industry, and therefore needs managerial skills in order to be properly managed. As the industry grows we see continuous changes in various organizations and services linked with the industry, the tourism products and so on so this approach concentrates on management activities such as planning, research, pricing, to the operation of a tourist establishment, marketing, control etc. as vital.

## **2.**

Normative Framework Past studies of the built environment's impact on travel demand in the United States can be faulted both on theoretical and

methodological grounds. (Ewing and Cervero, 2001). Virtually all models have been incompletely specified, sometimes grossly so. This is partly because of modelling traditions and partly because of data limitations. Shortcomings are underscored by studies of mode choice. Travel demand modellers have taken one tack, travel researchers another. In travel demand modelling, mode choice is treated as an application of consumer choice theory, grounded in the notion that people choose among alternatives – be they means of getting to work or brands of ice cream – so as to maximize personal utility, or net benefit to themselves. When deciding to go between point A and point B, people weigh the comparative travel times, costs, and other attributes of competing modes. Characteristics of the traveller (e.g., income) also influence the selection. These two sets of attributes – characteristics of trip interchanges and characteristics of travellers – are used by demand modellers to explain mode choices.

A review of travel research, mostly by academics with a land-use orientation, reveals an altogether different approach to the subject. While they too model the effects of income and other characteristics of the traveller on mode choice, their focus is not on trip interchanges, but rather on trip ends – specifically, the characteristics of origins and destinations. Thus, those interested in how traditional neighbourhood designs (TNDs) and

transit-oriented developments (TODs) influence mode choices concentrate mainly on the densities, land-use mixes, and walking environments at the origin and/or destination ends of trips. All too often, how competing modes fare in terms of travel between origins and destinations is ignored. Model mis-specification leads analysts to read too much or too little into estimated relationships. Statistically, the influences of omitted variables get soaked up by the modelled variables  $\hat{\theta}$  which means that travel demand modellers end up overstating or understating the importance of travel time and cost, whereas travel researchers end up misinterpreting the importance of the built environment. It is hard to guide public policy when statistical outputs are ambiguous. Rectifying this situation is inhibited by a number of factors: ! Travel data are rarely (if ever) collected for purposes of studying how built environments shape travel demand. Data normally come from national censuses (usually only for work trips) or local travel surveys undertaken as part of long-range transportation plan updates. Data are normally collected for purposes of calibrating large-scale models that predict travel demand across a region as opposed to within a neighbourhood. Rarely are more than a dozen or so travel diary records available for any single neighbourhood. ! While measures of gross population and employment density are available from the U.S. census, data on land-use mixes and

neighbourhood designs are far harder to come by. Local geographic information systems (GIS) have the potential to supply such data, but relatively few localities have systems up and running that contain all data layers required for travel modelling. ! Out of necessity, land-use and design variables are often represented on nominal measurement scales (e.g., land-use type, presence or absence of sidewalks, presence or absence of multiple uses, etc.). By contrast, other explanatory and control variables are often measured on richer ratio measurement scales (e.g., relative travel time, relative price, traveller's income, etc.). This gives the latter a predictive edge in statistical analyses over the lumpier land-use and design variables. ! Dimensions of built environments tend to operate in tandem and synergistically. Most dense neighborhoods have multiple land uses, gridded streets, sidewalks, and limited parking. Because of this collinearity, it becomes difficult, in a statistical sense, to separate out the unique contribution of any one factor to mode choice, trip frequency, etc. It also becomes difficult to capture interactive effects.

To date, U.S. studies of land-use and travel have focused on the influences of three dimensions of the built environment: (1) density; (2) diversity; and (3) design. Studies have explored the effects of these dimensions both independently and in combination. Density, for instance, is thought to shape travel demand by: (1)

shortening trips (i.e., with activities closer together, more trips occur internal to a community); (2) inducing non-motorized travel; and (3) spurring higher occupancy travel for motorized trips (e.g., by public transport and ridesharing). Collectively, these outcomes are thought to lower vehicle kilometers of travel.

### **3.**

#### The Tourism Industry

Each day people pack their bags, leave their homes, and head to new destinations as tourists, hoping to visit and experience what different locations of the world have to offer. At any given time, night and day, people are traveling by air in planes, by land in trains, and by sea on ships. People may choose to travel for a variety of reasons including social, entertainment and leisure, or business. People may choose to travel domestically or internationally. The tourism industry, the businesses and organizations established to meet the wants and needs of travelers, is one of the largest industries in the world.

As transportation technology has evolved over time, people have gained greater access to locations throughout the globe. Whether it is a businessperson traveling to New York City for a work conference, or a group of friends taking a trip to Machu Picchu, the tourism industry

provides goods and services to meet the needs of any type of traveler.

The tourism industry includes many sectors, or categories, all meant to meet the needs and wants of people who are away from their home while visiting a new location. As a tourist, one would need a way to get to this new location, a roof over their head, a bed for sleep, and food to eat. A visitor would probably want activities to fill their time and knowledgeable people available to them if they have questions or are seeking guidance. These are the goods and services that the tourism sectors provides.

### Why is Tourism Important?

The tourism industry is one of the largest industries in the world and within the industry, a lot of money is exchanged. Tourists spend money on transportation to their destination and on lodging and accommodation once they arrive. Additionally, money will be spent at establishments for food and beverage as well as at other businesses for entertainment. Many people are needed to meet all of these wants and needs. In conjunction with the financial potential from tourism, the businesses serving tourists offer employment opportunities to many people. Jobs in the tourism industry may include airport employees, housekeeping staff at hotels, servers at restaurants, local tour guides, and so much more. Tourism is a labor heavy

industry therefore it creates many employment opportunities. This, along with the amount of money accrued and exchanged make the tourism industry one of the largest and important in the world.

Some countries derive a large percentage of their GDP, gross domestic product, from the tourism industry. Many of these countries are countries in development and the tourism industry acts as an essential economic booster. These countries often attract large numbers of tourists per year and usually offer unique sights or experiences. For these countries, tourism is an important economic asset.

Tourism also has the ability to open up and improve connections between countries. As currency is exchanged, relationships between countries can be improved and the value of currency has potential to grow. Travelers have opportunities to expand their understanding of different cultures through unique and pleasurable experiences.

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Sectors in Tourism



Because there are many needs and wants that travelers may have, there are many sectors of tourism , or categories within the tourism industry. These categories are based on the needs and wants that travelers may have while visiting a destination while also including services that assist them in arranging travel to and from a new location. These tourism sectors also include organizations that establish the types of services available to travelers in different locations. The five main sectors of the tourism industry include:

Accommodation

Transportation

Entertainment

Attractions

Food services

Trade associations

Regulators

Accommodations

When traveling, a tourist will choose their accommodations, or place that they will sleep and stay, based upon a few criteria. Some of the most popular accommodation options include hotels, motels, and resorts. If a traveler is seeking a basic lodging situation with limited services, they may choose a motel. A hotel may be chosen if the traveler seeks basic lodging needs along with extra services and facilities. These extras may

include room service food offerings, a gym or swimming pool, or even an on-site restaurant or bar. If a full array of extra services, facilities, and recreation options are what a traveler is seeking, they may choose to stay at a resort. A resort will provide a more luxury lodging experience along with included food and recreation options directly on site. While staying at a resort, a traveler may have no need or desire to leave the resort at all. Travelers will take cost, location, and desired experience into consideration when choosing accommodations.

## Transportation

Transportation includes the mode which a traveler uses to arrive at a destination as well as how they get from place to place once they have arrived. If traveling internationally, air travel by plane, sea travel by cruise ship, and rail travel by train are popular travel options. Other travel options may include taxis and buses or even driver for hire services, which can be found in most cities. Many destinations offer more local transportation options like a gondola boat through the canals of Venice, camels in the desert, or a donkey tour of the Grand canyon.

## **4.**

Spirit of HospitalityAs already discussed, the operating sectors of tourism are responsible for delivering high-quality memorable experiences. Care must be taken,

however, to wrap these experiences in a warm spirit of hospitality. Quite simply, it is not enough to deliver all the attributes of an experience in a cold detached manner. Each individual visitor must feel that he or she is more than a source of cold cash revenue for the business or destination. Rather, visitors have a natural human desire for warm acceptance as they seek to enjoy the range of experiences the destination has to offer. Thus, the challenge facing destinations is to deliver their experiences in a way that enables the visitors to believe they are welcome, that they truly are guests. While tourists naturally recognize that they are transient visitors, destinations must first train industry personnel to treat the tourist with fairness, respect, and a level of politeness. Second, the destination must encourage its permanent residents to behave as friendly hosts to visitors who are in unfamiliar surroundings. They should convey a friendly attitude and, when required, offer basic information and a helpful hand. These small but important gestures will do much to foster a destination spirit of hospitality that will, in turn, greatly enhance the perceived value of all the other aspects of the visitation experience.

Planning, Development, Promotion, and Catalyst Organizations

It is widely acknowledged that the success of tourism ultimately depends on the competence and ability of all of the operating sectors discussed above (i.e., the front line of tourism) to deliver a high-quality experience to each

tourist one person at a time. There is 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 critical that we This means simply that policy makers need to ensure that their destination offers the kinds of travel experiences that are most appropriate to the visitor, 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 "do the right things" as that we "do things right." "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 "on the ground destination management organization (DMO) of the destination. In most countries, policy and planning involve two very important categories of stake-holders, namely, the public sector (governments) and the private sector (see Figure 1.2). At the national level, governments are usually represented by a national

tourism office (such as a department of tourism or a national tourism corporation). 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.

## **5.**

Tourism is a huge industry. It not only creates jobs, but also fosters economic development in different areas of the world. It has many advantages such as boosting the economy and giving the destination a sense of place. Tourism also helps preserve natural resources and cultural traditions. Other advantages of tourism are as follows:

Tourism brings in money – Tourism brings in money because people from all over the world travel to different countries. As we already saw, tourism is a huge industry, which means that it has a lot of benefits, including economic and social ones. It provides jobs in hotels, restaurants, and other tourism-related industries. It also helps sustain services so that tourists can enjoy their vacations even more.

Tourism provides jobs – Tourism can provide a significant source of income for local communities. As a result, tourism often generates jobs in various fields like the hospitality and agriculture industries. Tourism also helps to improve the housing market, which will lead to economic growth and job opportunities in other industries

Stimulates growth of a country – Tourism has been a significant area of growth for many countries. It allows the economy to grow and it's good when it comes to the environment as well. However, there are many ways in which tourism can be encouraged. Many countries offer incentives for investment like tax breaks or low rates of corporate tax. These types of incentives allow companies to invest their money into real estate, transportation, and other forms of infrastructure necessary for promoting tourism in the country.

Incentive to preserve the natural environment – One of the most important ways in which tourism can help preserve nature and the environment is by creating incentives for people to preserve these areas. Because destruction of such areas translates to decline in tourism.

Tourism promotes international connections – Tourism is an industry that promotes international connections.

Tourism creates new friendships and builds favorable relationships between different countries. By traveling, tourists are able to gain a deeper understanding of their

destination. They also get to enjoy the scenery, culture, and food of their destination.

Helps to put nations on the global map – Tourism is an economic stimulus for the nation. It provides a wide range of benefits, including job creation, exchange of ideas, cultural enrichment, and new technologies. Many countries have started to invest in tourism to make it easier for people to travel abroad on an individual or business level.

### Disadvantages of Tourism

The most common problem associated with tourism is deforestation, which leads to habitat destruction for animals and plants throughout the world. Tourism also has a negative impact on the local economy as many businesses rely on things like local tourist visits to make money. Hence, a pandemic or other geopolitical situations can spell loss of business and livelihood. Other disadvantages of tourism are as follows:

Can cause environmental damage – There are many disadvantages to tourism, such as the effects on the environment. Tourists will often cause damage during their visit in an attempt to find a photo opportunity. The result is that tourists are often responsible for deforestation and over-exploitation of natural resources. Destroying habitats could lead to extinction of endangered species, which could have adverse consequences on biodiversity.

Commercialization – Developed countries continue to grow in popularity and can become very crowded. This has led to changes in people's attitudes and behaviors, including the development of commercialism. This new form of capitalism has had a direct impact on how tourism is conducted. A common example is the growing prevalence of high-priced souvenirs that are sold by tour guides around major tourist destinations.

Can cause cultures to clash – It is a major problem that many countries face due to the nature of tourism. It creates a clash between cultures and may cause the destruction of existing communities. It is important to respect local customs and traditions because other people will not always be respectful towards your culture.

Tourism mainly provides low level jobs – This is a sector that provides low level jobs. These jobs mostly come as waiters, cleaners, and bartenders. However, these are usually temporary jobs that don't provide much opportunity for growth.

Seasonal Nature of tourism – Tourism has many disadvantages and one of the most prominent is the seasonal nature of tourism. Generally, tourism usually peaks during the summer months when people come from other areas to vacation in a warmer climate. However, other places have this trend reversed. Regardless, the off-season usually results in decreased economic activity.



Small businesses are unable to keep up – Sometimes, the tourism industry in developing countries is owned by big foreign companies, which means that locals who depend on the income from tourism have to find other jobs in order to make money. This can cause unemployment and can negatively affect the economy.

Other key sectors of a country might be ignored – Over reliance on the tourism industry can lead to other important sectors being ignored. This can be dangerous for the economy if the tourism industry takes a hit from political situations, wars, global pandemic, natural disasters etc.