

Victoria University Of Bangladesh

Course title ~ TMGT-111

Bachelor of Tourism & Hotel Management

Submitted By ~ Introduction to Tourism Industry

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Program - BTHM

1.

In 2023, the tourism sector in Bangladesh employed approximately 1.7 million people, accounting for about 4.2% of the country's workforce. cite tun0 search2

Tourism students can find employment across various sectors, including:

- **Hospitality Management:** Roles in hotels, resorts, and guesthouses, such as hotel management, front desk operations, and housekeeping.
- **Travel Agencies and Tour Operators:** Positions like travel consultant, tour guide, and itinerary planner.
- **Event Management:** Planning and coordinating events, conferences, and festivals.
- **Transportation Services:** Careers with airlines, cruise lines, and car rental companies, including roles in customer service and logistics.

- **Cultural and Heritage Sites:** Employment as museum curators, heritage site managers, and cultural event organizers.
- **Marketing and Public Relations:** Positions in promoting tourism destinations and services through various media channels.
- **Eco-Tourism and Sustainable Development:** Roles focusing on environmental conservation and sustainable tourism practices.

2.

Here's an explanation of each of the organizations you mentioned:

1. **WTO (World Tourism Organization):**

- WTO is a specialized agency of the United Nations that promotes sustainable tourism worldwide. It aims to foster economic growth, cultural exchange, and environmental sustainability in tourism, providing guidelines and frameworks for tourism policies in member countries. The WTO works to increase the awareness of the value of tourism and advocates for tourism's contribution to the global economy.

2. **WTTC (World Travel & Tourism Council):**

- The WTTC is a global organization representing the private sector of the travel and tourism industry. It brings together leaders from the tourism, travel, and hospitality sectors to promote the economic and social importance of travel and tourism. The WTTC works to create policies that support the industry's growth and helps raise awareness about the positive impact of tourism on the global economy.

3. BPC (Bangladesh Parjatan Corporation):

- BPC is the national tourism organization of Bangladesh, responsible for developing and promoting the tourism industry in the country. It plays a key role in the promotion of Bangladesh as a tourist destination, offering services such as tourist information, hospitality services, and organizing travel packages. BPC is also involved in creating infrastructure and resources that enhance the tourism experience in Bangladesh.

4. IATA (International Air Transport Association):

- IATA is a trade association for the world's airlines, founded to promote safe, secure, and efficient air travel. It represents over 290 airlines worldwide and sets standards for air travel safety, security, and efficiency. IATA also works on issues like ticket pricing, air cargo, and environmental policies, aiming to improve the overall air transport industry globally.

5. PATA (Pacific Asia Travel Association):

- PATA is a membership-based organization focused on promoting travel and tourism across the Asia-Pacific region. It includes members from the public and private sectors and works to foster the growth of the tourism industry in the region. PATA is involved in marketing, research, and advocating for sustainable tourism practices to ensure that travel in the Asia-Pacific region is both economically viable and environmentally responsible.

3.

Types of Tourism:

1. Leisure Tourism:

- This type of tourism involves travel for relaxation, entertainment, and recreation. Tourists engage in activities like sightseeing, visiting amusement parks, or beach holidays.

2. Adventure Tourism:

- Focuses on thrilling experiences like trekking, mountaineering, white-water rafting, or bungee jumping. It appeals to those seeking physical challenges and an adrenaline rush.

3. Eco-Tourism:

- A type of responsible travel that emphasizes conservation of natural resources, sustainability, and local community involvement. Eco-tourism aims to minimize the environmental impact of tourism.

4. Medical Tourism:

- People travel to other countries for medical treatment that is either unavailable, more affordable, or of higher quality than in their own country.

5. Cultural Tourism:

- Involves visiting places of cultural and historical significance, like monuments, museums, art galleries, or heritage sites. It focuses on learning about the traditions, history, and lifestyle of different communities.

6. Religious Tourism:

- Traveling to places of religious importance like temples, mosques, churches, or pilgrimage sites. It's a form of spiritual travel.

7. Business Tourism:

- Includes travel related to work, meetings, conferences, and exhibitions. Often linked with corporate and trade events.

8. Rural Tourism:

- Involves visiting rural areas, experiencing local traditions, farming practices, and rural lifestyles. It often includes eco-friendly activities and stays in farmhouses or homestays.

9. Sports Tourism:

- People travel to participate in or watch sports events like the Olympics, football matches, or the FIFA World Cup.

Attraction in the Tourism Sector:

In the tourism industry, an **attraction** refers to any site, activity, or feature that draws visitors to a specific location. These attractions are the primary reasons why tourists choose to visit a particular destination. They can be natural, cultural, historical, or man-made, and they play a crucial role in shaping the overall tourism experience. Attractions contribute significantly to the local economy, creating jobs and supporting businesses related to travel, hospitality, and services.

Classification of Attractions in the Tourism Industry:

Tourism attractions can be classified into various categories based on their nature, appeal, and purpose. Here's a brief overview of the major types:

1. Natural Attractions:

- These are attractions formed by natural processes, often offering scenic beauty or recreational opportunities. Examples include:
 - **Mountains** (e.g., the Himalayas, Everest Base Camp).
 - **Beaches** (e.g., Cox's Bazar, popular for its long sandy beach).
 - **Waterfalls** (e.g., Niagara Falls).
 - **National Parks and Wildlife Sanctuaries** (e.g., Sundarbans in Bangladesh, Yellowstone National Park).

2. Cultural Attractions:

- Cultural attractions are related to a destination's history, traditions, arts, and customs. They provide insights into the culture of a place and often include:
 - **Historical Monuments** (e.g., the Pyramids of Giza, the Taj Mahal).
 - **Museums and Art Galleries** (e.g., the Louvre Museum in Paris, the National Museum in Dhaka).

- **Festivals and Cultural Events** (e.g., Rio Carnival, Durga Puja).
- **Architectural Sites** (e.g., Sagrada Familia, historic cities like Varanasi).

3. **Man-made Attractions:**

- These attractions are created or developed by humans and may include:
 - **Theme Parks** (e.g., Disneyland, Universal Studios).
 - **Modern Infrastructure** (e.g., the Burj Khalifa in Dubai, Eiffel Tower).
 - **Shopping Malls and Entertainment Complexes** (e.g., Mall of America, Dubai Mall).
 - **Convention Centers or Exhibition Halls** hosting major events.

4. **Religious and Spiritual Attractions:**

- These sites attract visitors for spiritual, religious, or pilgrimage purposes. Examples include:
 - **Temples, Mosques, Churches** (e.g., Vatican City, the Golden Temple in Amritsar).
 - **Holy Places and Pilgrimage Sites** (e.g., Mecca for Muslims, Varanasi for Hindus).
 - **Festivals with Religious Significance** (e.g., Hajj, Easter celebrations).

5. **Recreational Attractions:**

- These involve leisure and entertainment activities that draw visitors. They often appeal to tourists seeking fun and relaxation:
 - **Sports Venues** (e.g., the Wembley Stadium, Wimbledon).
 - **Adventure Activities** (e.g., ziplining, paragliding, scuba diving).
 - **Resorts** (e.g., ski resorts in Switzerland, beach resorts in the Maldives).

6. Heritage Attractions:

- Heritage attractions focus on preserving and showcasing the cultural, architectural, or historical significance of a site. These include:
 - **UNESCO World Heritage Sites** (e.g., the Great Wall of China, Angkor Wat).
 - **Traditional Villages and Settlements** (e.g., the old town of Dubrovnik).
 - **Historical Landmarks** (e.g., Independence Hall in Philadelphia, the Colosseum in Rome).

7. Special Interest Attractions:

- These cater to niche markets with specific interests, such as:
 - **Culinary Tourism** (e.g., wine tours in Bordeaux, street food tours in Bangkok).
 - **Medical and Wellness Tourism** (e.g., spas in Bali, health retreats).
 - **Dark Tourism** (e.g., Chernobyl, Auschwitz).