

Cons of community based tourism tourism essay



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In this project the importance of delivering quality services in the hospitality industry is being discussed. Also the advantages and disadvantages of community based tourism and factors that attract tourist to the Caribbean.

Discuss the importance of delivering quality services in the hospitality industry and identify differences (if any) between service delivery in the hospitality industry and service delivery in other businesses.

The importances of delivering quality services in hospitality industry are meeting or excel customer expectations. To meet or excel customer expectations, businesses must fully know all service assign that contribute to customer value and lead to satisfaction and loyalty (Evans and Lindsay, 2010).

Quality service in the hospitality industry is the administrative tool that provides businesses with the methods of observing service quality in the hospitality industry is “ the consistent delivery of products and guest services according to expected standards”. Guest will be willing to pay more when the hospitality service they visit meets their needs or expectations.

The level of quality service is a important factor in experience that guests receive when their visits to lodging operations (Hayes, Ninemeier and Miler, 2011). Creating value for your guest, the lodging organization can manage successfully to keep hold their guests.

Management must acknowledge the importance of customer’s retention, since the attractiveness of new customers is regarded to be expensive and time consuming (Reyad, 2005). An increasingly competitive market, issue of quality service has grown rapidly for hotel businesses. This has been

influenced by several factors, such as the expansion of consumer rights and the advance emergence of ' new ' , quality self

- conscious tourist. In addition greater competitiveness has caused hotel organizations to become more aware of the importance of quality as a source of competitive advantage (Soteriadis and Varvaressos, 2006).

In most sections of the hospitality industry, the guest and the employee are both individually involved in service transaction. If a customer purchases a pair of sandals or a bag, he/ she takes the finished product away without much, if any concern about who made it or how. In other words, the hospitality, to give a example, ` breakfast is served. This service is produced and used up at the same time. If the service is not tasteful and heavy - handed, likely the guest will be unhappy. A cheering and energetic server enhances the guest experience.

Identify the pros and cons of community based tourism and discuss the implications on the country as a whole.

Pros of community - based tourism

Tourism provides gains and diversification to rural communities. Most of the money produce from outside visitors stay within the local economy. Visitors contribute to the tax revenues collected and this can improve the quality of life by financing community facilities such as sports programme, restaurants, and shopping facilities. Community events for tourist can also attract the local people.

Providing services to tourist creates employment in the community. These jobs meet the need of students and dual - earning families for seasonal employment (([www. nal. usda. gov/ric/ricpubs/tourism. html](http://www.nal.usda.gov/ric/ricpubs/tourism.html))). It also brings people into the community who spends money and stimulates the economy. These tourist spend money in night clubs, hotels, beaches, restaurant, theatres, shops, etc (([answers. yahoo. com/question/index? qid](http://answers.yahoo.com/question/index?qid))). Tourism is one of the most effective ways of redistributing wealth, by moving dollars into local communities from other parts of the country. It brings income that will not be earned into a community.

Community - based tourism provide social benefits and community identity can be generated through tourism. A positive sense of community identity can be reinforced and tourism can encourage local communities to maintain their traditions and identity.

Infrastructure including roads, parks, and other public spaces can be develop and improved both for tourist and locals through increased of tourism activity in a country. Tourism operators can play a important role in highlighting the success that tourism can bring to a community and it will contribute to a greater understanding and honour for the value of tourism.

Tourism can also provides environmental benefits, providing financial support for the conservation of the local environment and natural resources can enhance the reputation of any tourism organizations. Tourism can place a more focus on conservation of natural resources through the recognition of their importance to tourist experiences and their economic value to the local community (([www. tq. com](http://www.tq.com)).

au/resources-centre/community-engagement/how-tourism-benefits-communities/how-tourism-benefits-communities-home. cfmu)). Community - based Tourism as both negatively and positively affected the country as a whole.

Cons of Community - Based Tourism

Locally, social problems such as illiteracy, unemployment, and lack of community organization and cohesiveness have been identified as obstacles. A recommendation at the Caribbean community tourism conference (Jordon 2003) stated that any attempt to develop tourism in local / rural communities must begin with the community members. Very often, communities are not fully aware of the value and assets they have that are of interest to visitors, apart from their lack of production and / or marketing skills.

Mitchell (2003) states that in order to move beyond participatory rhetoric to meaningful practice, tourism planners must take communities seriously: He notes that ' too often communities are treated as just one more component in tourism planning and management and requisite lip service paid to local participation'.

Sunsari (2003) correctly states that community tourism is a sensitive product. It takes a lot of time and effort, both from the communities and the facilitators. This process has to be balanced largely by community members being willing to participate for their own good, and by facilitators being careful not to dominate the process. (The driver of changes in the Jamaica economy by Kenneth O . Hall and Rheima Holding).

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What are the main factors that attract tourists to the Caribbean?

Sophie Southern stated that the Caribbean attracts tourists that are seeking a romantic or family getaway, or a warm climate break from the harsh cold winters of their countries. Offering a all year - round excessively warm weather with cool breezes, beaches, cultural festivals, peace, tranquility, and extravagant food.

Listed below are some main factors that attract tourists to the Caribbean:

Ease of access: For most people living in overseas, the Caribbean is the most accessible and quickest getaway destination where they can be on a beach in one to five hours and for those who prefer not to fly, there are numerous cruise ship options eg. Princess Cruises, Costa Cruise, Royal Caribbean, and Sea bourn etc.

Accommodations: The Caribbean has a number of accommodations from high - end resorts to bed and breakfasts and everything in between. These, options mean that tourist of all economic levels can come to the region. In addition to the accommodations is the affordable cost. Hotels and resorts continue to present competitive priced accommodations that attract tourist.

Reputation: The Caribbean as been visited by tourist since the 1800s and stories of its beauty and relaxing environment precede the destination. This continuing good reputation makes it easy for tourists to visit for the first time and return for a repeat vacation because the destination meets their expectations. The region is known for being safe, affordable, alleviating concern from families and single visitors.

Cost: Reaching the Caribbean is very much affordable. You can find reasonable ticket for a quick trip, during off season when there are fewer tourists. Tourist can enjoy themselves without spending a lot of money and going broke, if they shop at prime luxury stores. This affordability is an essential factor in the regions tourism growth (Sydelle John, ehow contributor).

Weather: Sophie Southern stated that one of the largest attractions of the Caribbean is sunshine and warm weather.

Beaches: The white sand beaches of the Caribbean islands are a splendid sight to see and parallel to none. The Caribbean is well known for its fine grained white sand.

Water: The clear, turquoise waters of the Caribbean are world famous for their warm temperatures and different marine life. Snorkeling and scuba - diving are very popular water sports in the Caribbean because the translucent water makes for extremely clear views.

Entertainment: Angela Robinson stated that business support activities that attract tourist to the area are special events such as carnivals, festivals, fairs, and concerts bring in tourists, who spend money while they visit the area.

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