

Travel and Hospitality

Introduction

Hospitality and Tourism focuses on the management, marketing and operation of restaurants and food services, accommodation, recreation, entertainment and conversation with each other. Providing good hospitality makes guests feel welcome, comfortable and productive, providing an experience that encourages them to return and recommend your business to others.

This world aims to show the importance of tourism, the history of mass tourism, the factors that cause the growth of mass tourism and how to increase tourism.

History of Mass Tourism

After the Second World War, the nature of tourism products changed a lot, especially from the 1960s to the 1980s. Today's economy is "customer-oriented" but the post-war situation was completely different, the economy was "sales-oriented". Many things are available in large quantities in Europe, and tourism is no exception. On the other hand, the economic and technological developments that changed tourism during the period in question can be summarized as follows:

More success for the public, many

Paid holidays for many European workers

New uses for post-war aircraft

> Technological advances in airplanes made it possible to fly farther and faster

The war encouraged greater freedom and equality

Better education

Good times for package tourists

The spread of television brings images from other parts of the world to almost every home.

The Key to Tourism Development

The factor that paved the way for the golden age of mass tourism is the advancement of changes in technology, production, production and management. The main factors that gave birth to the golden age of industrialization were the changes due to developments in technology, production and management. However, the situation is completely different due to the population and economic structure of the continent. The European economy grew from less developed southern (e.g. Mediterranean) countries that needed tourism in rich and diverse European countries. The necessity of (short) international travel on the African continent has led to the emergence of new tourists, namely travel agencies. Travel agencies, charter flights and inclusive tourism – especially holidays – are hallmarks of European mass tourism in the golden age of mass tourism. On the other hand, factors that change the world economy and economy may include technology, air transportation, accommodation, tourism operators, organizations and consumption, depending on the needs of the holiday.

The importance of tourism

Tourism is an important, very important source of income for many regions and countries. The 1980 Manila World Tourism report recognized its importance and called it "an activity essential to the life of the country as it directly affects the social, cultural, educational and economic of the communities and their international relations."

Tourism provides large amounts of revenue to local businesses through payments for goods and services needed by tourists; It accounts for 30% of the global economy in services and 6% of all exports of goods and services. It also creates a career in the service sector of business-related businesses.

India's tourism industry contributes around 5% of the country's GDP as people from all over the world travel there to experience its rich culture and traditions. Achieving development goals is an important goal in implementing marketing strategies. The graph below shows the contribution of tourism to GDP.

How to increase tourism?

Many restaurants, roads, toilets, etc. to meet the needs of tourists.

There are too many tourists in the place and the carrying capacity cannot be reached quickly because the tourists are scattered.

Advertising is important to attract the audience.

In order to attract more tourists, we need to create less space.

Tourism can help provide employment opportunities and stimulate economic growth.

We can also make a website where videos of tourists will be sent.

The online process is everywhere now, so we must focus on accepting online booking.

Promote local events and festivals that attract tourists abroad

Get travel ideas and innovations.

Conclusion

As we have seen in this chapter, tourism is India's largest economy and has the potential to boost the country's economy. Developing the business economy and managing tourist centers, railway stations, airports, lounges and hotels has become very important for all citizens.

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