

Tourism Management

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Abstract—This paper deals with the basic functions of a tourism management company, the tasks at hand the challenges faced and most of all, the way one must give importance to customer satisfaction. The paper also throws light on the path that tourism has taken from olden days where it was luxurious act to today where it has become an international business and a need for all. Explains about various departments involved in a tourism company, their duties and responsibilities. Each department is headed by a manager, it is his duty to provide efficient outputs. There might be some information missed in this paper but they are equally important.

I. INTRODUCTION

Tourism for any country is one of the best way of generating revenue and has also lead to the growth and success of many countries over the last years. Travelling and tasking leisure trip nowadays has turned out to be a necessary ritual to get off of their excruciating office schedule and have fun unlike the olden times where they were considered as luxury. Since tourism involves multiple elements, it required a coordinated functioning between multiple people. Tourism package usually consists of the final destination, the attractions in the destination, other sites, hotel stay, transportation, food and the other major or minor facilities.

A. Tourism

Tourism is the act of travelling of people to another place or country and staying there for a temporary period for several purposes such as holiday or business or others. Tourism in its earlier form were only such that people went to places booked their hotels, went around in the local transportation, since its growth as a business, tourism has become a well-organized trip with all the facilities and concourses studied and put through to provide a hassle-free trip.

There are several reasons why people go on trips, and the most common of them is to spend the vacation or holiday time away from home with loads of fun activities, secondly it could be to just visit some relatives or friends, for others it might be for business reasons, treatments, religious activities or just a lone trip to explore the big wild world.

B. Tourism Management

So, what basically tourism management is, it is to provide a good experience to tourists, and in order to do that, we must study the aspects of the tours such as the destination, main attractions, best hotels, travel expenses, and all these while taking into consideration the money restrictions and different packages based on the money. We must also decide on all

these contents such that the specific packages attract specific people to that destination giving rise to more inflow of tourists. We must also contact the local government regarding the tourist trips and for arranging the visas and so on. Considering all these aspects tourism management has its significant difference from travelling.

Travelling is just the movement of a person from one location to another, which could be from his work area to his house, school to house, or house to shop, even if it is travelling from work country to the home country it is called as travelling. But what tourism does is that, it is travelling for a purpose of visiting that place, either for leisure or business or any other purpose. The only similarity between the tourism and travelling is they are temporary movement of people.

II. TYPES OF TOURISM MANAGEMENT

Mass Tourism: It is a group of large number of people with desire to visit certain tourist locations. It is usually a schemed and scheduled set of visits in a daily manner as planned by the management company. These tourists usually aspire for visiting famous locations and also acquiring souvenirs. The destinations can be some monuments, amusement parks, boat ride, resort towns, etc.

Alternative Tourism: This is a kind of tourism coming into trend these days, much of an individual trip, where they decide on the destination and the path to take and accommodation on the run. This is an adventure-based trip, where they can have hands on experience with the world without anyone guiding them through.

Business: Business trips are professional trips taken by a certain individual of a company or a set of people from a company for reasons such as business meetings, or closing a deal, organizing a workshop, or paper presentations and so on.

Nature: This type of trips is aimed at visiting places known for its natural beauty, it might be that of the wildlife, or it can be farmhouses and beautiful landscapes as well.

Cultural: These type of trips is for people who have an enthusiasm for understanding the culture of the place and living style, type of food and so on.

Social: These can be categorized as just another weekend visit to your relatives or friends.

Pleasure: Pleasure trip is rejuvenating one's mind and body, by attending yoga or other spiritual well-being programs.

Recreational Tourism: Any trip that you take to escape from your daily schedules and work tension can be called as recreational tourism. Trekking, or out house trip or any such trip can be included in this recreational tourism.

Active Tourism: This tourism comes with an objective such as learning a martial art after visiting a place or scaling a mountain or making a new world record or so on.

Sports Tourism: If any one planning to visit any kind of sports event, be it Olympics or FIFA World cup, or any other local club matches we term it as sports tourism.

Religious Tourism: Visiting any religiously significant place such as Mecca, Vatican City, or Guruvayoor can be termed as religious tourism.

Health or Medical Tourism: Any trip related to health such as for any treatment or weight reduction, cleansing of body and mind treatment can be termed as health or medical tourism.

Adventure Tourism: Tourism completely aimed at adventure events such as rock climbing, sky-diving, surfing, bungee jumping, skiing can be all called as adventure tourism.

III. MANAGING TOURISM

Managing a tourism company is a complex process along with diverse economic demands and operations. Tourism supply is an important operation. The supplies are very much based on the destination picked up by the tourist, as the supply varies from country to country and is very geographically confined, hence the pricing and demand and supply will vary significantly and has to provide promotion based on the expense coming. These supplies will affect the entire tour to start it gracefully and end it wonderfully.

Tourism supply is nothing but all the products sold by the agent to the tourists, which includes the accommodation, food, transport and/or any other goodies or souvenirs.

Tourism supplies are not permanent and will be perished and can't be stored. We cannot examine the product beforehand of purchase. To be able to consume this product one has to travel from one place to another. And in tourism these products are fixed at their destination location mostly.

Tourism Supply:

Some common tourism supplies:

Attractions

These are the locations that the tourists intend to visit as part of their trip.

Natural Attractions: Dungeons, mountains, valleys, canyons.

Man-Made Attractions: Monuments, religious places, skyscrapers.

Cultural Attractions: Archeological Sites, monuments, cultural locations in each place.

Transportation

Can be achieved through road, rail, water and air and as per convenience and necessity. For long distance based on time requirements and money, one can decide on using either the rail system or air travel. Similarly, we can decide upon for each factor what type of transportation to be used.

Intermediaries

Intermediaries are the people who come together to help organize a good trip. They include the travel agents and tour operators. So, travel agents are the people who sell the tourism packages and the operators are the people who provide the operating components for the quoted price.

Destination

Destination is the place of final visit for the tourist, so most of the final tourism supplies are located at the destination. Accommodation is one of them, based on the price and other factors, different star hotels are arranged or maybe if it is adventure based even lodges or motel and other guest houses are provided.

Most of the leisure packages also include food, but other than that all the restaurants that provide for the tourists at the location is also called for as a tourism supply. All the pubs, bars, malls, casinos and so on are also termed as tourism supply.

Activities

Tourism to a place is not confined to just visiting lot of places, it also involves certain activities which may or may not be compulsory. If it is an adventure trip, it can involve sports like scaling a mountain, bungee jumping, skydiving and so on.

If it is a leisure trip, it can involve just going for a swim a beach or having other kind of fun activities or wine tasting and so on.

Business trips are strictly professional and all the activities are also planned on in such a professional manner, it mostly involves attending a meeting, organizing a workshop or attending a workshop and so on.

Some of the trips are focused on improving health, therefore the activities included in such a case are focused on improving health, they include yoga, jogging, or any other health-oriented activities.

Essentials of Tourism Supply

A. Natural Components

These are the components that incorporate the surrounding of a place such as climate, flowers and animals, natural attraction locations and any natural component indigenous to that place.

B. Elevated Components

Civil constructions of a place that makes it more attractive to the tourists which includes surface, ground and underground constructions. Hard and soft water supply, LPG supply, state of art architectural works, connected transportation system, plantations, sewage system, airport, seaport, parking facilities, star rated hotels, restaurants, shopping centers and many more as some examples of elevated components.

C. Functional Components

These include service related duties that provide splendid experience to the tourists such as transportation, food, accommodation, etc.

D. Authoritative Components

Government regulations, immigration and emigration policies, civil rights authorities, licensing and NGOs are few of the authoritative components.

The above-mentioned components are vital for organizing a tour, as these components affect the experience of the tourists if any one of the components fail to work well. In order to provide customer satisfaction, the tourism manager must provide the best in class services. The tourist supply inspires, conducts, and affects the entire tour.

IV. TRANSPORTATION FUNCTIONS MANAGEMENT

Tourism is a large business sector which deals with a wide range of activities and direct interaction with its consumer.

Characteristics of Tour Organizer

The character and behavior of the tour operator plays an important role in the overall success of the company. Few of the important characters that our tour operators possess are:

Well Organized: To provide punctual and flawless experience to the customers.

Best Network: Mutual co-operation with other tourism organizers to deal with challenging situations.

Technically Adept: Updated technical skills and usage of latest technology to provide hassle-free experience to the customers. This also improves the sales in less cost and time.

Zealous and Friendly: Our tour operator is very friendly among the customers which creates a pleasant environment.

Tour Organization

We provide the following materials related to trips in order to provide a smooth tour.

- Maps
- Event Calendars
- Promotion Material and other attractions
- Brochures
- Souvenirs

Organization Structure

Like any other business, a tourism business is also divided into multiple departments, with each having their dedicated functions thus increasing the efficiency of the company. Our company has the following structure:

General Management

This department develops and executes overall business strategies. It is responsible for the entire organization. General management deals with determining overall business strategies, planning, monitoring execution of the plans, decision making, and guiding the workforce, and maintaining punctuality and disciplinary issues.

Marketing Department

This department is responsible for determining customer needs, keep updated with the economic developments, create tourism products that satisfy customers. Few activities of a marketing manager are:

Research of the Market: Understanding the environment, keeping themselves informed about customer needs, strength and weakness of peer competitors.

Market Strategy: The total tourism market is divided into smaller markets in order to create tourism packages for different market segments as they have varying interests. It also involves positioning the products to draw customers.

Decisions: This involves decisions regarding to products, promotion and price. Product decisions are about deciding the addition, removal, manipulating or development of new product. Promotion decisions are regarding the products and packages that the viable customers will find interesting. These include advertising on radio, T.V, website and mobile application, etc. Price decision involves about the discount rates and selling price of the products.

Distribution of Product: Pertains to the placement of materials and which intermediary to employ.



ORGANIZATION STRUCTURE

Department of Operations

This duty of this department is to combine two or more tourism components such as transport, food, stay, places to

visit, activities, etc. This is done in order to create a complete package and provide it to the customer as per his needs. The works of this department include the following:

Organize a domestic or international tour and make sure it ends successfully.

Prioritize the preferences of customers and the offers of the supplier to find out the best tour arrangements.

Inform the customer about the schedules, plans the itinerary of the tour that contains essential information such as what mode of transports are available to reach the destination, places to visit and activities to be done.

Appropriate agencies will be contacted for making arrangements of the tour which include accommodation, travel tickets, local tourism corporation etc.

Financial Department

The function of this department in any organization is almost the same. It is responsible for collecting the money and using it for all the financial activities involved in the business. There are two types of capital requirements that finance department has to handle

Long term capital – This includes the financial requirements needed for office building, infrastructure, equipment and transportation.

Short term capital – This involves payments for staff and labor, payments for resources such as electricity, water and communication.

Any business is solely done for the profit of the company and it remains the same for tourism. The major investment of a tourism company is for the travel and accommodation. It is the responsibility of the finance head to make sure that the organizational goals are achieved by using the finances wisely.

Sales Department

As the name suggests this department is responsible for selling the tourism products to the consumers as per their requirement. A sales executive is the first person a customer meets for a tourism business. Therefore, it is necessary for the sales representative to have in-depth knowledge about the tourism products and strong communication skills to convince the customers. He also has to promote the destination.

The sales representative has to find and nurture new consumers.

By assessing their interests, he/she has to come up with the best suited package for the customer.

They should be able to successfully get the customer to choose the perfect package by eliciting the key features, attractive points, solving any customer queries and then sealing the deal.

Even after successful sale, the sales representative has to maintain a communication and cordial relationship with the consumer.

Human Resources

This is the department that is responsible for recruiting new employees to the vacancies as per the desired requirements and also training them and setting up for the job. They are also responsible for conducting workshops and orientation programs so as to make sure each of the employees, new or existing is refreshed about the latest updates and is up for the job. They are also responsible for reorganizing the staffs as per their performance or change in the management.

Purchase Department

Purchase department is responsible for acquiring the necessary products and that each of the required product is available at a given point of time without any shortage. In a tourism management company, they are basically allocating hotels, and that the accommodation is always available, or the tickets or the other requirements are available. It just does not confine to these in tourism management, it also requires them to procure goods required by the agents and the representatives and any goodies for the tourists.

Tourism Marketing

Tourism marketing requires the sales representative to represent and point a lot of essentially positive points as they are selling not just one product, but a series of services. The Following are the essential components in marketing:

Product: The experience provided to the tourist is the final product in tourism. So while attracting customers to pick a package, the marketing personnel must ensure that he focusses on the positive points on how incredible the experience is going to be, and the quality of the service provided. The package must be such that it highlights its features and also should be according to the tourist's interest. And since branded companies can attract people, tourism companies can ensure that they use branded airliners or hotels and so on for the purpose.

Price: While finalizing the price of a package there are essentially three key factors. They are:

Operating Costs: There are two types of operating costs: fixed and variable costs. Fixed costs refer to the costs that remain unchanged with or without the sale, such as rental, insurance, equipment costs and so on. Variable costs are the one's which are dependent on the sales, such as the product requirements, the number of employees, their requirements, promotions, brochures, trade events and so on.

Profit Margins: These are set based on the offers provided by the host and the competitor companies, it is to make profit without having to affect the competition.

Intermediaries Commission: The task is to avoid as many intermediaries as possible, but when dealing with intermediaries it definitely will incur some commission.



Pricing Policies

Discount Prices: This is basically a marketing strategy where the price of the product is reduced to base price in order to attract more costumers to pick the package as well as it proves to be beneficial to both the parties.

Variable Price: The price of the package varies according to the demand and also from time to time.

Loss Leader Price: At certain moments the company has to sell the package at a price lower than the actual price, this is to get more people to buy the package and reduce the loss with the denser booking.

Promotional Price: Another business strategy of giving away goodies and souvenirs for free so that it attracts more customers, thus increasing the sale.

Promotion

It is the way of communicating to the masses about the latest packages, attractive prices and also a way to create an image for the company and position the product at a higher level in the market. There are multiple ways of promoting a product, by publishing in newspapers, magazine, television advertisement, website advertisement, social media ads, radio ads, POS ads. Other ways of maintaining an image for the company is by maintaining a well themed website, which highlights the main features and offers. Other ways include by providing sponsorships or starting a tie-up with an existing entity.

V. TOURISM OF TOMORROW

In order to provide an updated experience, one should always stay updated with the technology, so, as soon as it happens, the company should have enough revenue and workforce to implement the latest technology. Providing a well-connected service, with the live updates of flights, buses and every other service provided by the tourism management company we can ensure that the company is in par with the tomorrow. And any other advancements that are made in the tourism industry we must be able to live up to that, then and there.

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