

Victoria University Of Bangladesh

Course title ~ TMGT 125

Bachelor of Tourism & Hotel Management

Submitted By ~ Applied Sales and Marketing in Travel and Tourism

Name ~ Khan Sifat

Student ID: 1521530011

Batch - 53

Program - BTHM

1.

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.

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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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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.

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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.

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.

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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:

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1. Boosting the local economy: Tourism marketing helps to attract visitors to a destination, which in turn generates revenue for local businesses and boosts the local economy.

2. Increasing employment opportunities: The tourism industry creates employment opportunities in various sectors such as hospitality, transportation, and retail.

Tourism marketing helps to promote these opportunities and attract job seekers to the industry.

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Marketing is important in the travel industry because it helps to promote destinations, attract visitors, and generate revenue for businesses. Effective marketing can help to differentiate a destination from competitors, showcase its unique offerings, and persuade potential visitors to choose it over other options. Marketing also plays a crucial role in creating awareness about new destinations and experiences, and in building brand loyalty among repeat visitors. In addition, marketing can help to support sustainable tourism practices by encouraging responsible behavior among visitors and promoting environmentally-friendly tourism activities. Overall, marketing is essential for the growth and success of the travel industry.

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GPT & Midjourney | Telegram bot, [04/06/2023 08:13]
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Marketing is important in the travel industry because it helps to promote destinations, attract visitors, and generate revenue for businesses. Effective marketing can help to differentiate a destination from competitors, showcase its unique offerings, and persuade potential visitors to choose it over other options. Marketing also plays a crucial role in creating awareness about new destinations and experiences, and in building brand loyalty among repeat visitors. In addition, marketing can help to support sustainable tourism practices by encouraging responsible behavior among visitors and promoting environmentally-friendly tourism activities. Overall, marketing is essential for the growth and success of the travel industry.

1. Increased brand recognition: A well-planned marketing strategy can help to increase brand awareness and recognition among potential customers.

2. Improved customer engagement: Marketing strategies can help to engage customers and build relationships with them, leading to increased loyalty and repeat business.

3. Increased sales and revenue: Effective marketing can lead to increased sales and revenue for businesses by attracting new customers and encouraging existing ones to make repeat purchases.

4. Competitive advantage: A strong marketing strategy can help businesses to differentiate themselves from competitors and stand out in a crowded marketplace.

5. Better understanding of customers: By using data and analytics to inform their marketing strategies, businesses can gain a better understanding of their customers' needs and preferences.

6. Improved customer experience: Marketing strategies can help to improve the overall customer experience by providing relevant and personalized messaging, creating a sense of community, and offering valuable resources and information.

7. Long-term growth: A well-executed marketing strategy can help businesses to achieve long-term growth by establishing a strong brand identity, building customer loyalty, and expanding into new markets.

6.

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.

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.

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.

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.

Sales and marketing play a crucial role in the hospitality and tourism industry as they are responsible for promoting and selling the products and services offered by hotels, resorts, restaurants, and other tourism-related businesses. The importance of sales and marketing in this industry can be summarized as follows:

1. Attracting customers: Sales and marketing efforts are aimed at attracting potential customers to the business. Effective marketing campaigns can help to create

awareness about the business, its products, and services, and encourage people to visit or stay.

2. Increasing revenue: Sales and marketing activities are geared towards increasing revenue by driving more bookings, sales, and transactions. This is achieved by promoting the business through various channels such as social media, email marketing, advertising, and public relations.

3. Building brand awareness: Sales and marketing efforts are also aimed at building brand awareness and creating a positive image of the business in the minds of customers. This helps to differentiate the business from competitors and establish a loyal customer base.

4. Developing customer relationships: Sales and marketing activities are also focused on developing relationships with customers by providing excellent customer service, personalized experiences, and loyalty programs. This helps to retain customers and encourage repeat visits.

In summary, sales and marketing are essential components of the hospitality and tourism industry as they help to attract customers, increase revenue, build brand awareness, and develop customer relationships.

Marketing plays a crucial role in selling and promoting a tourism product as it helps to create awareness, generate interest, and persuade potential customers to choose the product over competitors. The importance of marketing in selling and promoting a tourism product can be summarized as follows:

1. **Creating awareness:** Marketing helps to create awareness about the tourism product by promoting it through various channels such as social media, advertising, and public relations. This helps to reach a wider audience and attract potential customers.
2. **Generating interest:** Marketing helps to generate interest in the tourism product by highlighting its unique features, benefits, and experiences. This helps to differentiate the product from competitors and encourage people to choose it over others.
3. **Persuading customers:** Marketing helps to persuade potential customers to choose the tourism product by providing compelling reasons why it is the best choice. This can be achieved through persuasive messaging, testimonials, and reviews.

4. Building brand reputation: Marketing helps to build the brand reputation of the tourism product by creating a positive image in the minds of customers. This helps to establish trust and loyalty, which can lead to repeat business and referrals.

In summary, marketing is essential in selling and promoting a tourism product as it helps to create awareness, generate interest, persuade customers, and build brand reputation.

1. Boosting the local economy: Tourism marketing helps to attract visitors to a destination, which in turn generates revenue for local businesses and boosts the local economy.

2. Increasing employment opportunities: The tourism industry creates employment opportunities in various sectors such as hospitality, transportation, and retail. Tourism marketing helps to promote these opportunities and attract job seekers to the industry.

3. Preserving cultural heritage: Tourism marketing can help to promote and preserve cultural heritage by

highlighting the unique traditions, customs, and landmarks of a destination.

4. Enhancing the destination's image: Effective tourism marketing can enhance the image of a destination by showcasing its natural beauty, attractions, and unique experiences. This can help to attract more visitors and increase tourism revenue.

5. Supporting sustainable tourism: Tourism marketing can promote sustainable tourism practices by encouraging visitors to respect the environment, culture, and local communities of a destination. This can help to ensure the long-term viability of the tourism industry and protect the destination's natural and cultural resources.

Marketing is important in the travel industry because it helps to promote destinations, attract visitors, and generate revenue for businesses. Effective marketing can help to differentiate a destination from competitors, showcase its unique offerings, and persuade potential visitors to choose it over other options. Marketing also plays a crucial role in creating awareness about new destinations and experiences, and in building brand loyalty among repeat visitors. In addition, marketing can help to

support sustainable tourism practices by encouraging responsible behavior among visitors and promoting environmentally-friendly tourism activities. Overall, marketing is essential for the growth and success of the travel industry.

1. Increased brand recognition: A well-planned marketing strategy can help to increase brand awareness and recognition among potential customers.
2. Improved customer engagement: Marketing strategies can help to engage customers and build relationships with them, leading to increased loyalty and repeat business.
3. Increased sales and revenue: Effective marketing can lead to increased sales and revenue for businesses by attracting new customers and encouraging existing ones to make repeat purchases.
4. Competitive advantage: A strong marketing strategy can help businesses to differentiate themselves from competitors and stand out in a crowded marketplace.
5. Better understanding of customers: By using data and analytics to inform their marketing strategies, businesses

can gain a better understanding of their customers' needs and preferences.

6. Improved customer experience: Marketing strategies can help to improve the overall customer experience by providing relevant and personalized messaging, creating a sense of community, and offering valuable resources and information.

7. Long-term growth: A well-executed marketing strategy can help businesses to achieve long-term growth by establishing a strong brand identity, building customer loyalty, and expanding into new markets.

Social media has had a significant impact on tourism marketing. Here are some ways in which social media affects tourism marketing:

1. Increased reach: Social media platforms allow tourism businesses to reach a wider audience and promote their services to potential customers all over the world.

2. User-generated content: Social media platforms provide opportunities for users to share their travel experiences

and photos, which can be used by tourism businesses to promote their destinations and services.

3. Influencer marketing: Influencers on social media platforms can help to promote tourism destinations and services to their followers, increasing visibility and driving bookings.

4. Real-time updates: Social media platforms allow tourism businesses to provide real-time updates about events, weather, and other important information to travelers.

5. Customer engagement: Social media provides a platform for tourism businesses to engage with customers, answer questions, and provide personalized recommendations.

6. Reviews and ratings: Social media platforms provide a space for customers to leave reviews and ratings, which can influence the decision-making of potential customers.

7. Targeted advertising: Social media platforms allow tourism businesses to target specific demographics with their advertising, increasing the effectiveness of their marketing efforts.

7.

Sales and marketing in the tourism industry refer to the activities and strategies aimed at promoting and selling travel-related products and services to potential customers. While sales and marketing are distinct functions, they are closely interrelated and work together to drive business growth and attract tourists.

Sales in the tourism industry involve the actual process of selling travel products or services to customers. This includes activities such as negotiating with travel agents, tour operators, and other distribution channels to ensure that travel products are available for purchase. Sales professionals in the tourism industry often focus on building relationships with potential clients, identifying their needs, and closing deals. They may also handle inquiries, provide information about available travel options, and assist customers in making bookings.

On the other hand, marketing in the tourism industry involves various strategies and techniques used to promote travel-related products and services to a wide audience. It encompasses activities such as market research, product development, branding, advertising, public relations, digital marketing, and social media campaigns. The goal of tourism marketing is to create awareness, generate interest, and stimulate demand for

travel experiences. Marketing efforts may target specific segments of the market, such as adventure travelers, luxury tourists, or family vacationers, and are designed to communicate the unique features and benefits of a destination, accommodation, or tour package.

In summary, sales in the tourism industry involve the direct selling and transactional aspects of travel products and services, while marketing focuses on the broader strategies and techniques used to attract and engage customers, ultimately driving sales and fostering growth in the tourism sector.