

VICTORIA UNIVERSITY

Of Bangladesh

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Question no 01

How many jobs generated in tourism sector last year? Explain the various sectors where tourism students get placement.

Answer to the question no 01

Every student eventually must leave the college or university campus and seek a career-oriented job. This is a difficult decision-making time, often filled with doubt to what goals or ambitions should be pursued. Coming face to face with the problem of getting a first major career-oriented job is a challenging task.

Jobs generated in tourism sector last year

The World Travel & Tourism Council's latest Economic Impact Report (EIR) reveals the Travel & Tourism sector is expected to create nearly 126 million new jobs within the next decade.

The bullish forecast from the World Travel & Tourism Council (WTTC), which represents the global Travel & Tourism private sector, also shows the sector will be a driving force of the global economic recovery, creating one in three of all new jobs.

The announcement was made today by Julia Simpson, President & CEO of the World Travel & Tourism Council, in her opening speech at its prestigious Global Summit in the Philippines.

The prediction was delivered in the capital, Manila, before more than 1,000 delegates from across the global Travel & Tourism sector, including CEOs, business leaders, government ministers, travel experts and the international media.

The EIR report shows Travel & Tourism's GDP is forecasted to grow at an average rate of 5.8% annually between 2022-2032, outstripping the 2.7% growth rate for global economy, to reach US\$ 14.6 trillion (11.3% of the total global economy).

Career possibilities

Tourism today is one of the world's largest industries. It is made up of many segments, the principal ones being transportation, accommodations, food service, shopping, travel arrangements, and activities for tourists, Such as history, culture, adventure, sports, recreation, entertainment, and other similar activities. The businesses that provide these services require knowledgeable business managers.

Familiarity with tourism, recreation, business, and leisure equips one to pursue a career in a number of tourism-related fields. Tourism skills are critically needed, and there are many opportunities available in a multitude of fields.

Because tourism is diverse and complex and each sector has many job opportunities and career paths, it is 'virtually impossible to list and describe all the jobs one might consider in this large field.

Airlines

the airlines are a major travel industry employer, offering a host of jobs at many levels, ranging from entry level to top management, including reservation agents, flight attendants, pilots, flight engineers, aircraft mechanics, maintenance staff baggage handlers, airline food service job, sales representatives, sales jobs, computer specialists, training staff, office jobs, clerical positions, ticket agents and research jobs. Because airlines have to meet safety and other requirements, opportunities also exist with the federal Aviation Administration (FAA) the FAA hires air traffic controllers and various other specialists.

Bus companies

Bus companies require management personal, ticket agents, sales representatives, tour representatives, hostesses, information clerks, clerical positions, bus drivers, personal people, training employees.

Cruise companies

The cruise companies is the fastest growing segment of the tourism industry today. Job opportunities include those for sales representatives, clerical workers, market researchers, recreation directors, and CEO's. because of its similarity in operations, the cruise industry has many of the same jobs as the lodging industry.

Hotels, motels and resorts

The range of jobs in hotels and motels is extremely broad. The following list is representative regional manager, general manager, resident manager, comptroller, accountants, management trainees, director of sales, director of convention sales, director of personnel, director of research, mail clerks, room clerks, reservation clerks, front-office manager, housekeepers, superintendent of service, bellhops, lobby porters, doormen, maids, chefs, cooks, kitchen helpers, storeroom employees dishwashers, waiters, bartenders, apprentice waiters, heating and air-conditioning personnel, maintenance workers, engineers, electricians, plumbers, carpenters, painters, and laundry workers.

Resorts tend to have the same jobs as those mentioned for hotels and motels; however, larger resorts will have greater job opportunities and require more assistants in all areas. Resorts also have a number of additional job opportunities in the areas of social events, entertainment, and recreation, such as for tennis and golf pros. At ski resorts there will be ski instructors, members of a safety patrol, and SO on. The American Hotel and Lodging Association has launched the AH&LA Online Career, which lists open positions in the lodging industry.

Tour companies

Tour companies offer employment opportunities in such positions as tour manager or escort, tour coordinator, tour planner, publicist, reservations specialist, accountant, group tour specialist; incentive tour coordinator, costing specialist; hotel coordinator, office supervisor, and managerial positions. Often, a graduate will begin employment as a management trainee, working in all the departments of the company before permanent assignment is made.

Travel agencies

Travel agencies range from very small to very large business. The smaller businesses are very much like any other small business. Very few people carry out all the business operations, and jobs include secretarial, travel counseling. In large offices job opportunities are more varied and include branch manager, commercial account specialists; domestic travel counselors, international travel counselors, research' directors, and advertising managers. Trainee group sales, accountants, file clerks, Sales personnel, tour planners, tour guides, reservationists, group coordinators, trainees, operations employees, administrative assistants, advertising specialists, and computer specialists are other possibilities.

Food service

Many job opportunities are available in the rapidly growing food service industry, such as headwaiters, captains, waiters and waitresses, bus persons, chefs, cooks, bar tenders, restaurant managers, assistant managers, personnel directors, dieticians, menu planners, cashiers, food service supervisors, purchasing agents, butchers, beverage workers, hostesses, kitchen helpers and dishwashers. In addition, highly trained managers having a strong sector are required to over- see the development and performance of large restaurants chains.

Rental car companies

Tourism education

Tourism research

Tourism research consists of the collection and analysis of data from both primary and secondary sources. The tourism researcher plans market studies, consumer surveys and the implementation of research projects.

Travel communications

Recreation and leisure

Attractions

Attractions such as amusement parks and the theme parks are major source of tourism employment. Large organizations such as Disney world, Disneyland, six flags, Tivoli Gardens, and sea world provide job opportunities ranging from top management jobs to clerical and maintenance jobs.

Festivals and events

Sports tourism

Tourist offices and information centers.

Question no 02

Explain the following topics: WTO, WTTC, BPC, IATA, PATA.

Answer to the question no 02

The complex organization of tourism involves literally thousands of units. The destination hierarchy provides a geographical classification and subclassification of the world. The world is divided into nations, which in turn commonly consist of regions, states/provinces, and urban centers (cities/municipalities).

World Tourism Organization (WTO)

The world tourism organization is the most widely recognized and the leading international organization in the field of travel and tourism today. It serves as a global forum for tourism policy issues and a practical source of tourism.

It is headquartered in Madrid, Spain.

Robert Lonati is voted in as the first WTO Secretary-General and the Assembly decides to establish its headquarters in Madrid.

The official languages of UNWTO are Arabic, Chinese, English, French, Russian and Spanish.

UNWTO's membership includes 160 Member States, 6 Associate Members and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

The world Tourism Organization had its beginnings as the international union of official Tourist Publicity Organizations set up in 1925 in The Hague. It was renamed the international union for official Tourism organizations (IUOTO) after world war 2 and moved to Geneva. IUOTO was renamed the World Tourism Organization (WTO), and its first general assembly was held in Madrid in May 1975.

The General Assembly is the principal gathering of the World Tourism Organization. It meets every two years to approve the budget and programmed of work and to debate topics of vital importance to the tourism sector. Every four years it elects a Secretary-General. The General Assembly is composed of full members and associate members. Affiliate members and representatives of other international organizations participate as observers. The World Committee on Tourism Ethics is a subsidiary organ of the General Assembly.

The secretariat was installed in Madrid early the following year at the invitation of the Spanish government, which provides a building for the headquarters.



In October 2003 WTO became a specialized agency of the United Nations.

On 17 September 1974, Bangladesh became a full member of the United Nation. Sheikh Mujibur Rahman, the president of Bangladesh, gave a speech in the Bengali language at the General Assembly on 25 September 1974.

WTO is engaged in many activities.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

The transfer of tourism know-how to developing countries is a major task. Here WTO contributes decades of experience in tourism to the sustainable development goals of nations throughout the world. WTO projects are based on the policy of sustainability, increasing the economic benefits of tourism development are not offset but damage to the environment or local culture.

WTO is well known for the statistics and market research. Research has been one of WTO's most important contributions.

Human resource development is another WTO goal.

WTO sets standards for tourism education. The WTO education council made up of leading tourism education, training, and research institutions.

World Travel and Tourism Council (WTTC)

The world travel and tourism council (WTTC) is the forum for global business leaders in travel and tourism. It is comprised of the president, chairs, and chief executive officers of 100 of the world's foremost companies.

These include accommodation, catering, cruises, entertainment, recreation, transportation, and travel related services.

WTTC is the only body representing the private sector in all parts of the industry worldwide.

Established in 1990, WTTC is led by a nineteen-member executive committee, which meets twice a year and reports to an annual meeting of all members. Day-to-day operation are carried out by the president and a small staff based in London.

The WTTC is headquartered in London. The staff are led by the president and CEO of WTTC. Seven directors head the different sections of the organization. The WTTC has two membership types: global members and regional members. It also has a category for companies that provide services to the industry, referred to as Industry Partnership.

The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the Travel & Tourism

sector, working with governments and international institutions to create jobs, drive exports and generate prosperity.

Their vision of travel and tourism is that of a partnership among all stakeholders, delivering consistent results that match the needs of national economies, local and regional authorities and local communities with those of business, based on: governments recognizing travel and tourism as a top priority, business balancing economics with people, culture, and the environment, and a shared pursuit of long-term growth and prosperity.

The activities of the council can be summarized under these broad themes:

Global Activities: WTTC addresses challenges and opportunities that affect all sectors of the global travel and tourism industry. It is empowered by its members to provide an effective voice for the industry in its dialogue with governments around the world.

The council actively promotes public and private sector examples of best practices in tourism.

Regional Initiatives: Regional initiatives are set up in countries and regions that have huge potential for travel and tourism development, but that lack the framework or resources to achieve growth.

Economic Research: WTTC now uses Oxford Economic Forecasting Ltd, to undertake extensive research to determine travel and tourism total size and contribution to world, regional and national economies. The WTTC forecast is the primary vehicle used to convey the message that tourism is the world's largest industry, that it has been growing faster than most other industries, that it will continue to grow strongly, and that it can create jobs and increase gross domestic product (GDP)

Their latest 2005 forecast covers 174 national economies and shows that the tourism industry currently generates 221.5 million jobs and contributes over 10.6 percent of global GDP.

International Air Transport Association (IATA)

The International Air Transport Association is a trade association of the world's airlines founded in 1945. IATA has been described as a cartel since, in addition to setting technical standards for airlines, IATA also organized tariff conferences that served as a forum for price fixing.

Consisting in 2023 of 300 airlines, primarily major carriers, representing 117 countries, the IATA's member airlines account for carrying approximately 83% of total available seat miles air traffic.

IATA supports airline activity and helps formulate industry policy and standards.

It is headquartered in Montreal, Canada with executive offices in Geneva, Switzerland.

IATA states that safety is its number one priority. The main instrument for safety is the IATA Operational Safety Audit (IOSA). IOSA has also been mandated at the state level by several countries. In 2017, aviation posted its safest year ever, surpassing the previous record set in 2012. The new global Western-built jet accident rate became the equivalent of one accident

every 7.36 million flights. Future improvements will be founded on data sharing with a database fed by a multitude of sources and housed by the Global Safety Information Center. In June 2014, the IATA set up a special panel to study measures to track aircraft in flight in real time. The move was in response to the disappearance without a trace of Malaysia Airlines Flight 370 on 8 March 2014

The principal function of IATA is to safely facilitate the movement of persons and goods from any point on the world air network any other by any combinations of routes. This can be accomplished by a single ticket bought at a single price in one currency and valid everywhere for the same amount and quality of service.

The same principles apply to the movement of freight and mail.

Resolutions of IATA standardize not only tickets, but waybills, baggage checks, and other similar documents. These resolutions coordinate and unify handling and accounting procedures to permit rapid internal booking and connections.

They also create and maintain a stable pattern of international fares and rates. In effect, they permit the linking of many individual international airline routes into a single public service system.

While developing standards and procedures for the international airline industry to support interlining and enhance customer service continues to be a principal aim, IATA is involve in many other areas such as industry support, the environment, consumer issues, regulatory monitoring, legal support, corporate communication, scheduling, facilitation, safety, security, and service.



IATA aims at providing a good and efficient service for both passengers and airline companies. IATA provides specialty in high speed, eligibility, safety, productivity. IATA works through a membership program. In seminars and meetings organized at specific periods, various issues of countries are solved.

IATA's mission is to represent, lead, and serve the airline industry. We improve understanding of the air transport industry among decision makers and increase awareness of the benefits that aviation brings to national and global economies.

IATA Activities

- Tariff Co-ordination.
- Schedule Co-ordination.
- Bank Settlement plan.
- Cargo Accounting Settlement System.
- Clearing house.
- BAGTRAC baggage tracing system.
- Multilateral Interline Traffic Agreement.

Due to the COVID-19 pandemic, IATA has announced its mobile app The IATA Travel Pass to be launched in mid-April 2021 to aid travelers in complying with the flight policies of different governments.

An IATA airport code, also known as an IATA location identifier, IATA station code, or simply a location identifier, is a three-letter geocode designating many airports and metropolitan areas around the world, defined by the International Air Transport Association (IATA).

IATA is valuable information source on the world airline industry. Their airline product Database provides a comparison of the product across 30 major carriers.

In addition, IATA makes passenger and freight forecast. Their market research helps the industry develop its strategic and tactical marketing plans.

In summary, IATA's mission is to represent and serve the world airline industry. They serve four groups interested in the smooth operation of the world air transport system: 1. Airlines 2. The public 3. Governments and 4. Third parties such as suppliers and travel and cargo agents.

Pacific Asia Travel Association (PATA)

The Pacific Asia Travel Association represents countries in the Pacific and Asia that have united to achieve a common goal, namely, excellence in travel and tourism growth in this vast region. Its work has been to promote tourism through programs to research, development, education, and marketing. PATA has gained a reputation for outstanding accomplishment among similar world organizations.

By bringing together our private and public sector members, PATA facilitates meaningful partnership to enhance the value, quality and sustainable growth of travel and tourism to, from and within the Asia Pacific region.

The Association provides aligned advocacy, insightful research and innovative events to its member organizations, which include government, state and city tourism bodies, international airlines and airports, hospitality organizations, and educational institutions, as well as thousands of young tourism professional members across the world.

PATA's Head Office has been in Bangkok since 1998. The Association also has official offices or representation in Beijing and London.

On April 22, 2021 PATA announced the appointment of Liz Ortiguera as its Chief Executive Officer effective May 17, 2021, succeeding Dr. Mario Hardy, who will finish his term at the end of May.

PATA Membership Fee - \$4,000.

Abbreviation

PATA

Formation

January 12, 1952

Founder	Lorin P. Thurston Bill Mullahey
Founded at	Honolulu, Hawaii, US
Type	trade association

Bangladesh Parjatan Corporation (BPC)

Bangladesh Parjatan Corporation (BPC) is a statutory board under the Ministry of Civil Aviation & Tourism of Bangladesh, tasked to promote the tourism industry of the country. It is the National Tourism Organization of the country. Recently Bangladesh Government has formed Tourist Police unit to better protect local and foreign tourists as well as look after the nature and wildlife in the tourist spots.

The Board of Bangladesh Parjatan Corporation, was established in the year 1973 consists of a chairman and 3 whole- time Directors. According to the Bangladesh Parjatan Corporation Order 1972, the purpose of the board are

- It shall be the function of the corporation to promote and develop tourism, provide facilities, undertake measures and carry out all forms of activities connected with or ancillary to tourism.
- To promote tourist undertakings and to control and regulate tourist installations and services.
- To organize reception and information facilities in or outside Bangladesh.
- To create tourism awareness among the people.
- To establish institutes for instruction and training of potential tourism personnel.

The corporation performs following functions:

- To promote and develop tourism.
- To establish tourism infrastructures in Bangladesh.
- To provide facilities to undertake measures and carry out all kinds of activities connected with tourism
- To acquire, establish, construct, arrange, provide and run hotels, restaurants, rest houses, picnic spots, camping sites, theatres, amusement parks and facilities for water skiing and entertainment.
- To establish institutes for instruction and training of potential tourism personnel.

This organization being the torch-bearer of developing tourism in the country, it is always committed to bring about a positive change in the country through offering standard hospitality services, creating international standard and unique tourism facilities more and more, diversifying tourism products and developing tourism human resources. Until now this organization has established as many as 42 tourist facilities across the country in different form like hotels, motels, restaurants, bars, picnic spots, swimming pool, tourist information center etc.

Bangladesh Parjatan Corporation also engaged in Duty Free import since 1979 with the reputation of highest import of duty-free items from abroad. Due to its business reputation the best duty-free sellers in the world are all been connected with us since long.

Bangladesh Parjatan Corporation always welcomes any innovative idea, suggestion, recommendation for further improvement of its facilities and service standard from any individual or organization. We always heartily welcome our valued domestic and foreign tourists. Please visit Bangladesh more and more and be our guests and savor our service.

Question no 03

Which problems are challenges facing by transportation planner? Briefly explain the hospitality industry.

Answer to the question no 03

Motor-coach transportation reaches many communities that are not served by any other public mode; but quantitatively, motorcoaches account for very Small of vehicle miles. Cruises are becoming more popular and arc the fastest. wowing Segment Of tourism. However, this segment is still small quantitatively.

An increase in traffic due to world tourism growth puts pressure on transportation facilities, and this can have adverse effects. Situations in the world very widely within regions, countries, states, and provinces. Also, exist tween such areas. Even So. the problems seem to be the same all over the world. Those needing the urgent attention of policy makers are as follows:

congestion: Serious congestion affects most passenger transportation modes. particularly on roads and at airports during major cities there is the danger of reaching gridlock. Co ton means delays that are a serious waste of time and energy

Safety and security: Ensuring safety and security in transportation is a basic requirement for tourism. This was true before September 11 and is even critical today.

Environment: An increases traffic may harm the environment if an area the carrying Capacity for additional tourists. Transportation planning must take economic, social, cultural, and natural resources costs into Account when designing expanded facilities.

Seasonality: Seasonal patterns of travel demand create overcrowding at certain times. Conversely, low occupancies and load factors will occur at other periods. At peak travel periods the problems of congestion, security, and the environment become much more severe.

All of these problems are challenges facing transportation planners. They have had and will continue to in unfavorable impact on the perception that tourists have of their vacation experiences. Transportation problems have the potential of creating an image of a tourist destination. As the modes of transportation problems have the potential of creating an unfavorable image of tourist destination.

The Hospitality Industry

The **hospitality industry** is a broad category of fields within the service industry that included lodging, food and drink services, event planning, theme parks, travel agency, tourism, hotels, restaurants and bars.

The hospitality industry refers to various businesses and services linked to leisure and customer satisfaction. A defining aspect of the hospitality industry is that it focuses on ideas of luxury, pleasure, enjoyment, and experiences instead of catering to necessities and essentials.

According to the Cambridge Business English Dictionary the "hospitality industry" consists of hotels and food service, equivalent to NAICS code 72, "Accommodation and Food Service".

The hospitality industry is comprised of various sectors that house, feed, transport, and entertain visitors. Each sector covers a broad range of fields, providing a distinct variety of goods and services. It's important to note that while separate from one another, they can often overlap and work in conjunction to create one complete and comprehensive hospitality experience. Below, we'll investigate each sector individually to fully define the hospitality industry.

ACCOMMODATION

The accommodation sector of the hospitality industry is concerned with providing customers with a place to stay temporarily. It is most commonly associated with the tourism industry, where people book holidays or trips and require lodgings. Still, the accommodation sector also caters to locals seeking a short break from their everyday routine or those who require temporary accommodation for almost any other purpose.

Hotels

Arguably the most obvious form of accommodation in the hospitality industry, hotels cater to people who require overnight or longer-term stays. Aside from offering lodgings, they tend to provide various other services, including room service, housekeeping, and facilities for eating and drinking.

The World Tourism Organization (WTO) estimates that the world hotel room inventory grows by about 2.5 percent a year. Occupancy rates vary, but they average about 65 percent overall. Such places as London, Beijing, New York, San Francisco, Hawaii, the Caribbean area, and the city of

Las Vegas are noted for higher occupancy rates. During the 1980s there was a great deal of over building, especially in North America. The supply of rooms outstripped demand, resulting in low occupancy and low room rates. For example, in the United States between 1986 and 1992 the hotel industry lost about \$14 billion. Much of the problem v.-a-s the result of overbuilding caused by tax shelter that encouraged construction as a tax shelter. The law changed in 1986, ending the tax shelter, but construction could not be ended in midstream. Currently, in most tourist destinations the creation of new lodging facilities is striking a better balance. After difficulty years in the early 1990s, the remainder of the decade was extremely profitable.

In eastern Europe, the former soviet-union, and Asia there is now a considerable amount of new hotel construction to serve an anticipated growing demand.

Hotel accommodation are heavily concentrated in Europe and north America, with Europe accounting for 44.7 percent of the world's room supply and the United States accounting for 27 percent, for a total of over 71 percent. Asia and the pacific region account for 13.9 percent, Africa 3.1 percent, and the Middle east 1.5 percent.

Motels

Motels are similar to hotels, but are specifically designed for overnight accommodation by motorists. With this in mind, they are generally situated at the roadside and will have free car parking facilities. Unlike hotels, however, motels usually offer little in the way of additional services or amenities.

Hostels

Hostels are communal accommodations where multiple guests usually sleep in a shared room, with guests renting a bed effectively. Bathroom and kitchen facilities are usually shared, and hostels offer less privacy than hotels. Yet, they are usually significantly cheaper, making them a solid option for those with a low budget.

Bed & Breakfasts

Bed & breakfasts, or B&Bs, are small establishments offering overnight stays and breakfast in the morning. Most B&Bs owners live in the property, while guests are provided with a private room and, in most cases, will also have a private or en-suite bathroom. However, bathroom facilities are sometimes shared.

Moving from the megacorporate chain to the bed and breakfast establishment demonstrates the diversity in longer accommodation and the fact that many small businesses make up much of the tourism industry.

The growing bed-and-breakfast (B&B) segment is made up of over 20,000 privately owned homes, inns, and reservation services. B&Bs provide both luxury and economy accommodations and are found in resort areas as well as in many areas where major hotel

and motel chains do not build. This brings tourism dollars into communities often neglected by most tourists.

Insight into the characteristics and operation of B&Bs is provided by their trade association, the Professional Association of Innkeepers International (PAII), who hired PRF Consulting to study the operations, marketing, and finances of B&Bs. The PAII 2002 Industry Study shows the B&B industry is \$3.1 billion in size. The average B&B had 8.5 rooms, an average daily rate of \$136.70 and an average occupancy rate of 38 percent. The study found 32 percent were in rural locations, 18 percent were urban, and 50 percent were village; 87 percent were tourist destination/resort properties 95 percent of rooms had a private bath, 74 percent of the large inns have meetings space, 53 percent handle weddings and do an average of 7 per year.

Resort

A resort is similar to a hotel but will provide a wider range of facilities and amenities. This means that guests can access sleeping facilities, food and drink facilities, entertainment facilities, shopping facilities, and other amenities without needing to leave the resort. Many resorts also offer all-inclusive pricing.

Serviced Apartments

Another form of accommodation that shares similarities with hotels is that serviced apartments are self-contained units supplied for either short-term or long-term stays. These apartments will typically be fully furnished, contain a kitchen, and may include various hotel-like services, such as laundry and cleaning.

Time Sharing

Finally, time-shared accommodation is where ownership or usage rights are shared between multiple people. It may be a house, condo, or similar type of property, and each owner will typically be allocated a particular time of the year when they will have the right to use.

Food & Drinks

While food and drinks are necessities, most food and drinks services also fall under the hospitality industry umbrella because they offer people a way of spending their leisure time and disposable income and an opportunity to socialize and enjoy an experience. Again, the food and drinks sector caters to many customers, including tourists, locals, ex-pats, and passers-by.

Restaurants

Restaurants provide customers with food and drink services, with the food either being eaten in the establishment or taken away for consumption. This section of the hospitality industry includes fine dining restaurants, takeaway restaurants, fast food restaurants, and a variety of other restaurant types.

Catering

Catering services are food services provided within a particular site, or in a more remote location, where food and drink are not necessarily the main service. Examples include catering provided at parks, arenas, stadiums, hotels, event venues, and on certain forms of public transport.

Bars & Cafés

Bars and cafés offer customers options to socialize and enjoy food and drinks. They also tend to be a more casual option than most sit-in restaurants. Cafés generally focus on coffee, tea, and light snacks, while bars tend to prioritize alcoholic drinks and soft drinks and may also offer additional entertainment.

Nightclubs

Nightclubs are one of the main ways the hospitality industry caters to people searching for night-time entertainment. They serve alcoholic drinks, are kept open until late, and often emphasize music and dancing. Many nightclubs have specific themes, and they may cater to locals, visitors, or tourists.

Tea & Coffee Shops

Tea rooms and coffee shops provide a similar function to cafés, primarily serving varieties of tea and coffee, as the name suggests. With that being said, tea and coffee shops are often individual rooms within larger buildings, such as hotels, and they may also sell products to be taken away, such as tea bags and coffee beans.

Travel and tourism

Travel and tourism is one of the largest sectors of the hospitality industry. In general, travel and tourism allow people to visit destinations outside of their normal environment. Distance traveled and length of stay vary significantly depending on the context. Some shorter trips can be as brief as a day, such as sleeping overnight while visiting friends or family. Comparatively, some trips can last up to a year, in the case of students studying abroad for a semester.

Of all the sectors in the hospitality industry, the travel and tourism sector has perhaps the most crossover with its counterparts. This is because when people choose to travel, they don't just plan a method of transportation, but rather an entire stay. This can include making reservations such as where to eat, choosing a hotel, identifying attractions they might want to visit, ordering room service, or scheduling business meetings.

Meetings and Events Industry

This segment of the hospitality industry consists of a variety of social, business, and sporting events. These events can range from something as intimate as a small wedding to events on a much larger scale, such as an expo. Venues that support the meetings and events industry have

become integral to most major cities, not just because of the flexibility they offer, but because of the potential revenue they can bring in. Because of this, many cities depend on the meetings and events industry to draw people to them and support other local businesses.

Some of the most common types of meetings and events include:

- Sporting events
- Family reunions
- Holiday celebrations
- Business events
- Trade shows
- Farm shows
- Conferences

Recreational industry

One key sector of the hospitality industry is recreation. In general, businesses in the recreation industry provide customers with ways to entertain themselves, pursue hobbies, or experience educational opportunities. Though they can occasionally last overnight or for long stretches, most recreation can be experienced for just a few hours, such as an afternoon trip. In most cases, businesses in the recreation sector rely on admission tickets, concessions sales, and food and beverage sales to collect revenue.

Below, we've listed some common examples of the recreation industry:

- Amusement parks
- Campgrounds
- Theaters
- Museums
- Zoos
- Art exhibits

Question no 04

Define attraction in tourism sector. Briefly discuss the classification of attraction in the tourism.

Answer to the question no 04

Attractions are a core component of tourism. They are often called “tourist attractions” because they tend to attract tourists. Attractions are the places, people, events, and things that make up the objects of the tourist gaze and attract tourists to destinations. Common examples include natural and cultural sites, historical places, monuments, zoos and game reserves, aquaria, museums and art galleries, gardens, architectural structures, theme parks, sports facilities, festivals and events, wildlife, and people. The history of attractions is inextricably linked with the development of the

tourism industry. An attraction exists when a tourism system is created to designate and elevate it to the status of an attraction (Lew, 2000). Sectors such as transport, accommodation, and travel retail exist as part of this system because they support the desire for tourists to see attractions.

A tourist attraction is a place of interest that tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement.

Attractions are the preconditions of travel. It attracts more and more people and offers pleasure. Attractions also attract and connect people to enjoy and involve in various tourism activities.

There is no doubt that attractions are the main motivators for travel. without attractions drawing tourist to destination, there would be little need for all other tourism service such as transportations, lodging, food, distribution, and so on.

The classification of attraction in the tourism

Attractions can be classified in a number of ways. One of the categories that first comes to mind is theme or amusement parks. The roots of these attractions go back to medieval Europe, when pleasure gardens were created. These gardens were the forerunner of today's parks, featuring rides, fireworks, and games. Today, theme parks are high-profile attractions made famous by Disney, Universal Studios, Busch Gardens, and others. They represent multimillion-dollar investments.

Attractions

Cultural attraction	Natural attraction	Events	Recreation	Entertainment attraction
Historical site	Landscape	Megaevents	Sight-seeing	Theme parks
Architectural site	Seascape	Community events	golf	Amusement park
Architecture	Parks	Festivals	swimming	casinos
Cuisine	Mountain	Religious events	tennis	cinemas
Monuments	Flora	Sport events	hiking	Shopping facilities
Industrial sites	Fauna	Trade events	biking	Performing arts centers
Museums	Coasts	corporate	Snow sports	Sports complexes
Ethnic	Island			
Concerts				
Theater				

Natural attractions are the "mainsprings" that drive many people to travel. The great national parks of the United States and other countries, such as those in Canada, India, Australia, and Japan, are examples. National forests in the United States attract millions of recreationists. State parks exist in many areas that have tourist appeal. The same is true for botanical, zoological, mountain and seaside parks. Thus, these natural wonders lure travelers to enjoy the natural beauty, recreation, and inspiration that they provide.

Heritage attractions (such as historic sites) and prehistoric and, archaeological sites (such as the ancient monuments in Egypt, and Greece, Israel, and Turkey; Indonesia, India, Mexico, and Peru) also have appeal for those inspired to learn more about contemporary and long-vanished civilizations.

Recreation attractions maintain and provide access to indoor and outdoor facilities where people can participate in sports and other recreational activities. Examples include swimming pools, bowling alleys, ice skating rinks, golf courses, ski resorts, hiking trails, bicycle paths, and marinas.

Commercial attractions are retail operations dealing in gifts, handcrafted goods, art, and souvenirs that attract tourists. Recent surveys show that shopping is the number-one activity participated in by both domestic and international visitors.

Industrial attractions cannot be overlooked. Wineries and breweries have long been tourist attractions. Factory tours are growing in number, and manufacturers have developed elaborate facilities to handle tourists. An example is the Waterford Crystal Factory in Ireland, which houses a world-class crystal museum.

Great modern cities with their cultural treasures of many sorts provide powerful attractions to millions of visitors each year. Sightseeing tours are provided in most cities, giving easy access to city's attractions. Theaters, museums, special buildings, zoos, aquariums, cultural events, festivals, shopping, and dining are some of the appeals.

Entertainment has become a powerful magnet. Musical entertainment has put Nashville, Tennessee, and Branson, Missouri on the map.

