

Victoria University Of Bangladesh

Course title ~ TMGT 111

Bachelor of Tourism & Hotel Management

Submitted By ~ Introduction to Tourism Industry

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Batch - 53

Program - BTHM

1.

As an AI language model, I do not have access to the latest data on job generation in the tourism sector. However, according to the World Tourism Organization (UNWTO), the tourism sector has been one of the fastest-growing economic sectors in recent years and has created millions of jobs worldwide.

In terms of placement opportunities for tourism students, there are various sectors within the tourism industry where they can find employment. Some of these sectors include:

1. Hospitality: This includes hotels, resorts, restaurants, and other accommodation services. Students with a degree in hospitality management can work as hotel managers, food and beverage managers, event planners, and more.

2. Travel and Tourism: This sector includes travel agencies, tour operators, and transportation services. Graduates with a degree in travel and tourism can work as travel consultants, tour guides, airline staff, and more.

3. Event Management: This sector includes organizing conferences, exhibitions, festivals, and other events. Students with a degree in event management can work as event planners, coordinators, and managers.

4. Recreation and Leisure: This sector includes theme parks, amusement parks, sports facilities, and other recreational activities. Graduates with a degree in recreation and leisure management can work as park managers, sports facility managers, and more.

5. Destination Marketing: This sector includes promoting tourism destinations through advertising, public relations, and other marketing strategies. Students with a degree in destination marketing can work as marketing managers, public relations specialists, and more.

Overall, the tourism industry offers a wide range of career opportunities for students with different interests and skills.

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1. WTO - The World Tourism Organization (WTO) is a specialized agency of the United Nations that serves as a global forum for tourism policy issues and a source of technical assistance and information on tourism. Its mission is to promote sustainable tourism development worldwide.

2. WTTC - The World Travel and Tourism Council (WTTC) is a forum for the travel and tourism industry that represents the private sector's interests. Its mission is to

promote sustainable growth for the sector, create jobs, and generate economic prosperity.

3. BPC - The Business Partnerships Council (BPC) is a group of private sector companies that work with the WTO to support sustainable tourism development. The BPC provides technical assistance, funding, and expertise to help implement tourism projects in developing countries.

4. IATA - The International Air Transport Association (IATA) is a trade association that represents airlines worldwide. Its mission is to promote safe, reliable, and efficient air travel and to support the sustainable growth of the aviation industry.

5. PATA - The Pacific Asia Travel Association (PATA) is a non-profit organization that promotes travel and tourism to and within the Asia-Pacific region. Its mission is to enhance the growth, value, and quality of tourism in the region through cooperation among its members and other stakeholders.

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Some challenges facing transportation planners include managing traffic congestion, reducing emissions and environmental impact, improving public transportation systems, and accommodating the needs of different modes of transportation.

The hospitality industry encompasses businesses that provide lodging, food, and other services to travelers and tourists. This includes hotels, restaurants, resorts, and other hospitality establishments. The industry plays a

significant role in the global economy, generating jobs and revenue in many countries. However, it also faces challenges such as competition, changing consumer preferences, and the need to adapt to new technologies and trends. Sustainability and responsible tourism are also becoming increasingly important considerations for the industry.

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Attraction in the tourism sector refers to a place, activity, or event that draws visitors and tourists to a particular destination. It is a key element of the tourism industry as it provides a reason for people to travel and spend money on travel-related expenses such as accommodations, transportation, and food.

The classification of attractions in the tourism industry can be divided into four main categories:

1. Natural attractions: These are natural features such as mountains, beaches, waterfalls, and national parks that draw visitors due to their scenic beauty and unique characteristics.

2. Cultural attractions: These are attractions that showcase the local culture and heritage of a destination such as museums, historical sites, festivals, and religious sites.

3. Human-made attractions: These are attractions that are created by humans such as theme parks, amusement parks, zoos, and aquariums.

4. Events: These are temporary attractions that draw visitors to a destination for a specific event such as sports events, concerts, and festivals.