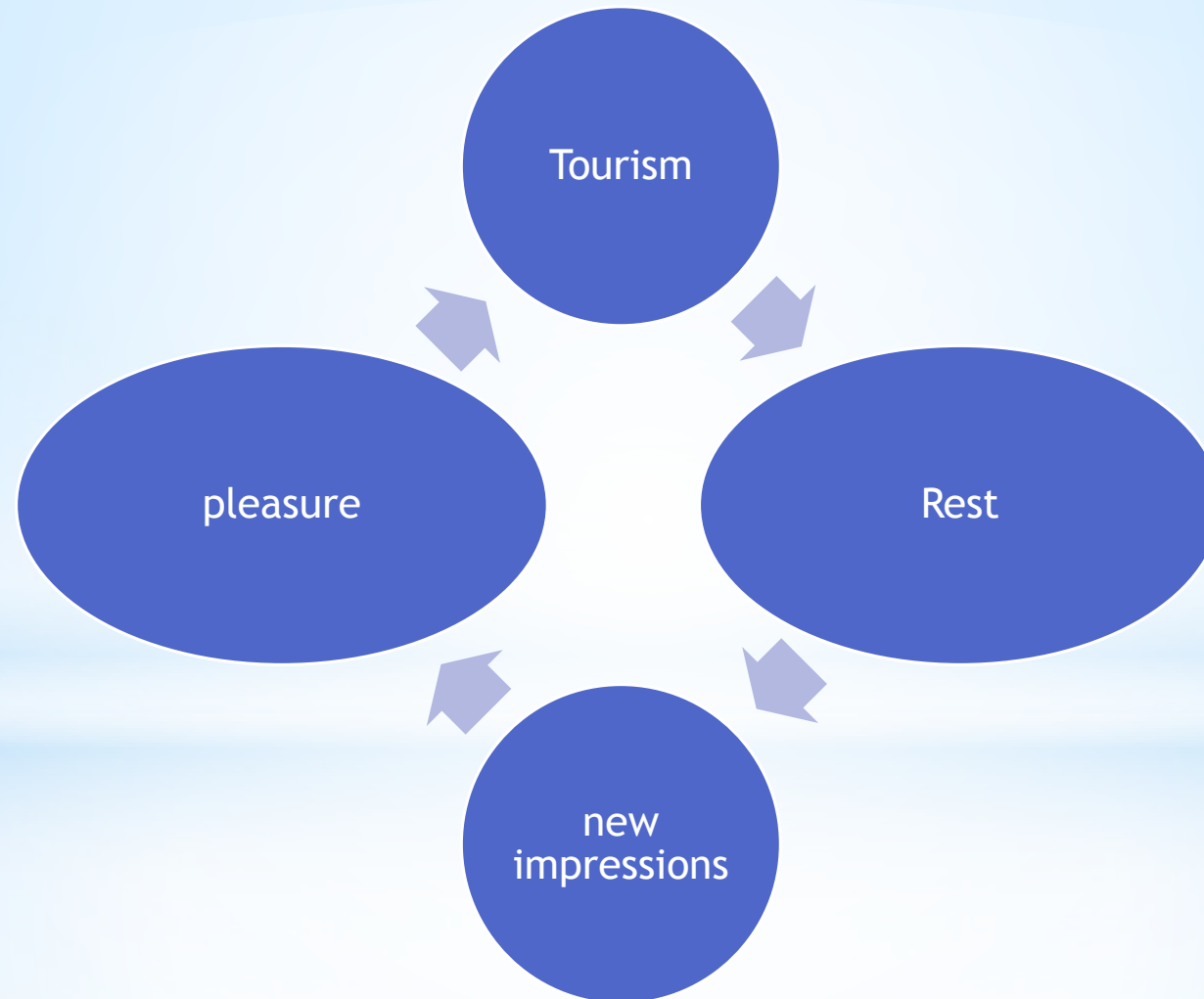


Goals and objectives of the subject "Tourism: theory and practice"

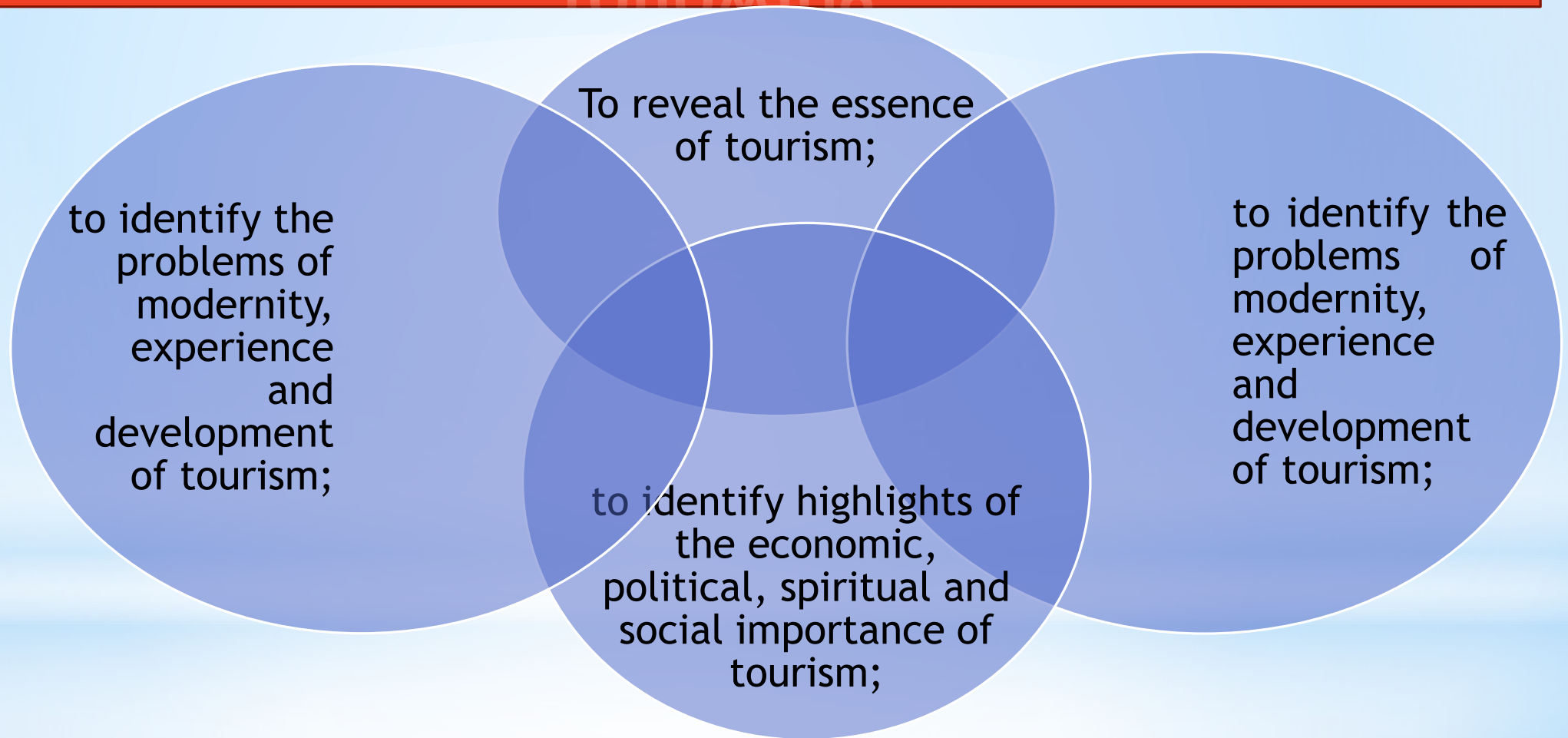
Plan:

- 1.1. Main goals and objectives of the course**
- 1.2. Integrated Model of Tourism**
- 1.3. History of Tourism**
- 1.4. Careers in the Tourism Sector**

1.1. Goals and the main objectives of the subject "Tourism: theory and practice"



* The main objectives of subject are the following:



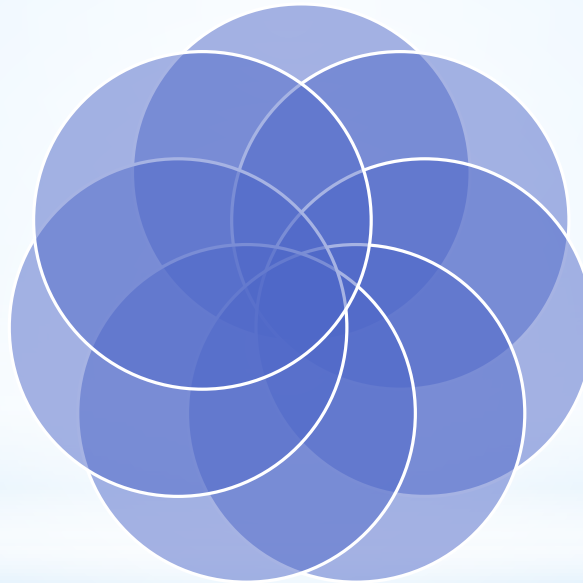
The main tasks of the subject are the following:

implementation processes of management and marketing research in tourism services;

study current trends in the development of ecological, gastronomic and rural tourism;

study the importance of tourism industry and infrastructure;

explaining the essence of travelers and tourists;



disclosure of information on the classification and types of tourism;

to give information about the resources of the tourism industry;

identify the difference in services and products in tourism.

The subject
"Tourism: theory
and practice"

bachelors
degree

I and II courses

1.2. Travel and Tourism as an Integrated Discipline



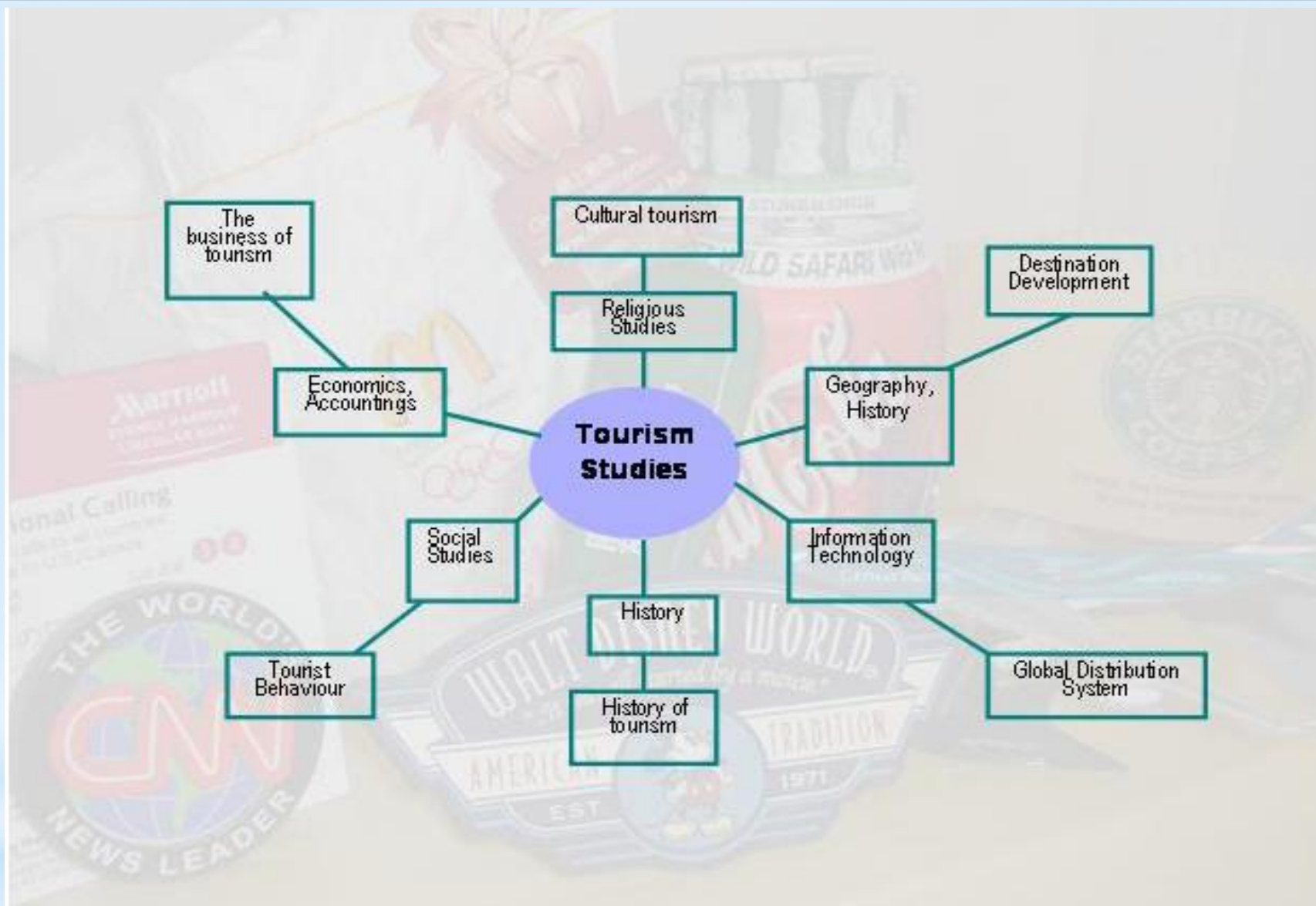
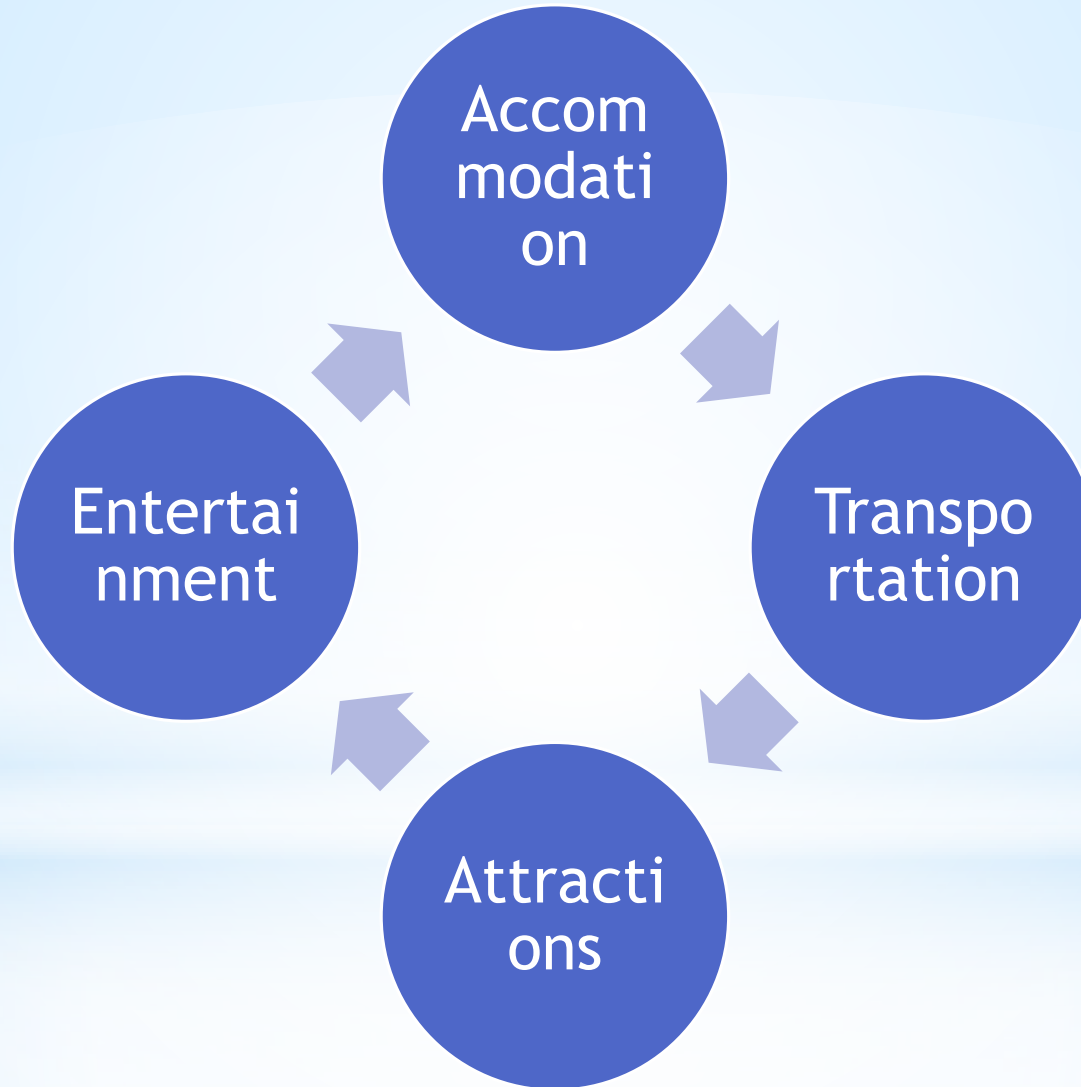


Figure 1.1 - Integrated Disciplinary Model of Tourism Studies

Source: Integrated Disciplinary Model (adopted from Jafari, Jafar, Ritchie, J.R. Brent, Towards a Framework for Tourism Education: Problems and Prospects, Annals of Tourism Research, 1981, VIII (1).

1.2. Integrated Model of Tourism



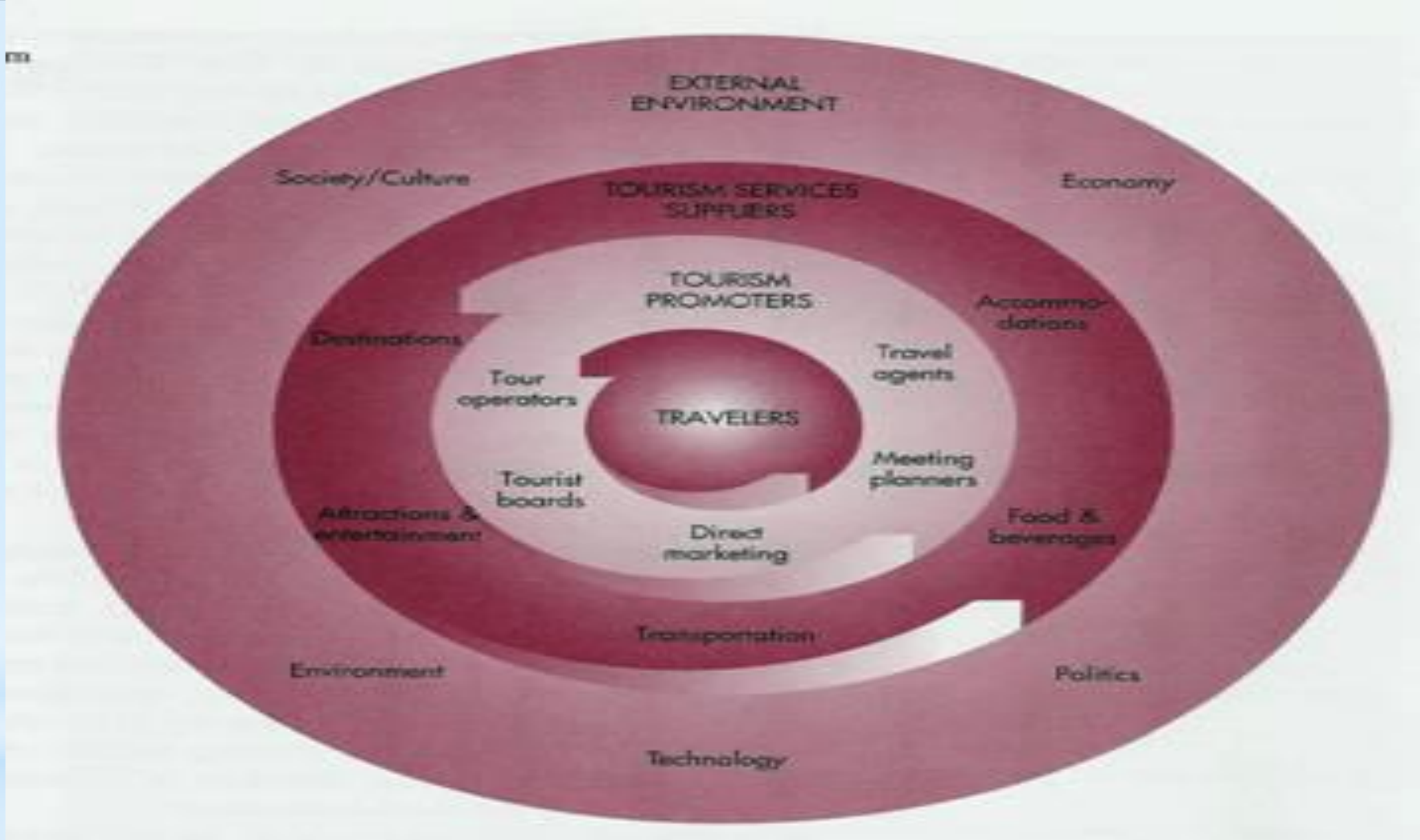
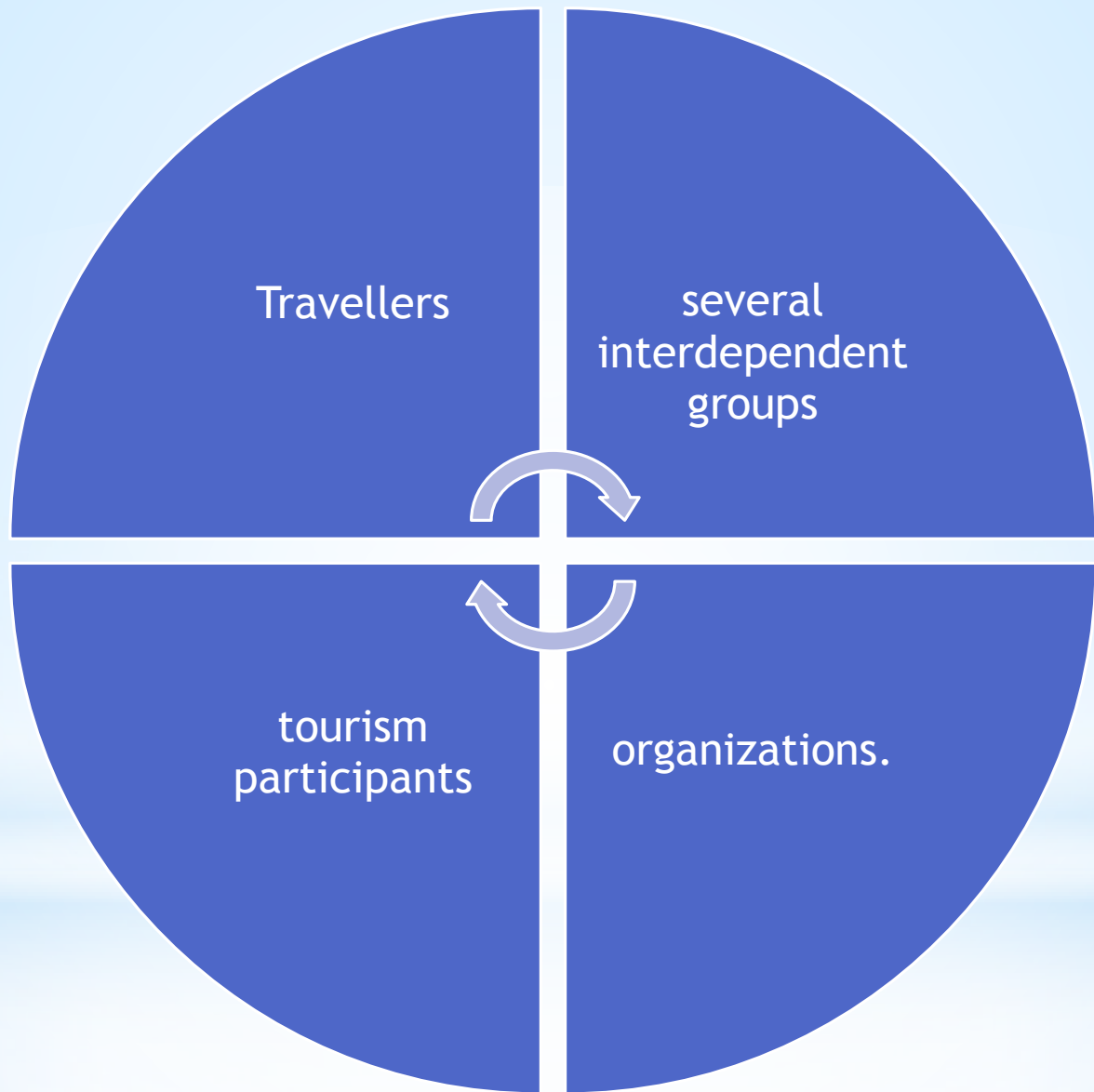


Figure 1.2 - Integrated Model of Tourism

Source: Cook, Roy A., Yale, Laura J., Marqua, Joseph J., *Tourism – The Business of Travel*, 2nd ed., Prentice Hall, 2001, p.6-8



2) Tourism Promoters

tourism boards

direct marketing companies

meeting planners

travel agents

tour operators

3) Tourism Service Suppliers

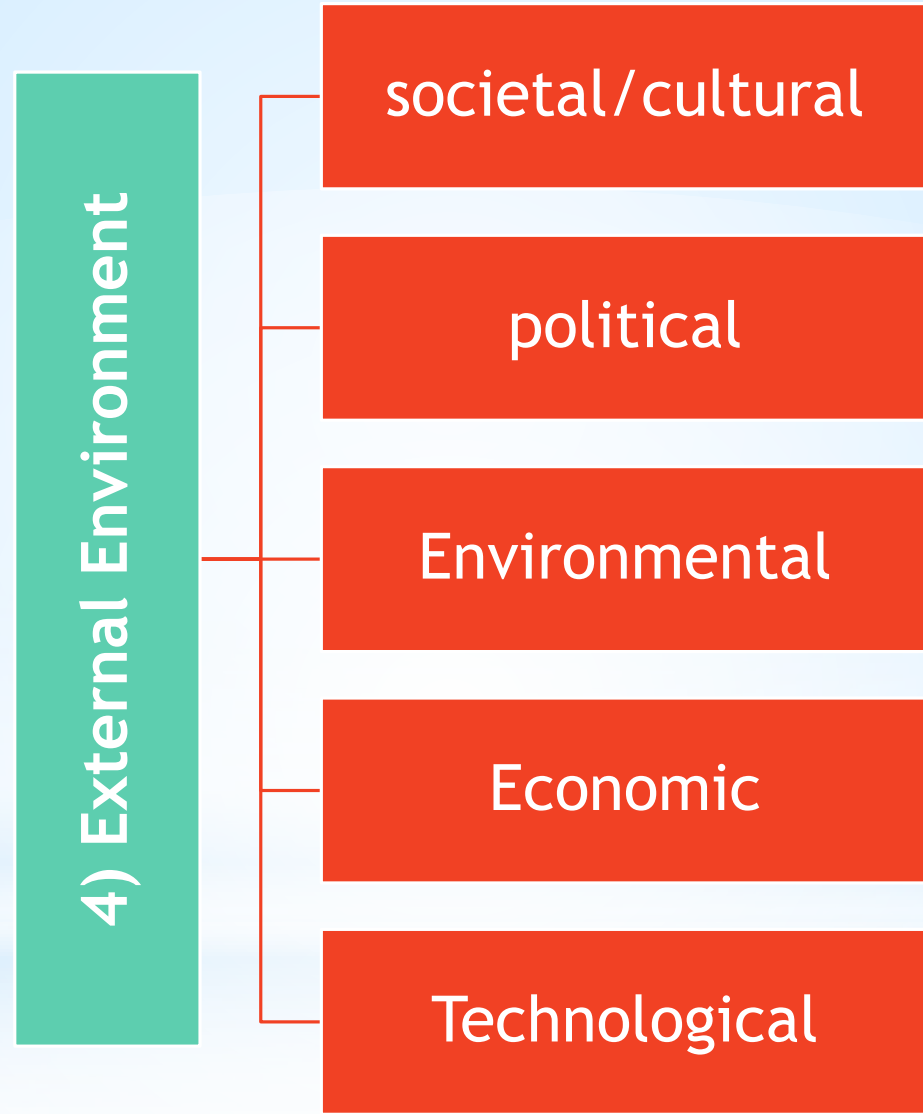
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graph TD; A[3) Tourism Service Suppliers] --> B[airline companies]; B --> C[bus operators]; C --> D[railway corporations]; D --> E[cruise ship operators];
```

airline companies

bus operators

railway corporations

cruise ship operators



(i) Societal/Cultural forces

- Such as the local skill and know how, the indigenous cultures of the destination and the attitude of local people towards the tourists would have a significant impact on the tourist experience in a destination.
- *(ii) Political forces*
- Such as government support on infrastructure, its policy on tourism planning, the diplomatic relations between tourist generating countries and tourist destination countries.

(iii) Environmental forces

Such as the problems of congestion, pollution, hygienic conditions, loss of green belts

(iv) Economic forces

Such as the disposable income of tourist and the affordability of a destination affect the desire to travel.

(v) *Technological forces*

- Such as the popularity of using the Internet for searching information, reservation or purchasing of tourism products affect the tourists' buying behaviour

Factors that Encourage / Prohibit the Development of Tourism

Social

Cultural

Political

Environmental

Economic

Technological

Social Factors

Demographic trends and social changes will have important impacts on the future development of the industry.

Political Factors

The factors are the policies in encouraging tourism activities such as investment in tourism related infrastructures, openness in travel visa applications and favourable foreign tourism investments.

Economic Factors

- 1

Cultural and Environmental
Factors

Factors	Description
Technological Factors	<p>Travel and tourism has always been an industry that has made extensive use of new technological equipment. Computerized reservation system (CRS), the use of computers and sophisticated databases for marketing purposes are very common among travel agencies. Increasing competition within the industry force agencies to use new technology to its fullness. Latest developments in transportation make extensive use of new technology, for example the Mainland's High-speed Rail and the advances in aircraft design help opening up new long-haul destinations.</p>

Table 1.1 – Factors that Encourage or Prohibit the Development of Tourism

Source: The Development of the Travel and Tourism Industry and the Factors Affecting it Today.

Retrieved from

<http://www.123HelpMe.com/view.asp?id=149199>

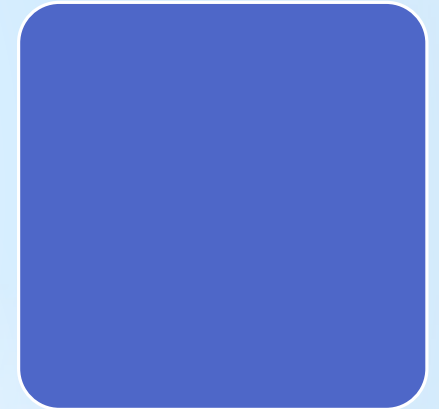
1.3. History of Tourism

1) Roman
Empire
Period

from
about 27
BC to AD
476

2) Middle
Age
Period

from
about AD
500 to
1400



The history of tourism can be divided into 6 different stages as follow:

3) 16th Century

In the 16th century, the growth in England's trade and commerce led to the rise of a new type of tourists - those traveled to broaden their own experience and knowledge.

4) 17th Century

In the 17th century, the sons and daughters of the British aristocracy traveled throughout Europe (such as Italy, Germany and France) for periods of time, usually 2 or 3 years, to improve their knowledge. This was known as the Grand Tour, which became a necessary part of the training of future administrators and political leaders.

The history of tourism can be divided into 6 different stages as follow:

5) Industrial Revolution Period

The Industrial Revolution (from about AD 1750 to 1850) in Europe created the base for mass tourism. This period turned most people away from basic agriculture into the town/factory and urban way of life. As a result, there was a rapid growth of the wealth and education level of the middle class, as well as an increase of leisure time and a demand for holiday tourism activities. At that time, travel for health became important when the rich and fashionable Europeans began to visit the spa towns (such as Bath in England and Baden - Baden in Germany) and seaside resorts in England (such as Scarborough, Margate and Brighton).

6) 19th to 20th Centuries

In the 19th and 20th centuries, the social and technological changes have had an immense impact on tourism. Great advances in science and technology made possible the invention of rapid, safe and relatively cheap forms of transport: the railways were invented in the 19th century and the passenger aircraft in the 20th century. World War II (AD 1939-1945) was also the impetus for dramatic improvements in communication and air transportation, which made travel much easier today than in earlier times.

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- 1980s

The 1980s were called the boom years. Business and leisure travel expanded very rapidly. The baby-boomers were coming of age and had the money to spend. These travellers were looking for a variety of tourism products from exciting vacation options such as adventure travel, ecotourism and luxurious travel.

There was not only a significant expansion in the travel market but also in tourist destinations. The fall of the Berlin Wall in Germany in 1989 signified the doom of communism in Europe. Countries such as Russia and the Czech Republic became new tourist destinations both for vacation and business travellers.

- 1990s

The Aviation Industry was facing high operational costs, including wage, oil prices, handling fee of Central Reservation System (CRS), landing charge of the air crafts and advertising fee etc. During this decade, CRS also marched towards more sophisticated technology. It became possible for agents to book a huge inventory of tourism products, such as hotels, car rentals, cruises, rail passes, and theatre tickets from the CRS.

The introduction of “ticketless traveling” (electronic ticket) brings benefits to the airlines by cutting the amount of paperwork and cost of tickets. At the same time, passengers do not have to worry about carrying or losing tickets. Although, electronic ticketing does not bypass the travel agents as intermediaries, it makes it easier for the airline to deal directly with consumers.

The advance in technology also allows the airlines and other travel suppliers to sell directly to travellers through the Internet and interactive kiosks at airports. The kiosks at the airport usually sell hotel accommodation, transfer tickets such as bus tickets between airport and downtown areas and coach tickets from one city to another.

Travellers can now log on to the Internet easily reach for travel information, book a simple ticket or hotel room through their personal computer at home. There are thousands of new destinations, tour products and discounted airfares for travellers to choose from.

1.4. Careers in the Tourism Sector

Job Opportunities

Travel and tourism industry and its' associated sectors provide various employment opportunities to students. Besides working in travel agencies, airlines, tour operators, theme parks, events and hotels, students can also have other options such as working in government tourism departments, customs services, airline catering, tourism promotions and sales, etc.

Source: Careers in Travel & Tourism. Retrieved from
<http://www.highereducationinindia.com/career-options/careers-in-travel--tourism-30.php>

The following is a list of some entry positions in the local tourism sector which are available for youngsters to apply.

Tour and Travel Services

- Tour guide; Tour escort; Travel consultant; Incentive travel agent; Corporate travel Agent; Travel academy instructor; eeting planner, etc.

Travel and Transportation:

Airline pilot; Flight attendant; Ground service staff; Air traffic controller; Cruise crews, etc.

Lodging:

Receptionist; Concierge; Housekeeper; Reservation staff; Recreations instructor; Bell attendant, etc.

Food and Beverage:

Waiter / waitress; Banquet server; Banquet sales manager; Chef; Bartender; Cashier; Hostess, etc.

Others:

Retailing; Public relations; Advertising; Market research; Human resources, etc.

Thank you for attention!