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**TOURISM MANAGEMENT**

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**ABSTRACT**

The tourism industry is rapidly growing and jobs in tourism management are becoming highly sought after. Working in this sector will offer a huge range of interesting roles, such as meeting new people and the opportunity to travel.

**Keywords:** Tourism, Marketing, Policy, Strategy, Tourists.

**Introduction**

Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements – destinations, attractions, sites, accommodation, and all ancillary services.

Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes.

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 well-planned tour, well-studied destination, and conservation of destination.

**Factors that Motivate People to Travel**

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

- To spend holidays leisurely
- To visit friends and relatives
- To attend business and professional engagements
- To get health treatment
- To undertake religious pilgrimages
- Any other personal motives

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

There is a subtle difference between just travelling and tourism.

- **Travelling** is going from the place of residence or work to another distant or a neighboring place by any means of transport. Routine commutation can be termed as travelling.
- **Tourism** is travelling with an objective. All tourism necessarily include travel but all travel does not necessarily include tourism. We can say, travelling is a subset of tourism.

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One similarity between travel and tourism is, they both are temporary movements.

Domestic tourism, which accounts for around 75% of the tourism economy in OECD countries, is expected to recover more quickly. It offers the main chance for driving recovery, particularly in countries, regions and cities where the sector supports many jobs and businesses.

The impact of the crisis is being felt throughout the entire tourism ecosystem, and reopening and rebuilding destinations will require a joined up approach. Tourism businesses and workers are benefiting from economy-wide stimulus packages, with many governments also introducing tourism specific measures. Governments and industry are focusing their efforts on:

Lifting travel restrictions and working with businesses to access liquidity supports, apply new health protocols for safe travel, and help to diversify their markets. Restoring traveller confidence and stimulating demand with new safe and clean labels for the sector, information apps for visitors and domestic tourism promotion campaigns.

Preparing comprehensive tourism recovery plans, to rebuild destinations, encourage innovation and investment, and rethink the tourism sector.

These actions are essential, but to reopen the tourism economy successfully and get businesses up and running, more needs to be done in a coordinated way as tourism services are very interdependent. The travel and tourism industry and governments should continue to reinforce their coordination mechanisms to accompany the businesses, notably the smallest ones, and the workers. Particular attention should be given also to the most sensitive/vulnerable destinations in the recovery phase.

Looking ahead, the measures put in place today will shape tourism of tomorrow. Governments need to already consider the longer term implications of the crisis, while staying ahead of the digital curve, supporting the low carbon transition, and promoting the structural transformation needed to build a stronger, more sustainable and resilient tourism economy. The crisis is an opportunity to rethink tourism for the future.

Tourism is a significant part of many national economies, and the immediate and immense shock to the tourism sector resulting from the coronavirus pandemic is affecting the wider economy. As governments around the world have introduced unprecedented measures to contain the virus, restrictions on travel, business operations and people-to-people interactions have brought the tourism economy to a standstill. Many countries are now entering a new phase in fighting the virus while at the same time managing the re-opening of the tourism economy. This is a complex and challenging task, and quantifying the impact on the tourism economy is difficult.

Five months into the crisis, the situation continues to evolve and the outlook remains uncertain. Recovery is now expected to start later and be slower than previously foreseen. Travel restrictions and containment measures are likely to be in place for longer, and are expected to be lifted only gradually, with the possibility of reversal should new waves occur. Even when tourism supply chains start to function again, new health protocols mean businesses will be operating at restricted capacity. Demand-side recovery will also take some time, given the interlinked consequences of the economic and health crises, and the progressive lifting of travel restrictions, while consumer confidence and travel behaviour will be more deeply impacted the longer the pandemic goes on. This will have knock-on implications for many national economies.

Tourism management is the oversight of all activities related to the tourism and hospitality industries. It's a multidisciplinary field that prepares people with the interest, experience, and training for

management positions in the food, accommodations, and tourism industry. Tourism management might also include the enterprises, associations, and public authorities that market tourism services to potential travelers.

Tourism management marries three areas:

- Business administration functions, such as finance, human resources, and marketing
- Management theories and principles
- Tourism industry topics, such as travel motivation, environmental factors, and tourism organizations

Tourism, or the idea of people traveling to destinations away from their home for business or pleasure, is a growing field with many opportunities. For tourism professionals, these opportunities include work in the facilities where tourists stay as well as employment in the activities tourists undertake during these trips. People embark on tourism for all kinds of reasons: to relax, to visit family, to take in new cultures, and as part of business and professional outings. As an industry, tourism is important to development, growth, and economic potential.

The tourism industry usually includes three main business-related components. These are:

- Accessibility: Travel and transportation arrangements, such as cars, public transit options, cruise ships, trains, and airplanes
- Accommodations: Hotels, motels, resorts, camping spaces, cabins, and more
- Attractions (or some type of entertainment or activity): Theme parks, historical sites, or natural resources.

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