

The Role of Management in the Tourism and Hospitality Industry

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Abstract

Tourism management plays the role of managing the services of the tourism and hospitality industry smoothly and efficiently. The objectives of the study is to assess different aspects of tourism management and hospitality. Analyze its contributions, identify role of tourism management and hospitality, identify challenges and provide recommendations for the development of these industries. The study explores the significance of tourism and hospitality industries in economic and defines management role.

The study adopts statistical methods and utilizes both quantitative and qualitative research techniques. Tourism data collects through various methods, including surveys, interviews, visitor registrations, travel agency records, hotel bookings, transportation ticketing systems, online platforms, social media and government databases.

Management in tourism and hospitality industry provides a broad coverage of knowledge and skills for successful management including marketing, meeting customer expectation and managing employees. Tourism management and hospitality creates job, promotes cultural awareness, improves infrastructures, conserves environment, generates revenue, earns foreign exchange, grows economy, reduces poverty and inequality.

Tourism and hospitality industry focuses on the management, marketing, food services, lodging, attractions, recreation activities. Challenges of tourism and hospitality industry in Bangladesh are inadequate infrastructure facilities, backward communication, lack of accommodation, lack of safety and security and political instability. Customer satisfaction is key in tourism and hospitality management. The study recommends to improve tourism infrastructures, maintaining tourist destinations, railway stations, airports, rest houses, hotels and to ensure the best customer services.

Keywords: objectives; methods; economic; challenges; customer services.