

Tourism case study critical thinkings example

[Economics](#), [Budget](#)



1. Vivanta by Taj in Bekal, Kerala is a 5-star hotel occupying 26 acres of land in the southern region of India, Kerala. It features 71 laterite rooms and villas. The hotel features recreational services such as fishing, kayaking, trekking, and visits to historic forts (Vivanta by Taj, 2015). To improve the services of the hotel in the pursuit of increasing the visitors, the management should introduce occasional (monthly) festivals that feature authentic Indian culture for the visitors to enjoy.

2. Extra services for meeting business traveler needs are important in the hotel industry (Ball, Horner & Nield, 2007). In the case of the India, the extra services are necessary as compensation to the relatively higher prices charged by Indian hotels. More so, the extra services serve as an incentive to promote repeat business regarding the fact that business travelers are relatively more than leisure tourists.

1. For the purpose of Conference and Incentive Travel, India offers outstanding packages. However, it is possible to view the above from two perspectives. First, the positive side of the above is the fact that there is a variety of destinations for the above kind of travel thus guaranteeing satisfaction. On the other hand, there is negativity from the point of view that the presence of too many ideal destinations would promote the concentration conference travels time towards site seeing than in the intended business meetings (Ball, Horner & Nield, 2007).

2. Rajasthan has successfully featured as the leading destination in India for conference and incentive travel. The major reason for the above is the fact Rajasthan is home or close to much of India's amazing experiences. In light of the above, making amazing itineraries is very easy in Rajasthan. However,

other areas in India such as Goa and Kerala, which come second to Rajasthan could benefit from the same by incorporating more authentic Indian experience.

The development and growth of budget airlines in Asia feature across various countries. In China, the concept started featuring profitability in the year 2006 with Spring Airlines. Within the next two years, two new competitors had joined Spring Airlines in the low-cost carrier airline business. However, the competition for landing slots with contemporary carriers. More so, the shortage of pilots and airspace limitations feature as challenges to the faster growth of the budget airlines in China. Some of the current budget airline in China include Spring Airlines, Jiuyuan Airlines, West Air (a subsidiary of Hainan Airlines), and China United Airlines (a subsidiary of China Eastern Airlines). However, just like in India, the potential for growth in the budget airline industry in China is huge as well. Primary, because the above is the big population as well as the fact that the majority of the people is yet to fly (Reuters, 2014).

1. As stipulated in the case study, some of the railway lines and locomotive engines used by the trains in India are heritage lines. For instance, The Fairy Queen is the oldest operational locomotive in the world. In light of the above, the rich heritage incorporated within the railway sector in India has played a huge part in the development of the country's tourism business (Ball, Horner & Nield, 2007).

2. Train tourism in India has been of tremendous importance in the development of the country as a tourist destination. The rationale for the above conclusion finds its basis in the fact that most of Indian tourism sites

are areas with relatively hilly topography and rich heritage (UNESCO, 2015). As a result, train tourism features as the most economical and efficient means of accessing such touristic destinations. Ideally, rail transport is not affected by changing weather conditions as much as other travel means do.

References

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