

Tourism Education and its Role in Managing Tourism Development

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Abstract—Tourism is travel for recreational, leisure or business purposes. Tourism is not only a pleasure trip to the visitors but also the largest and the fastest developing industry in the world today. Educational tourism is one of the fastest growing areas of the travel and tourism. Educational tourism then comes in a great variety of formats; places seeking to enhance their educational tourism product however have to first consider who their market is and what they have to teach others that are special or unique. Educational tourism is a way to use better our facilities. One of the best ways to promote educational tourism is to be involved in it yourself. Pick a topic for the year and help hotels and other tourism establishments know that visitors are welcome to come for one or more sessions. The very high flow-through effect supports jobs across the economy. Tourism Education also creates a high proportion of export-related jobs. Jobs-built skills are easily transferable to other service sectors. It gives wings & Opportunities to women and youth and those in urban, rural and peripheral areas. It generally offers good training and career prospects. Jobs are concentrated in small businesses and spread across local communities.

The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture.

Keywords: classroom environment, more affordable, export-related jobs, technical competency, jobs across the economy, Jobs-built skills, wings & Opportunities

1. INTRODUCTION

New Educational Technologies have paved the way to a new learning techniques unconstrained by time and space. E-Learning, mobile technologies, communication and information access, and personal learning environments are becoming path and, as a result of the learning process are shifting away from teacher centered to the learner centered. It is the general duty of Tourism Education institute to determine standards in institutions with guidelines issued by the UGC from time to time. There are a variety of job opportunities for resort or hotel professionals ranging from entry level as a

management trainee to an assistant manager or manager in various departments such as a front desk manager, rooms division manager, sales/marketing manager, guest services manager, catering/banquet manager, and convention sales manager. Quality Instructional design is more accessible to the learners by offering a lot of flexibility in place and pace of learning and selection of courses. Environmental and socio-cultural aspects of the attraction should also be considered in order to gain an idea of how sensitive the attraction might be to touristic disturbances. Intangible attractions should also be considered. Basic management functions involve planning; organizing; leading; controlling. In some areas of the country a single entity is created to coordinate the management of the destination. Tourism is one of the world's largest employers and yet many communities are unsure of the benefits of tourism. The economic benefits are often the easiest to measure and the most effective; however the social and environmental benefits of tourism including protection of natural and cultural assets, supporting local events and cultural practices and provision of services and public facilities should not be overlooked. For this reason effective destination managers should regularly engage in education and advocacy of the benefits of tourism with local influencers and key community stakeholders. This includes elected representatives, leaders of business and industry, community and environment groups, and residents. These entities come in a variety of names, shapes and sizes. The most common term is Destination Organization and they carry out a range of functions from management to marketing and are responsible for co-coordinating the wide range of local stakeholders including the tourism business community, Local Authorities, Business Improvement Districts, transport operators, visitor information providers, major landowners, cultural bodies, retail associations and local community groups. Local food and beverages often identify a place, along with arts, and social ambiance. Core resources and attractors such as culture and history can be the fundamental criteria for why visitors choose one destination over another. Supporting factors and resources such as infrastructure provide a firm foundation upon which a destination's tourism industry can be

established. Whereas the preceding two components lay largely beyond the reach of tourism professionals, destination management does fall within the power of tourism managers to influence. The last component, qualifying determinants, refers to situational conditions such as location and safety, which determine the scale, limit, or potential of the destination. Tourism visions, in particular, involve the elaboration of the style of tourism the destination would like to host (ecotourism, culinary, cruise port, allowable ship size, volunteerism, etc.), and who the target market is for the destination. Educate local residents and visitors about natural resource management to foster respect for natural beauty to attract tourists who are respectful, tolerant, and interested in the local environment and quality of life. The vision may also include elements of a shared strategy although the how rather than the often falls to the mission, objectives, and strategies elements of a process. Education is very important in every aspect of human life. It uplifts a society and make them a vital tool in the development of any country or state. Tourism is one of the world's largest employers and yet many communities are unsure of the benefits of tourism. A destination vision shapes the purpose and paints a future of tourism development that should mobilize resources. A vision that fails to mobilize resources does not fulfill the function of a vision. Goals break down a vision into more operational units by defining what the project aims to create. Through the required internship component of the degree program, students will gain practical experiences for professional positions in various travel, tourism, and related fields. Exposure to the businesses of heritage tourism, sustainable tourism, resort management, and meeting and convention planning will prepare you for a successful career in the fast-growing travel and tourism industry. The economic benefits are often the easiest to measure and the most effective; however the social and environmental benefits of tourism including protection of natural and cultural assets, supporting local events and cultural practices and provision of services and public facilities should not be overlooked. Unplanned and uncontrolled tourism growth can result in such a deterioration of the environment that tourist growth can be compromised. The environment, being the major source of tourist product, should therefore be protected in order to have further growth of tourism and economic development in the future. This is especially true with regard to tourism based on the natural environment as well as on historical-cultural heritage. Hospitality and tourism cannot be separated since hospitality is the key success to the tourism industry. The following paragraph will discuss about the importance of hospitality toward tourism industry. The importance of hospitality is to encourage the repetition guest or customer. In the tourism industry, people are not just looking at the facilities or price offered but also looking at the services provided. If they felt satisfied with their previous experience using the service they might come again besides promote the services to others. This situation will generate the revenue for the company. Company did not need to work hard to promote their services. They just have to concern with the

services provided to customer and must fulfill the customers' expectation. This is more valuable rather than we just provide the best facilities but with the worst services. Tourism related company must emphasize on hospitality in order to success. Sustainable tourism has three interconnected aspects: environmental, socio-cultural, and economic. Sustainability implies permanence, so sustainable tourism includes optimum use of resources, including biological diversity; minimization of ecological, cultural and social impacts; and maximization of benefits for conservation and local communities. Tourism & Hospitality includes entertainment, recreation, accommodations, culinary and meeting facilities & venues, cultural & heritage locales, retail, transportation, marketing and public relations. Tourism development in India has passed through many phases. India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colorful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for ecotourism, snow, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism; centers of pilgrimage for spiritual tourism; heritage trains and hotels for heritage tourism. Yoga, Ayurveda and natural health resorts also attract tourists. The terms tourism and hospitality are co-related and grouped together as a single industry. However these both hospitality and tourism industries are viewed as two individual sectors. There exist overlapping between these two. Tourism is defined as the persons travel and goes for the places outside of their usual environment for less than one year to accomplish their business purpose and for leisure; they are not employed there on visiting places. Hospitality is the provision of the accommodations, venues, meals and drinks to those people who are out of their homes. People of UK enjoy these services and also other non-resident residents. Both of these industries cover the restaurants, accommodations, hotels and other exhibition activities. Tourism is not the subsector of the Hospitality merely a source of the tourist services. In this way we have made a clear difference between two overlapping industries. We carry on our subject further to complete the task of hospitality and its subsectors. Large numbers of hotels have developed the single brands and products in a very uniform fashion in global market. It is also observed that tourists and travelers are in demand of unique local products from the hospitality industry. In response the global companies have tried in a way to reflect in a local design. Hospitality industry keeps the hotel business with different products, methods, and technology and less easy to analyze it. Hotel industry produces many products in varying sale markets of the world. It keeps close contacts with its customers who consume the products at the sale points. "Tourism provides a complex mix of variables, such as the differing size and scale of enterprises, even within the categories of small and micro-businesses". Therefore, tourism is very amazing; it is bigger and larger than people think. And

actually, we can say that the tourism industry and hospitality industry are the same. They can be defined as one. Obviously, tourism means a lot and has extreme importance to the hospitality industry.

Hospitality industry may include the following sectors. Hospitality brings the different cultures together in global community. Countries suffering from trade balances look the hospitality and tourism to close the gap. Therefore the hospitality is a not concept but it is a driving force in the global market.

The Indian handicrafts particularly, jewelers, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. The estimates available through surveys indicate that nearly forty per cent of the tourist expenditure on shopping is spent on such items. The organizations involved in the development of tourism in India are the Ministry of Tourism with its 21 field offices within the country and 18 abroad, Indian Institute of Tourism and Travel Management, National Council for Hotel Management and Catering Technology, India Tourism Development Corporation, Indian Institute of Skiing and Mountaineering and the National Institute of Water Sports. Similarly, in developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. However, there are pros and cons involved with the development of tourism industry in the country. Let us discuss the development as well as the negative and positive impacts of tourism industry in India. The aim of this study was to ascertain the current knowledge on health impacts of tourism in developing countries, to provide information on gaps in this knowledge as a baseline for future research, to identify research topics which could be investigated by researchers from health, tourism and other disciplines, and to propose elements of a framework for the assessment of health impacts of tourism. The travel and tourism industry is the largest employer in the world and the second largest in Arizona. The metropolitan Phoenix area is a major hub of tourism in the southwestern U.S. and has seen rapid growth in the air transportation sector, sports tourism, resorts and hotels, meetings and conventions, state and national parks, business and corporate travel, and the gaming and casino sectors. Understanding visitor profiles helps to identify target markets, craft meaningful messages, and develop products and resources in such a way that they meet particular demands. Surveys also reach travelers and can be given while visitors wait in line for an attraction, during a transfer from one location to another, or left at the accommodation to be filled out. Tourism is a service industry that depends heavily on communication. All destinations can use statistics to understand the size, scope, and impacts of the tourism sector. People travel for a variety of reasons: to escape, explore, understand, and participate. But at the core of

the experience lies the destination — the place that hands something to the traveler to keep forever and share with others. This toolkit helps destinations put in place strategies and programs that will best tell their unique story and become an inviting host for visitors no matter the purpose of their journey. Traditionally, people divide up attractions between cultural and natural. Cultural should, but does not always, include historical attractions as well. A lot depends on the situation in which a destination finds itself. With a number of challenges, from a difficult transportation infrastructure to growing negative environmental impacts, the government understood the importance of long-term planning to ensure a strong and sustainable growth in their tourism industry. How wealthy or poor is the region? How well do locals understand and support the characteristics that make their place attractive to tourists? How vulnerable are those assets? Which type of potential tourist is most appropriate? How many tourists come, what do they do, and who gets their money? When an attraction such as a popular national park or renowned cultural monument is involved, impacts depend a lot on tourist interaction with neighboring towns, called gateway communities.

A simple policy for ensuring a sustainable form of tourism development can be followed by few steps: Promote sustainable development, Create products for specific visitor market segments, Gain and maintain competitiveness, Enhance visitor experience, Preserve local resources, Improve residents' quality of life.

By keeping these steps in mind, a destination is on the right track to a better future of sustainable tourism that will last through many future generations. Either establishing a destination certification program or enrolling in an existing program will help ensure the planning and implementation stays on the correct path of sustainability. So good management means thinking about the destination as a whole — not just the protected site, but also its human, natural, and cultural settings. Without planning and public education, the incentive to protect can easily degenerate into mere exploitation. We have to look beyond the site borders for ideas like payback schemes," whereby local businesses support site conservation

2. CONCLUSION

Development cannot be completed without education. Education is a vital tool in the sustainable development of any country. For our tourism industry to compete favorably with its counterparts across the world, good education policy should be endorsed for the promotion of our tourism industry. In impoverished and underdeveloped areas, though, sufficient local businesses may not exist. Such regions need to build capacity, to develop enough financial and human resources to address problems and responsibly seize opportunities. We cannot continue losing what we have because of illiteracy among our people, but let us all join hands together to make

our beloved country tourist heaven. Social media are rapidly changing and growing. Tourism industry are not just providing facilities to customer, services or hospitality is the main key that will determine the successful of the entity of tourism company. As a services provider we should provide the best services ever and must exceed the customers' expectation. Only the excellent services provided will make customer satisfied using any tourism services. When well-managed, they are useful, low-cost mechanisms for the destination to distribute important messages to targeted audiences as well as engage and raise awareness of the destination among larger audiences. However, a lack of strategic thinking about social media can drain resources discourage ongoing participation with future members and audiences. Social media can no longer be seen as a separate marketing initiative, but must be fully integrated into a larger communications strategy. "Social media experts" have become irrelevant. Nowadays, there are number of universities providing Tourism education in India with advancements in technologies and improved method and procedure. Online tutorials are available for every one and one can easily learn via internet. Tourism Education Institution enables learners to specialize in a particular area of their interest. It is one such platform where the imagination of the organization meets the learner's expectations.

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