



# **INTRODUCTION TO TOURISM MANAGEMENT**

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# TOURISM MANAGEMENT

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Tourism management is defined as a set of activities that involves exploring a tour destination, organizing the tour, arranging travel, and managing logistic services. It also includes marketing efforts to encourage tourists to visit particular destinations inside and outside the country.

The tourism industry management is influenced by several elements i.e culture, peace, security, developed infrastructure, visa facilities, global population, education, income level, diverse languages and accommodation facilities.

# WHAT IS TOURISM?

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Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business, or other purposes. Matheson and Wall (1982) define tourism as follows: "The temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs

Tourism was mainly been traditional in its early form. With the evolution of cultures, economies, and knowledge, tourism took a different form called sustainable tourism with the aspect of the well-planned tour, well-studied destination, and conservation of destination.

# FAMOUS DEFINITIONS

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According to Dr. Zivadin Joviac: It is a social movement with a view to rest, diversion and satisfaction of cultural needs.

According to Mc Intosh and Goldner (1990): Tourism is the sum of the phenomena and relationship arising from the interactions of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.

According to L.J. Lickorish: Tourism embraces all movements of people outside the community for all purposes except migration or regular daily work .The most frequent reason for this movement is for holidays but it will also include, for example attendance at conference and movements on infrequent business purposes.

# IMPORTANCE OF TOURISM

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1. Economics Progress
  2. Source of Income
  3. Development of Infrastructure
  4. Societal Progress
  5. Cultural Heritage
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# FACTORS THAT MOTIVATE PEOPLE TO TRAVEL

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The most common reasons for people to travel away from home are:

- To spend holidays leisurely
  - To visit friends and relatives
  - To attend business and professional engagements
  - To undertake religious pilgrimages
  - Any other personal motives
  - Traditional and Niche Tourism
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# IMPORTANCE OF TOURISM ON ECONOMY

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- Tourism is one of the most prominent and rapidly increasing sectors in the global economy. The tourism industry plays a vital role in a country's economic growth. A rise in tourism traffic can have a favorable economic impact on countries, particularly in terms of GDP and job opportunities.
- The contribution of the tourism industry to the world is more than financial, however, travel advances educational and recreational values and overall enhances the quality of life. Although most traveler worldwide is domestically oriented, the growing prosperity of economies is creating a new class of international outbound travelers who are seeking travel experiences in countries within their region as well as other parts of the countries.

# Operational Issues in Tourism Business

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These issues can be categorized under the following:

- Marketing issues
- Legal issues
- Human resources
- Operations





## 1. **Marketing Issues**

Marketing concerns include demographic changes, which indicate that the population of developed countries is aging and the continued rise in the number of individuals traveling for leisure purposes instead of just work.

## 2. **Legal Issues**

Legal issues include corporate and travel agency license and registration, consumer contracts, carrier and lodging law, tour and travel operator obligations and responsibilities, etc. Legal issues also examine the law regulating the issuance of visas and travel documentation of the operators, and agents in relation to health and safety measures.



### 3. **Human Resource Issues**

The shortage of skilled personnel at both operational and administrative levels, and high employee turnover rates are all major concerns.

### 4. **Operational Issues**

Staff turnover, employee performance, labor costs, and evolving customer expectations are all major operational concerns in the tourism industry.

# Human Resource Management (HRM) in Tourism Industry

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Human Resource Management (HRM) is a role within an organization that focuses on the recruitment, management, and development of a company's manpower.

The functions of HRM are characterized into three categories: Operative, Managerial, and Advisory.

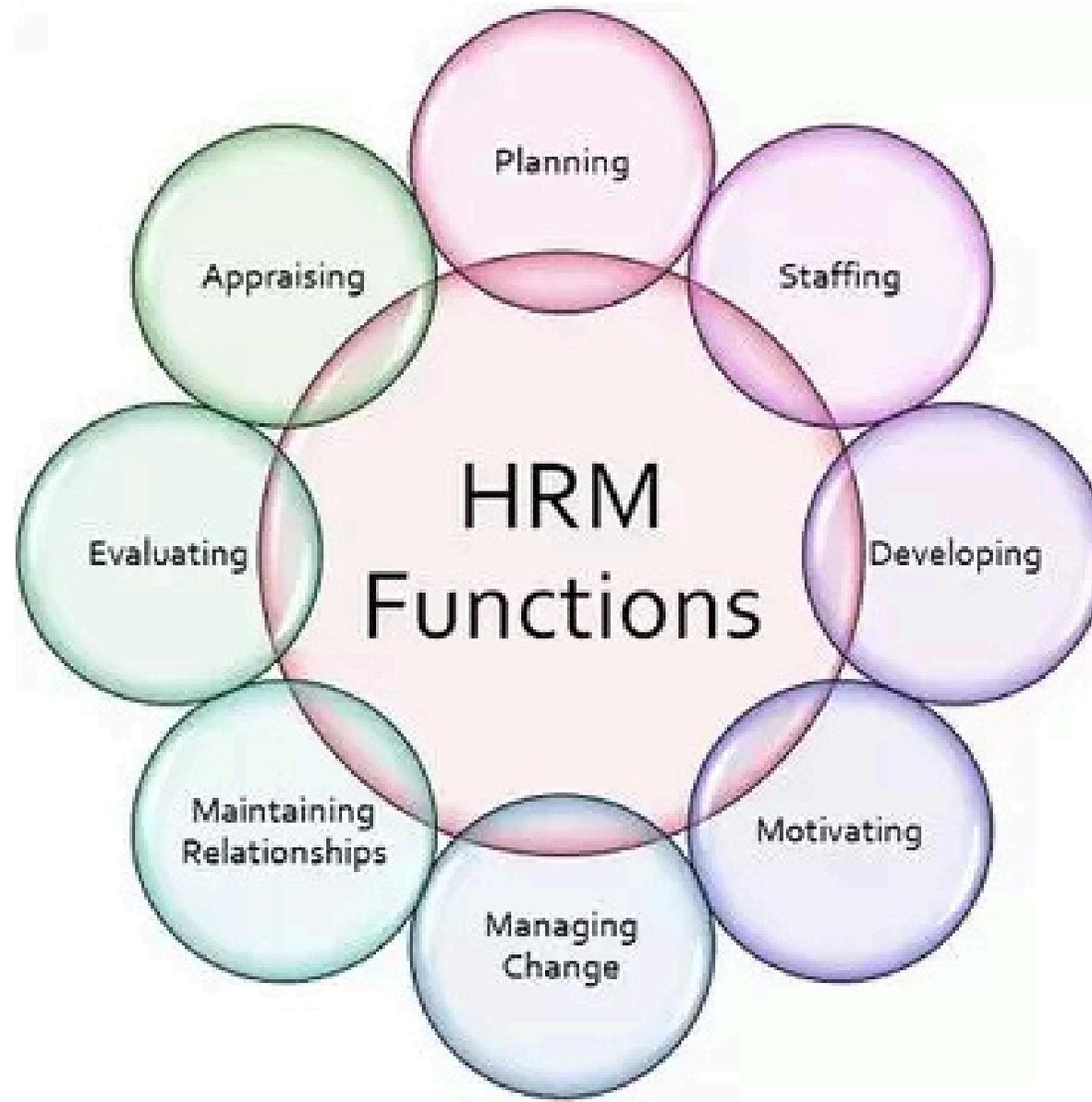




**Operative functions** include recruitment, training, development, professional development, compensation and benefits, performance appraisal, etc.

**Managerial functions** include planning, organizing, directing, and controlling.

**Advisory functions** include top management advice that is related to different policies and procedures and departmental head advice that consist of advice of various departments on policies related to job design, job description, selection, and appraisal.



# Importance of Human Resources in the Tourism Industry

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- The importance of human resource development in the tourism industry is increasing rapidly. Human resource management is mainly important in the tourism industry for the following reasons
- Almost every country has developed a national strategy for creating jobs in all industries, including tourism, and tourist job prospects have been linked with economic development.
- Tourism has come to power as a source of economic growth and foreign exchange income
- Human resource planning and development are critical for ensuring the requisite level of quality and standards in the tourism industry.

The emergence of special forms of tourism such as adventure tourism, convention tourism, medical tourism, and spiritual tourism, as well as others, has resulted in a demand for specialized skills that can only be obtained and developed through proper human resource management.



# TOURISM MANAGEMENT STEPS



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## Niche Tourism

Create and monitor job opportunities and scope. A niche is a small area or location that is suited for a small group of people. Niche tourism is often viewed as being a more positive form of tourism than mass tourism.

It can also refer to a variety of other things, such as:

- Products
- Service
- Interests

A niche product, service, or interest is shared by a limited group of individuals. It caters to a distinct part of the tourism business. The tour is organized on the spur of the moment, as well as ahead of time.

# NICHE TOURISM

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Niche refers to a personal, family, or friend's activity that involves a small group of individuals that consists of pre planning the tour and deciding the destination prior traveling. Tourists are eager to collaborate and contribute to a pleasant experience for the sake of culture, local economy, and environment. Some of the advantages of the niche tourism are:

- Niche tourism is less damaging to the environment.
  - Tourists come in small numbers
  - Niche tourists often pay more than mass tourists
  - They actually want to see the destination as it is, rather than demanding improvements such as more hotel accommodations.
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# TRADITIONAL TOURISM

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Traditional tourism means traveling without proper planning of a trip. The majority of experienced travelers are adventurous and eager to embrace the unexpected journey without planning the whole tour.

Traditional tourism plays a vital role in the development of a country. Traditional tourism benefits by offering employment growth and opportunities while also supporting unity conservation. It and aids in the reduction of environmental harm and tourist behavior. The tour providers usually recommend well known sights and places, and the visit involves a significant number of people.



# Key steps in Managing Tourism Development

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The process of building and maintaining a tourism sector in a specific location is known as tourism development. Tourism development can be defined at its most basic level as the process of developing strategies and plans to increase/develop/encourage tourism in a certain destination.

There are 4 key steps for successful tourism development.

1. Get to grips – one of the most fundamental problems is the lack of useful data. Destination places need to consider these things seriously like; encouraging the sectors to share data like occupancy levels, the number of arrivals, and season variations and develop expertise to monitor the trends in the tourism industry.

2. Establish a sustainable growth strategy – only one-third of natural UNESCO World Heritage Sites have proper tourism. Development Corporation and National Tourism Coordination Board is mandated to coordinate, organize and deal with all the tourism-related issues and growth.

3. Involvement of sections of society – successful tourism management requires that all stakeholders should stay united in one strategy and no one should feel disadvantaged. The destination marketing organization (DMO) plays an important part to coordinate with different tourist groups.

4. Provision of Funds – When a country is concerned about tourism growth, it invests appropriately in the process. The most obvious source is travelers themselves, who contribute to boost the tourism business, which in turn helps to provide more jobs for people and improve the economy.

# Difference between Niche Tourism and Traditional Tourism

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Traditional Tourism	Niche Tourism
The tour is decided and planned a number of days or weeks ahead of the actual travelling day.	The tour is decided and planned spontaneously as well as ahead of the date of travelling.
The tour operators generally suggest famous places and there is comparatively less study done on the destination place.	In this tourism, local language preparation and the study of local culture and norms is recommended.
It generally takes the form of social activity being large number of people involved.	It is a personal, family, or friends' activity being small number of people involved.
The tourists mainly desire for souvenirs and site-seeing.	The tourists desire for experience and knowledge.
The tourists may or may not care for local economics, culture, and environment.	The tourists are keen to cooperate in keeping local economy, culture, and environment thereby generating a positive experience for the locals, the tourism business, and the tourists themselves.

# SUMMARY

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Tourism management means a set of activities that involves organizing, arranging, and managing the tour and logistic services. There are a few elements that influence the tourism industry such as culture, peace, infrastructure, economy, etc. The growth in the tourism industry affects the economy of a country. Human resource management of an organization related to the tourism industry focuses on hiring, managing, and staff development.



# Thank You

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