

Seminar

Sport & Tourism



**ASSIGN
BUSTER**

Q Ans. One of the most fundamental strategies of improving tourism management and making it more profitable is by making the tourist attractions and facilities customized for a diverse population of tourists. Facilities should be diverse and consistent with the diverse ethnic and cultural backgrounds of the tourists, catering for the needs of the elite as well as the middle and lower-middle class of the tourists. Diversifying the tourist facilities is not only more productive with respect to the increased profitability of the tourism industry, but is also economically beneficial for the local population. People with different levels of investment can contribute to the development of such tourist and recreational facilities, thus making the culture all the more richer and fruitful both for the investors and the tourists. Making the tourism sustainable requires a prudent and in-depth analysis of the specialties of the geographic and climatic conditions particular to the country, and utilizing them in the development of tourist facilities in a way that will continue to yield benefit. A good example of sustainable tourism is provided by Dubai whose emphasis in construction has been on high-rise buildings that ensure that the tourists always have ample space to stay despite the limited surface area of the city. Besides, the city has facilities like ice rink in the midst of a desert to provide the tourists with a holistic experience that combines the elements of the coldest to the warmest places on Earth. Therefore, diversifying the tourism industry culturally as well as making it affordable for tourists of all economic statuses are some ways of making tourism sustainable and more profitable.