

Factors that affect travel and tourism tourism essay



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Hospitality is the relationship between guest and host, or the act or practice of being hospitable. Specifically, this includes the reception and entertainment of guests, visitors, or strangers, resorts, membership clubs, conventions, attractions, special events, and other services for travelers and tourists. Hotel, motels, inns, or such businesses that provides transitional or short-term lodging, with or without food. The hospitality industry consists of broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. Hospitality also means providing services and welcoming strangers without expecting anything in return. Here if you see and redefine the words Hospital and Hospitality it will give you the same answer. In Hospital a Doctor takes care of a Stranger who comes to him without knowing who is in front of him with his physical problem and expects that he will be taken care properly without any doubt.

The patient expects that the right type of treatment is given from the time he comes to the Hospital till he is discharged. Same is with Hospitality. When a strangers walks in who is your Guest he expects a proper welcome with a smile and he is taken care with Proper accommodation, Food and Beverage till he checks out. The stay must be memorable and he should feel fit and fine with the services provided.

Question 1

1. 1Define the term Hospitality Industry and give examples, advantages, and disadvantages of their use in the hospitality industry?

The hospitality industry is a huge and famous industry in this world, and there are multiple areas in this industry. This industry is specialized by training. This gigantic sector includes tourism and tour, traditional hospitality industry such as resorts and hotels, motel and a range of other hospitality services. (Johnston, 2010). Because of this industry is famous so there is several advantages in this industry. But if we look deep through this industry also got some disadvantages also.

The advantage of hospitality industry is that, they afford to provide the full service to their customers. For example, many hotels or resorts are around-the-clock, provide 24-hour operations and staffs are required to work varied shifts and extended hours for their customer satisfaction. Its means they provide the services for their clients all the time. Without bothering the time of the clients ask for the service. For example if any of the clients need foods or any other service at midnight means they can provide all the service to them without any further adore.

Besides that, this industry also provides other services such as tour and tourism beside provide only the accommodation service. Mostly the resort department will provide this as their service. It is because mostly the resorts will located at beach site waterfall site. So the people those who are go there can enjoy the beach site by staying there for 2 days or more than 2 days. In this situation, the industry helps their client to enjoy the nature by staying at beach site. The resorts also sometimes will build at jungle site. Those who is interest for stay in jungle for get any deferent experience they can go there and stay there and at the same time can enjoy the jungle life.

The hospitality industry is famous for accommodation sector. They provide this sector with multiple categories. For example five star hotel, four star hotels, and three star hotels and so on. So those who are afford to pay the high fee they will choose their standard level hotel such as five star or four star hotels and those who are not afford to pay more fees only for the accommodations for a short period time will choose the lower level hotels. So its shows that this industry provide hotels for all the people according to their living standard.

Then glamour myth also a advantage of the hospitality industry. Is means the hotel industry offers you the chance to meet rich, famous and interesting people. So we can meet them at the place where go for rest but at the same time it brings benefit to us. Can get meet any famous person or any important person who are in the same carrier with us. For example, if I'm a business person I can get to meet any other business person who is carry on the same business with me, so I can develop my business very well and famous.

At the same time they can include scientists attending in-house conferences, foreign tourists, local business people and ordinary everyday citizens.

Although you might be able to tell your friends that Hollywood's hottest stars are staying in your hotel, you'll probably have to stretch the truth a little to say that you actually talked with them. Celebrities might chat with you like an old friend, out of politeness, only when ordering room service, or not at all. Some may be jovial and even invite you for a drink, while others will treat you with the cool and fun.

Furthermore the hospitality industry provides the standard living for their client. They provide services with the standard level such as the rooms that they provide the foods that they provide. They provide the rooms with full furniture and all the equipment. So the client will happily can enjoy all the service of them. So they will satisfy with their service and may be the loyal to the particular hospitality industry. With the advantages of hotel Industry come the disadvantages too. The disadvantage of this industry is long and odd hours. This means that if the client or customer of that particular hotel doesn't like early starts or late finishes, then the hotel industry may not be help them. They may make late to help the client purposely.

Besides that, pressure, high standards and deadlines also a disadvantages of the hospitality industry. Working for demanding clients and management is not the downside of working in hotels - for it is what the industry is all about - but you may find that the pressure of guest and management expectations are more stressful than you ever imagined. Pressure and deadlines are intrinsic elements of the industry and the best hotel workers thrive on conquering the challenges and obstacles placed in the way of personal and company objectives.

Culture problem also consider as a disadvantage of this industry. Most of the hospitality industry provides their service with the western style but it not suitable for all the clients of them. For example we can take the Malay religion, they cannot eat all the food especially pork at all and they can eat only 'halal' food so they face some problems. Then also must prepare with at least a special hall for their praying. Because Malays must at the correct

time and must carry on the prayer at the special venue which is called as ' surau' if there don't have mosque.

So some of the hotel or hospitality management sometimes never provides or forget to prepare all this things to them. Besides Malays, in our country the Indian are sometimes will carry on the vegetarian. So the hotels must prepare the vegetarian foods for them. But they never provide this sometimes. So the clients need to go out site of the hotel for find the foods for them. This shows that the hospitality industry never give important for their clients.

As the conclusion, the hospitality industry provides the good service for their client with their variety service. But still this industry needs to improve their service to archive the target of their industry. if they improve all this the customers will get happy and will enjoy with service.

Question 2

2. 1: Find out the factors that affecting travel and tourism. Explain in detail?

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The word staying suggests that tourists stay at least one night. However must acknowledge that day visitors make a huge contribution to the tourist industry and some regions and organizations choose to include day visitors in statistics. It is acknowledged by the World Tourism Organization that tourism is the fastest growing economic sector, bringing foreign exchange earnings to countries

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and creating jobs. Jobs are not only created directly in tourism but in related industries, for example in construction. Much tourism development occurs in developing countries, bringing economic opportunities local communities. There are several factors that affecting travel and tourism industry which influence the industry.

The first factors that affect this industry are technological factor. Nowadays the technology develops very well. So also develop in travel and tourism. The growth of e-commerce and new transportation affect the travel and tourism industry. Nowadays the travel system develops well for example the buses that use nowadays is full of air-condition service, with video and audio system. Travel and tourism has always been an industry that has made extensive use of new technology equipment. Central reservation system (CRS), the use of computers in travel agencies and sophisticated databases for marketing purposes are now ordinary. Increase in competition within the industry will force organizations to use new technology to the full. New developments in transportation make extensive use of new technology, for example the Channel Tunnel, the advances in aircraft design and opening up new long-hall destinations. Then more develop bus is super VIP bus. This is consisting of all the service to the passengers. So the passengers can enjoy the traveling period.

Furthermore, another factor is, the technology develops until the passengers or the customers can get the information of the travel and tourism industry in internet. The particular agency will update all the information in web so the customers can check easily all the information about their tour and can easily contact to the particular agency. This makes the agency famous
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among the people because all over the world can access their information and can consider to the particular agency. At the same time also help the customers to get all their information in detail and faster too.

Cultural and environmental factors also affect the travel and tourism industry. In the 1980s saw the emergence in Britain of a greater environmental awareness and a society that was beginning to take its health and fitness seriously. These factors are likely to remain important influences on travel and tourism developments in the future with so-called 'green issues' high on the agenda. The political aspect also affects this industry. The security concerns over travel have had a serious impact on the travel and tourism industry. Which are leading to increased business failures in certain situation if the government never invest in this industry. The government must provides all the services to help the industry such as prepare a good road for travel and railway tracks for the rails travel so the travel and tourism industry can easily can safely travel.

Then the choice of destination also affects this industry. Most of the customer likes to travel for a famous and enjoyable place. So they must bring out the travel and tourism to a famous popular place, which got a high demand among the people. Then choose of place should be according to the age group. If want to carry on a travel and tourism, must be a place where got a lots of fun and entertainment but if want to carry on for veterans means place should be suitable for them. So they can enjoy the travel with fullest and the affect also will be the positive type. Other than age group category there got other group category also, such as leisure customers, business customers, independent travelers, package holidaymakers. So the <https://assignbuster.com/factors-that-affect-travel-and-tourism-tourism-essay/>

travel and tourism must be carrying on according to deferent types customers.

Besides that, the rule and regulation also will affect the travel and tourism industry. The travel that's going to carry should be following the all the rules and regulations that the government stated and the particular place stated. So it will never affect the customers of them. For example, if the tourism place stated that cannot brings camera or video inside means they should tell earlier to their customer so they may follow the rules and will not affect the agency also. If not the agency may affected because did not follow the rules and regulation. While the customers' also wont respect to the agency. At the end the customers won't support for the particular industry.

The travel and tourism that going to carry on also should be suitable for the season. Because the customers are always like to travel to different destination in a different season. So should carry on the correct travel and tourism event at the correct season. If not it will affect alt the industry. The customer may not will support the agency because they are not giving what they want and they won't satisfy with them at all. At last the food and beverage also will affect the industry, even is not a big issue and important in a travel and tourism industry. The foods that they provide to the customers should be good foods which is not expired or spoiled. If not the customer may get anger with their service and will get disappointment with their service. So if a travel and tourism industry wants to be success means, they should consider all the element of the travel and tourism. And must prepare earlier for everything with full of good service for their customer's satisfaction.

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Conclusion

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ANd9GcSbpXEn1MNC3WIR1eNL_Y7IEYmix5zdVH5pPapH0B3n3gHJT1lhAs the conclusion, we have learnt about the meaning of hospitality and the stages of hospitality industry development from traditional to advanced stage and learnt that hospitality management means how to cater for people in a friendly and cheerful manner to enable the guest appreciate in services. Besides that, we have learnt about the meaning and the importance of housekeeping Department in hotel, motel, guest how we have learn about the interdepartmental co-operations among various departments of the hotel and the importance of hotel industry in our society. Furthermore, we also learnt the meaning and types of non-commercial hospitality management and the type of organization that is available. Lastly we have learnt and understood the meaning of the layout in hospitality industry and the necessary and important factors to consider when plan to establish this industry.

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