

# Good admission essay on travel and tourism management

[Business](#), [Industries](#)



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## **Travel and Tourism Management**

### **P1. 1**

In the era of the roman republic many of the rich went to spas and coastal resorts. In the ancient Chinese culture, the aristocrats went on pilgrimages to the sacred mountains and to Mount Tai in China. As the middle Ages progressed, another type of travel and tourism developed. In Christianity, Buddhism and Islam there was the category of pilgrimage in which all of the members of society became engaged. This type of travel and tourism entailed endeavoring for long voyages in order to find spiritual or physical improvement while appreciating the sights along the way. This is another reason why the Victoria and Albert Museum of London was selected. Many of the elements of literature and culture that were popular during the middle

ages and continue to hold their popularity

The period that entailed the Renaissance to the 1930s entailed what is detailed as the Grand tour. In the Grand tour, members of the Upper European classes went on tours in order to make this an educational experience and a ritual of passage (Tribe, 2005).

## **P1. 2**

The tourism and travel industry is composed of government regulation, marketing, activities, attractions, accommodation and transport. The majority of tourism and travel business cover more than a solitary sector. The sectors of the tourism and travel industry are interrelated. This means that what happens in one sector affects the other sectors. The tourism sector engages with traveling agents, tour operators, automobile rental companies and passenger airlines. There are other sectors that are components of the tourism and travel product. These sectors include attractions accommodations and facilities. The labor component is another sector of the tourism and travel industry (Sharpley, 1999).

## **P2. 1**

Government regulations can have a substantial effect on the tourism industry. In order to effectively provide clients with successful and memorable tourism experiences, the participation of regional governments that are dedicated to the encouragement of policies that motivate tourism is needed (Likorish and Jenkins, 1995).

### **P. 2. 2**

The considerations that local governments and tourist concerns must

address are the manner by which increasing the entry limitations can impact the tourism and travel revenues. The consideration of legalized gaming should be considered. In addition, the tourism concerns must consider the ramifications if they increase or decrease their tourism expenditures on marketing initiative (Bay & Raitz, 2001).

### **P2. 3**

The considerations of publicly funded and privately funded partnerships must be considered. These are the characteristics that the regional governments, national economic policies and political change can impact on the tourism trade (Holloway, 2009).

### **P3. 1**

Seasonality is an idea that has been reviewed in the travel and tourism sector. All of the activities of travel and tourism are affected by seasonality. Seasonality is the causal attribute in the volume of visitors that arrive at a travel destination. The seasonality causes the tourism and travel concerns to receive tourists than can be administrated at once (Holloway, 2009).

### **P3. 2**

In order to address the challenges of seasonality in the tourism and travel trade, some of the strategies have been to seek participation from some of the industrial and government bodies. The strategies of market diversification, pricing strategies and attraction diversification have also been proven to be effective. Governments are able to enable the increase in the supply of tourism by enhancing infrastructures (Holloway, 2009).

## **P4. 1**

There are many social and economic benefits that are derived from tourism. The only manner that tourism can be sustainable is if the potential positive effects are perceived to outweigh the negative effects. Tourism creates employment and indirectly creates opportunities in sectors that include transportation and retail. The tourists spend their earnings on services and products, the tourism leads to what is detailed as the multiplying effect. The multiplying effect is a phenomenon that causes the proceeds from tourism to be distributed throughout the economy. The tourism trade creates opportunity for the local entrepreneurs. This characteristic is very important due to its attribute of creating tax revenues that include hotel and airport tariffs. The proceeds from the receipt of these tariffs can be applied in order to create effective educational opportunities (Tribe, 2005).

## **P4. 2**

Effective application of tourism can be detailed as the creation and maintenance of a basic infrastructure. The basic infrastructure consists of roads, hotel and visitor centers. The expense usually is borne by the government. Consequently tax revenues must be derived from tourism. The employment positions that are formed by tourism are frequently designated as seasonal and are not well remunerated. The strategies that can be applied are that tourism can be used in order to increase the local property values and the expenses associated with services and products. The revenues that are created by tourism are not always beneficial to the local

community. There is always a distribution of the proceeds of tourism spending to the multinational corporations that include automobile rental, airline and hotel chains (Holloway, 2009).

The perspective of ecotourism that pertains to an interest in the ecological systems and nature facilitates the promotion of the preservation of wildlife resources that include rainforest. The ecological tourism strategy converts the natural resources into tourism assets. The strategy includes the conservation of the natural resources in a pristine condition in order to be enjoyed by future tourists (Inglis, 2000).

### **Appendix: Victoria and Albert Museum, London.**

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David%20Bowie%20is"%20exhibition%20at%20the%20Victoria%20and

The travel and tourism museum that is to be reviewed in this coursework is the Victorian and Albert museum in London. The Victoria and Albert Museum has an extensive collection of paintings, textiles, sculpture, photographs, metalwork, jewelry, glass, fashion, furniture and ceramics

These exhibits were chosen from the Victoria and Albert Museum in London as a result of their cultural perspectives. The first slide is a picture of the Victoria and Albert Museum. The second through eight slides are some of the cultural exhibits of antiquities dating from thousands of years ago to the last century. The variety of exhibits that are demonstrated in the Victoria and Albert Museum are the primary reason why the museum was chosen. The last slide is the David Bowie exhibit. The diversity of the exhibits and the central location of the Victoria and Albert Museum cause the exhibits to be accessible to all. . In the age of antiquities, the Middle ages, the Renaissance and the age of the industrial revolution, many of the tourists traveled in order to experience other cultures. That is why the nine slides of exhibits from the Victoria and Albert museum were selected.

The Victoria and Albert Museum was selected due to its characteristic of having over three thousand years of exhibitions from the various cultures. In the age of antiquity, travel was limited for those who pertained to the wealthy and privileged classes. The members of these social classes traveled to distinct parts of the worlds in order to view different décor and cultural perspectives. The Victoria and Albert Museum in London was selected due to its attribute of being able to satisfy the curiosity of tourists without having to

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leave London.

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