**ПЛАН-КОНСПЕКТ ЛЕКЦИЙ ПО ДИСЦИПЛИНЕ «ПРОФЕССИОНАЛЬНАЯ КОММУНИКАЦИЯ НА ИНОСТРАННОМ ЯЗЫКЕ»**

**Дневная и заочная форма обучения**

**Lecture №1**

**Introduction to tourism as a science. Tourism in intercultural aspect**

Our first step in seeking to address the topic of tourism science or tourism studies was to ask the coordinator of this special issue of Téoros for his perspectives on the rationale for commissioning this topic. He very kindly provided us with the following statement:

«The topic of establishing tourism as a science affirms itself by creating university programs, specialized journals and newspapers, and specialized international associations. However, it is important to know if tourism training and research are adapted to the needs of the professional business environment» (Kadri, 2007)

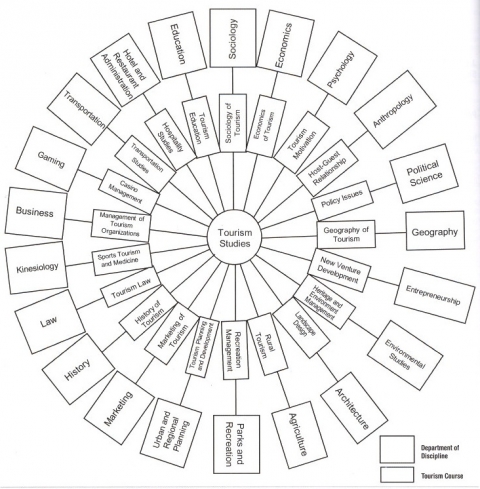
One might interpret the foregoing to mean that our responsibility as university level developers of tourism programs is to ensure that we must be training and/or educating our students primarily to meet the needs of business. However, we believe that the word “professional” should be interpreted more broadly. This interpretation leads us to conclude that we should be training and educating our students for both the professional and the business communities—where “professional” conveys the message that we are responsible for taking a perspective that is broader than business alone—, but one that certainly includes business.

Allow us to conclude from the foregoing that it may be logical to envisage two mainstreams of tourism programming: a “science stream” that seeks to prepare consultants, researchers, and academics to function effectively in their respective careers; and a “management stream” that, as the name implies, includes studies on both the content and the processes that are necessary for the effective management of tourism destinations.

In our view, the overall purpose of tourism science programs is to comprehensively educate students about tourism and the science of tourism. In educating students about tourism, we must ensure they have, at a minimum, a thorough, rigorous, comprehensive understanding of: - the motivations and behaviours of the tourist; - the range and types of tourism experiences that individuals and organizations seek when visiting a destination; - the range of impacts that tourists can have on a tourism destination; - the range of benefits that successful tourism can bring to a society; - the nature, content, and structure of tourism knowledge, as reflected by the content of existing university programs, specialized journals in the field, and specialized international associations; - the different kinds of organizational structures that exist, or should exist, at all levels, to effectively manage the phenomenon of tourism; - the contributions to tourism knowledge, in the form of theories and models from existing scientific and social literature.

In this part of the paper, we argue that tourism science programs should initially be focused on providing the student with a solid understanding of the basics of tourism, followed by an examination of the theoretical foundations of tourism; that is, an understanding of those theories that help us to better understand the complex phenomenon we call tourism. In what follows, we shall provide a selected overview of the various concepts and theories that consultants, researchers, and academics should comprehend if they wish to be competent in their jobs. The reader who wishes to obtain a broader, more in-depth understanding of the topics we consider to be important in this area are referred to J.R. Brent Ritchie and Charles R. Goeldner (1994), Gayle Jennings (2001), J.R. Brent Ritchie, Lorn R. Sheehan, and Seldjan Timur (2002), and Brent W. Ritchie, Peter Burns, and Catherine Palmer (2005). The works by B.W. Ritchie and J.R.B. Ritchie and C.R. Goeldner are particularly relevant to this treatise—as they both seek to integrate theory and practice. As JafarJafari and J.R. Brent Ritchie (1981) have demonstrated, these theories are drawn from a broad range of disciplines (see fig. 1)

**Figure 1- Disciplinary inputs to the tourism**



[Zoom](http://teoros.revues.org/docannexe/image/1621/img-1-small580.jpg) [Original (jpeg, 192k)](http://teoros.revues.org/docannexe/image/1621/img-1.jpg)

Source: Adapted from JafarJafari, University of Wisconsin-Stout, Study of Tourism: Choices of disciplin and approach.

[Theory and Tourism](http://teoros.revues.org/1621#tocfrom2n5)

One issue that individuals who wish to examine tourism at a more intellectual level must address, is the meaning of theory, both in general and as it applies specifically to tourism concerns. Accordingly, the first section of this paper provides a brief overview of both the philosophical and operational meanings of theory. Mainstream views of theory are outlined, followed by the authors’ thoughts regarding practical implications for researchers and others seeking to build new knowledge. This section of the paper necessarily involves discussions related to tourism research and tourism as a discipline. Based on the foregoing discussions,  the authors provide some views on theory in relation to tourism—and some broad-based guidance to those seeking to differentiate tourism theory from that of other disciplines that appear in tourism journals.

**Lecture №2**

Tourism is travelling for pleasure or to enjoy yourself away from the place you live.  People do this for many different reasons – to have fun, visit other countries and learn about other cultures or just relax from [stressful working life](http://www.english-online.at/health_medicine/stress/coping-with-stress.htm). Tourists go to various destinations - countries with great landmarks, places with lovely beaches or simply areas of wilderness and untouched nature.

In the last few decades tourism has grown very much, mostly because people’s lifestyles have changed. They don’t want to stay at home any more. They spend more [money](http://www.english-online.at/economy/money/money-value-history-functions.htm) on travelling than previous generations did. Travelling has also become cheaper and more affordable. The rise of [budget airlines](http://www.english-online.at/travel/budget-airlines/low-cost-carriers.htm) has made it possible to afford trips to faraway countries.

**TypesofTourism**

* Beach tourism

Many tourists spend their holidays on beaches. They relax, go bathing or just enjoy the salty sea breeze and the ocean. Spending holidays on beaches has had a long tradition for over one and a half centuries.

* Winter tourism

Winter tourism started out in the middle of the 19th century when wealthy Europeans went to St. Moritz and other [alpine](http://www.english-online.at/geography/alps/alps-tallest-mountain-range-in-europe.htm) resorts. In Europe and in the [American Rockies](http://www.english-online.at/geography/rocky-mountains/rocky-mountains.htm) [skiing](http://www.english-online.at/sports/skiing/skiing-popular-sport.htm) resorts attract millions of people every year. Variousliftsbringskiersto altitudes ofover 3,000 meters.

* Medical tourism

People go to other countries for medical treatment and operations. Irish women, for example, go to the UK because [abortions](http://www.english-online.at/society/abortion/abortion.htm) are forbidden in their country.  West Europeans go to Eastern Europe for [dental](http://www.english-online.at/biology/teeth/human-teeth.htm) treatment. Americans go to Mexico for plastic surgery and other operations.

* Educational tourism

Young people live as exchange students in other countries, where they go to school and study the language and culture of the host country.

* Sports tourism

An increasing number of sports fans travel to places where special events are being held. The [Olympic Games](http://www.english-online.at/sports/olympic-games/summer-and-winter-olympic-games.htm) and world championships attract visitors from around the world.

* Package Holidays

Organized tours were started in the middle of the 19th century by a British businessman, Thomas Cook. Package tours are made up of travel to and accommodation at the destination. A tourist agency often provides everything from a plane flight to a rental [car](http://www.english-online.at/travel/cars/cars-and-how-they-work.htm). Sometimes such package tours offer a combination of beach holidays and sightseeing trip.

* Spa Tourism

Spas have been popular since Roman times. In 16th century Britain Bath became the center of spa tourism for the rich population. During the 19th century spas emerged all over Europe. Today people go to spas for the healing effect of mineral waters as well as for offer wellness treatment, massages, steam baths and other services.

* Adventure tourism

In the past few decades trips to faraway exotic places have become popular. Tourists looking for thrilling activities go mountaineering, rafting, trekking , or even to remote places in the [rainforest](http://www.english-online.at/geography/tropical-rainforest/tropical-rainforest.htm).

* Religious tourism

Religious tourists go on pilgrimages to holy sites. [Roman Catholics](http://www.english-online.at/religion/roman-catholic-church/roman-catholic-church.htm), for example, travel to Lourdes, Fatima or the [Vatican](http://www.english-online.at/places/vatican/vatican-worlds-smallest-state.htm) in Europe. [Muslims](http://www.english-online.at/religion/islam/pillars-and-beliefs-of-islam.htm) are required to go to Mecca at least once in their lifetime. Varanasi, on the banks of the Ganges River, is the spiritual capital of the [Hindus](http://www.english-online.at/religion/hinduism/hinduism.htm).

* [Ecotourism](http://www.english-online.at/travel/ecotourism/ecotourism-sustainable.htm)

Recently many people have chosen a type of tourism that does not damage the environment. They avoid travelling by plane or do not buy souvenirs that are made out of [endangered plants and animals](http://www.english-online.at/biology/endangered-species/endangered-plants-and-animals.htm). Some holiday offers give tourists the chance to take part in environmental projects

**Lecture №3**

The[**World Tourism Organization (UNWTO)**](http://www.unwto.org/) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of **economic growth, inclusive development**and**environmental sustainability** and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the [**Global Code of Ethics for Tourism**](http://ethics.unwto.org/en/content/global-code-ethics-tourism), to maximize tourism’s socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the [**United Nations Millennium Development Goals** **(MDGs)**](http://www.un.org/millenniumgoals/index.shtml), geared towards reducing poverty and fostering sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO’s membership includes **156 countries, 6 Associate Members and over 400 Affiliate Members**representing the private sector, educational institutions, tourism associations and local tourism authorities.

**The bodies of the World Tourism Organization are the:‎**

[**General Assembly**](http://www2.unwto.org/en/about/structure/general-assembly)

The General Assembly is the principal gathering of the World Tourism Organization. It ‎meets every two years to approve the budget and programme of work and to debate ‎topics of vital importance to the tourism sector. Every four years it elects a Secretary-‎General. The General Assembly is composed of Full Members and Associate ‎Members. Affiliate Members and representatives of other international organizations ‎participate as observers.‎

The World Committee on Tourism Ethics is a subsidiary organ of the General Assembly.

[**Regional Commissions**](http://www2.unwto.org/en/node/15/)

UNWTO has six regional commissions-Africa, the Americas, East Asia and the Pacific, ‎Europe, the Middle East and South Asia. The commissions meet at least once a year ‎and are composed of all the Full Members and Associate Members from that region. ‎Affiliate Members from the region participate as observers.  
[**Executive Council**](http://www2.unwto.org/en/node/16/)

The Executive Council is UNWTO's governing board, responsible for ensuring that the ‎Organization carries out its work and adheres to its budget. It meets at least twice a year and is ‎composed by Members elected by the General Assembly in a ratio of one for every ‎five Full Members. As host country of UNWTO´s Headquarters, Spain has a permanent ‎seat on the Executive Council. Representatives of the Associate Members and Affiliate ‎Members participate in Executive Council meetings as observers.

[‎**Committees**](http://www2.unwto.org/en/node/17)

Specialized committees of UNWTO Members advise on management and programme ‎content. These include: the Programme and Budget Committee, the Committee on Statistics and the Tourism Satellite Account, the ‎Committee on Tourism and Competitiveness, the Committee on Tourism and Sustainability, the World Committee on Tourism Ethics and the Committee for the Review of Applications for Affiliate Membership.‎

**Secretariat**

The Secretariat is led by Secretary-General Taleb Rifai of Jordan, who ‎supervises about 110 full-time staff at UNWTO's Madrid Headquarters. These officials are responsible ‎for implementing UNWTO's programme of work and serving the needs of Members. ‎The Affiliate Members are supported by a full-time Executive Director at the ‎Madrid Headquarters. The ‎Secretariat also includes a regional support office for Asia-Pacific in Nara, Japan, ‎financed by the Japanese Government. The official languages of UNWTO are Arabic, English, French, Russian and ‎Spanish. ‎

**Lecture №4**

**Travel agencies and their operations**

A travel agency is a private retailer or public service that provides travel and tourism related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours. In addition to dealing with ordinary tourists most travel agencies have a separate department devoted to making travel arrangements for business travelers and some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located.

The modern travel agency first appeared in the second half of the 19th century. Thomas Cook, in addition to developing the package tour, established a chain of agencies in the last quarter of the 19th century, in association with the Midland Railway. The first ever tour organized was from Loughborough to Leicester carrying 500 passengers – 12 miles journey for 1 shilling. They not only sold their own tours to the public, but in addition, represented other tour companies. Other British pioneer travel agencies were Dean & Dawson, the Polytechnic Touring Association, and the Co-operative Wholesale Society. The oldest travel agency in the United States is Brownell Travel; on July 4, 1887, Walter T. Brownell led ten travelers on a European tour, setting sail from New York on the SS Devonia.

Travel agencies became more commonplace with the development of commercial aviation, starting in the 1920s. Originally, travel agencies largely catered to middle and upper class customers, but the post-war boom in mass-market package holidays resulted in the proliferation of travel agencies on the main streets of most British towns, catering to a working class clientele looking for a convenient way to book overseas beach holidays.

A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to the agency at a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the agent. This is known as the commission. In many countries, all individuals or companies that sell tickets are required to be licensed as a travel agent.

In some countries, airlines have stopped giving commissions to travel agencies. Therefore, travel agencies are now forced to charge a percentage premium or a standard flat fee, per sale. However, some companies pay travel agencies a set percentage for selling their product. Major tour companies can afford to do this, because if they were to sell a thousand trips at a cheaper rate, they would still come out better than if they sold a hundred trips at a higher rate. This process benefits both parties. It is also cheaper to offer commissions to travel agents rather than engage in advertising and distribution campaigns without using agents.

Other commercial operations are undertaken, especially by the larger chains. These can include the sale of in-house insurance, travel guide books, and public transport timetables, car rentals, and the services of an on-site bureau de change, dealing in the most popular holiday currencies.

A travel agent is supposed to offer impartial travel advice to the customer. However, this function almost disappeared with the mass market package holiday, and some agency chains seemed to develop a "holiday supermarket" concept, in which customers choose their holiday from brochures on racks and then book it from a counter. Again, a variety of social and economic changes which have now contrived to bring this aspect to the fore once more, particularly with the advent of multiple, no-frills, low-cost airlines.

Traditionally, travel agencies' principal source of income was, and continues to be, commissions paid for bookings of car rentals, cruise lines, hotels, railways, sightseeing tours, tour operators, etc. A fixed percentage of the main element of the price is paid to the agent as a commission. Commissions may vary depending on the type of product and the supplier. Commissions are not paid on the tax component of the price. Travel agencies also receive a large variety of bonuses, benefits, and other incentives from travel and tourism related companies as inducements for travel agents to promote their products. The customer is normally not made aware of how much the travel agent is earning in commissions and other benefits. Other sources of income may include the sale of insurance, travel guide books, public transport timetables and money exchange.

Since 1995, many airlines around the world and most airlines in the United States now do not pay any commission to travel agencies. In this case, an agency adds a service fee to the net price. Reduced commissions started in 1995 in the United States, with the introduction of a cap of $50 on return trips and $25 on one way. In 1999, European airlines began eliminating or reducing commissions, while Singapore Airlines did so in parts of Asia. In 2002, Delta Air Lines announced a zero-commission base for the U.S. and Canada; after a few months United Airlines, American Airlines, Continental Airlines, Northwest Airlines, US Airways and American Trans Air all followed suit.

The majority of travel agents have felt the need to protect themselves and their clients against the possibilities of commercial failure, either their own or a supplier's. They will advertise the fact that they are surety bonded, meaning in the case of a failure, the customers are guaranteed either an equivalent holiday to that which they have lost or if they prefer, a refund. Many British and American agencies and tour operators are bonded with the International Air Transport Association (IATA), for those who issue air tickets, Air Travel Organisers' Licensing (ATOL) for those who order tickets in, and the Association of British Travel Agents (ABTA) or the American Society of Travel Agents (ASTA), for those who sell package holidays on behalf of a tour company.

**Types of agencies**

There are three different types of agencies in the UK: multiples, miniples and independent agencies. Multiples comprises a number of national chains, often owned by international conglomerates, like Thomson Holidays, now a subsidiary of TUI AG, the German multinational. It is now common for the large mass market tour companies to purchase a controlling interest in a chain of travel agencies, in order to control the distribution of their product. (This is an example of vertical integration.) The smaller chains are often based in particular regions or districts.

Four different types of agencies exist in the United States: independent, consortium, regional, and mega agencies. American Express and the American Automobile Association (AAA) are examples of mega travel agencies.

Independent agencies usually cater to a special or niche market, such as the needs of residents in an up market commuter town or suburb, or a particular group interested in a similar activity, such as sporting events, like football, golf, or tennis.

Travel agencies choose between two approaches. One is the traditional, multi-destination, outbound travel agency, based in the traveler's originating location; the other is the destination focused, inbound travel agency, that is based in the destination and delivers an expertise on that location. At present, the former is usually a larger operator while the latter is often a smaller, independent operator.

**Lecture №5**

**Supply and demand in tourism.**

**Main determinants:**

* economic factors
* comparative prices
* demographic
* geographic
* socio- cultural attitudes to tourism
* mobility
* government/regulatory
* media communications
* information and communication technology

**Main economic factors:**

* Disposable and discretionary income
* 30 countries of origin account for over 90% of world travel
* Income elasticity of demand: the market is judged to be elastic
* Income distribution
* Expectations
* Marginal discretionary spending

**Demand trends:**

* Globalisation
* Fragmentation
* Growing importance of eco-tourism
* Changed values
* Changing lifestyles (e.g. bourgeois bohemian)
* More independent tourists as opposed to mass tourism
* New types of holidays and special interest
* quality-consciousness (value for money)
* More experienced and educated holidaymakers
* More flexible tourists
* From products to experience
* Enough is enough

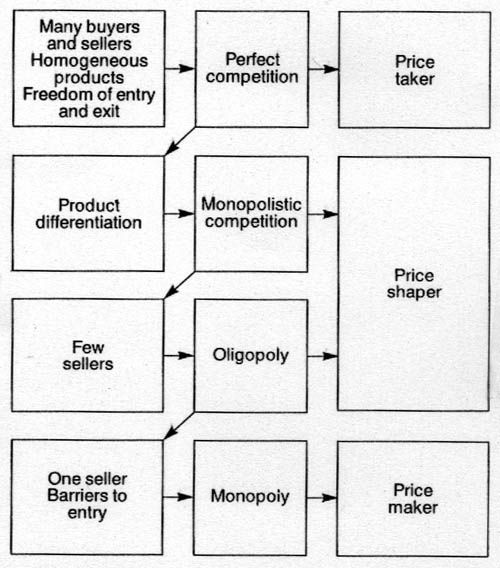
**Supply trends:**

* type:
  + primary natural attractions
  + primary man-made attractions
  + purpose- built attractions
* scope:
  + long stay over
  + touring circuit
  + stopover
* degree of permanency
  + site attractions
  + event attractions

**Supply components –UNWTO**

* attractions
* public and private amenities
* accesssibility
* human resources
* image and character
* price

**Market structure and pricing**



**Lecture №6**

**Hospitality industry structure**

**Hotels** – range from small, independent country hotels to luxury five-star hotels. There are around 48,000 of them in the UK and they employ some 250,000 people at all skills levels. That’s 17% of the total number of hospitality workers. According to figures from TRI Hospitality Consulting, hotel occupancy levelled off in October 2004, but the rise in room rates will allow UK hotels to achieve the forecast annual growth in the coming year.

**Restaurants** – this subsector includes take-away food outlets, fine dining, ethnic restaurants and coffee bars. It remains relatively resilient, as even in an economic downturn, people still enjoy eating out and their taste in food is eclectic. There are around 106,500 outlets, employing more than 500,000 full and part-time staff. 70% of businesses are owner-operated with the other 30% owned by groups such as The Restaurant Group and Whitbread. The larger groups offer management training schemes to graduates.

**Pubs, club and bars** – the licensed retail sector is worth £20 billion and it currently employs over 900,000 people in total. There are around 64,000 on-licensed premises in the UK. They range from small, country pubs to large, city nightclubs and bars (source: British Institute of Innkeepers website).

Labour turnover is high mainly due to the large number of students employed and there is a high proportion of part-time staff. However, promotion can be quick and branded chains can offer excellent management opportunities.

**Contract catering** – any catering business unit that is separately operated and managed. Some of the outlets supplied by contract caterers are schools, hospitals, local authority and in-company catering and food services. It is a rapidly expanding subsector of the industry and is dominated by a handful of large players. The newest of these to emerge is BaxterStorey, which was created in 2004 and now forms the fifth largest contract caterer in the UK.

**Hospitality services** – incorporates all those working in establishments where hospitality is not the main function and is not contracted out. Areas include medical, educational, industrial, retail, culture/sport, public administration and transport. Future growth is linked to the strength of the economy and, therefore, the demand for in-house services, although this could be offset by an increase in outsourcing to contract caterers.

**Lecture №7**

**How to market a hospitality product?**

If you’re in the hotel business or some other form of business that caters to tourists, you may be on the hunt for ways to reach your audience and market your venue, service, entertainment or other tourist item. Steps you want to include in your marketing strategy includes online and offline efforts that can reach your target market and persuade them to do business with you.

Step 1

Use social media marketing. According to the Hotel Marketing Association, social media is reaching 77 percent of the online population and millions of people use social media sites, such as Twitter and Facebook. Build a Facebook Fan Page for your business and share information about your company and the tourist industry in general that is relevant to the type of tourists you’re trying to attract.

Step 2

List on travel review websites. Add your tourist or hospitality product or service on tourist review websites, such as Trip Advisor, Expedia and Orbitz. Review websites of this nature allow you to leverage previous customer experiences to attract new business for your hotel or other item. A Trip Advisor research study revealed that 28 percent of tourists or travelers booking hotels went to a review site. Of the 28 percent who visited a review site, 41 percent changed reservations after reading reviews. Positive reviews from your tourists can be a powerful tool in attracting new customers.

Step 3

Publish articles in tourism publications. Write informational articles about tourist topics, such a travel safety tips or a myths and truths article about stays in hotels. Choose topics that are relevant to your audience but can also position you as n expert. Submit the articles to online and print publications that tourists read. The author box at the bottom of the article allows you to provide a short bio about you and your business, along with contact information, which promotes your business while positioning you as an expert in your field.

Step 4

Survey your customers and ask for referrals. After a customer partakes in your tourist activity or stays in your hotel, ask the person to take a short survey. Attach a referral card to the survey to provide them with an opportunity to refer someone else that may enjoy what you have to offer. Evaluating the feedback provided by customers can help you improve your products and services, introduce new products and services that better fit the needs of your potential customers and helps you to learn more about who your customers are. The better you know the customers that are attracted to your business, the better marketing messages and strategies you can create to reach more customers.

Step 5

Form partnerships with other tourism and hospitality companies. Make a list of other businesses on your local area or region that cater to the same audience you do. Implement ways you can work together to refer business to each other. For example, a hotel may have a concierge with brochures and discount coupons for taxi cab companies, local restaurants and excursions, such as boat tours, bus tours and skydiving. Place brochures at your partners’ locations and vice versa.

**Lecture №8**

**Accommodation types and catering facilities**

There are many types of accommodation in hospitality industry. We are going to have a precise look at all the types.

**Bed&Breakfast**

* A Bed and Breakfast (B&B) is a private home in which guests can be accommodated at night in private bedrooms (which may or may not have private bathrooms).
* The owner or manager lives in the house or on the property. The public areas of the house, such as kitchen and lounge have either limited access for guests, or are shared with the host family to some degree.
* The business may be run as a secondary occupation.
* Breakfast is included in the price (generally either continental or full-English). Othermealsmaybeavailable by arrangement.

**BackpackerHostel**

* A hostel (or backpacker) establishment is aimed at the budget traveller and generally attracts a younger clientele.
* Bedrooms are in a dormitory style (shared) and bathrooms are shared, although private bedrooms may be available.
* Light meals may be available in addition to the room rate.

**BoutiqueHotel**

* A boutique hotel is a 5 star establishment providing all the features and facilities of a normal hotel, in a unique and exclusive style.
* These properties are generally small, feature top class service and are marketed to the affluent.

**GuestHouse**

* A guesthouse is generally a private home which has been converted for the dedicated and exclusive use of guest accommodation.
* The public areas of the establishment are for the exclusive use of the guests. The owner or manager either lives off-site, or in an entirely separate area within the property.
* A Guesthouse offers a wider range of services than a B&B, and usually caters for all meals.

**Hotel**

* A hotel is generally the largest of all accommodation types.
* There is typically a common reception area, and rooms generally open directly onto a hallway.
* The on-site restaurant and other facilities are more accessible to the public than the other accommodation types.
* A wide range of guest services is available, such as room service.
* Hotels are often members of larger hotel groups, and a similar accommodation experience may be available in different establishments within the group.

**Lodge**

* A lodge is an accommodation facility which is located and designed to optimize the feeling of being closely in touch with nature.
* The building style should feature natural materials and colouring such as wood, stone and thatch.
* An outdoor experience should be offered at the lodge, such as guided walks, game drives etc.

**PrivateHome**

* A private home not dedicated for full time occupation of guests, but is a private house or apartment which is temporarily available for rental, often during peak tourism seasons.

**Resort**

* A spread out collection of single or double story accommodation units.
* Similar to a hotel in that it offers a wide range of facilities.
* Units may be rented and available on time-share.
* A camping area may be included in the resort.

**Self-Catering**

* A self-catering establishment may be primarily one of the other accommodation types, but also offers dedicated self-catering facilities.
* The unit should feature a fully equipped kitchen to cater for the maximum people to be accommodated (including fridge, stove, cutlery, crockery, cooking utensils, cleaning equipment).
* The kitchen should be for the exclusive use of the guests, and not shared.

**Lecture №9**

**Transportation in tourism**

Travel and Tourism are normally used interchangeably in normal conversations though the two do not mean one thing. Even though the transport industry gives the link that is amid dwelling and destination regions of tourists, but the industry's role as an agent responsible for making tourists reach these destinations has been considered as tourism. Tourism world over cannot exist in isolation from transport and therefore it can be stated in other terms that there is a strong positive correlation between tourism and transport The improvement or modernization of transport or deterioration of the same has a direct impact tourism. The history of tourism and that of transport provides a clear understanding of this shared relationship. Transportation can be discussed without taking tourism into consideration but clearly tourism cannot thrive without travel. Transportation is an essential part of tourism industry and is principally due to the improvements of transportation that tourism has expanded.

Historically, the key technical transformations brought about by the industrial revolution towards the end of the 18th century, no forms of motorized transportation existed by then. Transport technology was mainly limited to harnessing of beasts of burden for land transport and to wind for maritime transport. The transported output volumes were very limited and similarly the speed at which people and freight were moving. The average over the land speed by horse was between 8 to 15 kilometers per hour and maritime speeds were scarcely above these figures. Under those conditions, it was still early to start talking of tourism, but rather of a beginning of state of mobility of people. The beginning of the act of going places purely to experience the surrounding can be explained by the gradual transport improvement of transport technology. It was during the industrial revolution those massive modifications of transport systems and consequently that of exploration of new lands that finally gave rise to the spirit of tourism.

**Transportation role in tourism development**

   Transportation links diverse destinations and ferries people commodities and services between these places. Tourism is much about travel and therefore the role of transportation in its operation is vital. The advent of air travel has shrunk the world and the motor vehicle have made traveling anywhere a possibility this reality together with changing work patterns and innovative marketing have propelled international mass tourism throughout the years. Culpan (1987) identified transportation mode and management as: “important ingredient of international tourism system,” acknowledging that connection by air, sea and land is essential for the operations as well as the availability of support services like fuel stations , auto repair, motels and rest facilities for land travel. Advances in transportation have widely eased travel. Without fear of contradiction it can be sufficiently stated that widespread growth of nature tours can be attributed to the ease and availability of modern transport. Transportation in tourism is just seen as a part of tourism system for bringing tourists to their destinations and leaving those destinations once the duration is over. Page and Lumsdon (2004) agrees that transportation system of a tourist destination has an impact on the tourism experience which explains how people travel, their choice on forms of holiday, destination and transport mode. The improvement of modes of transportation coupled with low fares has seen accessibility of areas once seen as off-the-beaten-path rise. Access to a specific tourism site differs according to the nature of the site, state of infrastructure, and the efficiency of public transport system. Transport policies and government decisions can make a ruling on the destinations available to tourists. Failure of public sector to cope with demand concerning transport infrastructures may mean lack of tourism development in such areas. Tourism can use different transport modes. Car travel is the most widely used and the most dominant in the world tourism notably due to its flexibility, price and independence with the availability of cars at even cheaper prices means an increase in availability of this mode of transport and hence the growth of tourist volume. Rail travel is another transport mode used by tourists. With the introduction of high speed electric trains as compared to the old locomotive steam engines transport is made faster more reliable and comfortable and this contributes positively to the tourism sector. Air transport is the most effective in terms of speed but due to the high cost only a small proportion of people worldwide use it. Long journeys can be made in a minimal time and with this a tourist can afford to visit different places in a limited time if the cost factor is ignored.

     Conclusively, Traveling has and will always be an important aspect of any given society. The explorers travel to experience new fronts in term of geographical regions, to look for new markets and also to exploit resources. Tourism as monetary activity is characterized by high levels of flexibility. Since transport costs are significant factors affecting international transportation, demand is strongly affected by the fluctuations of costs. Therefore we can say that transport is the chief element in the tourism industry. The improved transport facilities have stimulated tourism and in turn the expansion of tourism industry has stimulated transport. Accessibility is the principal function behind the fundamentals of tourism industry. Air transport plays a dominant role in the inter-regional transport movement of tourists that entails movement over long distances. Growth rates of global air traffic are attached with those of international tourism. Tourism being dependent on travel services means that travel flows should be designed in a way to accommodate tourism. However this should be given priority considering that tourism is increasingly becoming a leading income generating activity for the government in many countries today. Whole communities within African and European regions are depending directly or indirectly on tourism activities like the drivers, hoteliers, sculptors among others, thus their lives are linked to tourism development. The government of any given country for instance should begin by decongesting the tourism traffic flow pathways like paving roads, traffic decongestion on roads, quick issuance of travel documents and quick clearance at the airport. Furthermore competitions among developing countries for tourism will be an integral of the improvement in transport sector. A country with a good transport infrastructure will compete favorably with others and vice versa.

**Lecture №10**

**Social and cultural aspects of tourism**

It is important to identify some of the major social and cultural impacts on a society which can result from the development of, or an increase in, tourism. Society can refer to a country, region or specific location and to that group of people who collectively live in a location. Over a period of time, a society will develop its own tradition, attitudes and a style of life which may be more or less distinctive. It is this way of life which is usually incorporated in the word ‘culture’.

There is now a well-developed literature on social and cultural impacts of tourism. Many research studies are highly specific, and may therefore be of more academic interest rather than of relevance to policymakers. However, experience in many different countries does constitute general phenomena relating to tourism. In many cases, the regularity with which these phenomena are reported allows policymakers to anticipate certain social and cultural impacts from future planned development of tourism.

It is not the purpose in this thread to discuss social and cultural impacts of tourism in terms which are meaningful only to sociologists and anthropologists. The intention is to denote ‘areas of concern’; that is, to consider some of the non-economic impacts of tourism, what effect they may have on a society, and what problems may arise. Concentration will be on general impacts. This does not preclude the probability that some tourist destination areas might have unusual and highly specific impacts.

It is also worth noting that it is easy to exaggerate impacts arising from tourism. For example, certain areas of a country may never be visited by tourists. Tourist visits to very large countries such as India tend to be concentrated in certain areas or tourist circuits. Therefore, to refer to ‘the social and cultural impact of tourism on India’ is misleading. Tourism tends to be localized and therefore impacts tend to be localized initially. Whether impacts cause changes, and whether these changes spread through society, will be influenced by a wide range of factors, such as the size of country, general spread of tourism activity, and basic cultural and religious strengths.

It is unfortunate that many of the writers on the social and cultural impacts have tended to react negatively to tourism development. These negative reactions should be viewed in the same way that economic disbenefits are – they are problems which require management solutions. They will not go away and might intensify. As tourism is a great international exchange of people, it is as important to plan for human satisfaction as it is for economic needs.

Until the mid-1970s most studies of tourism concentrated on measuring the economic benefits; little emphasis was given to a prime characteristic of international tourism – the interaction between tourists and the host community. From the mid-1970s onward, more scholars and practitioners in tourism gave increasing attention to the relationship between host and guest, and particularly to the non-economic effects induced by that relationship.

Closer study of this relationship has made us more aware of the social, cultural and environmental problems which can arise from tourism, and particularly from an over-rapid growth in visitor arrivals. Many of these problems can now be anticipated and therefore considered in relation to a policy and planning framework. It should, of course, be noted that many of these problems are not new. In the Caribbean, Asia and Africa there are many examples of newly independent countries which have ‘inherited’ mature tourism sectors: Jamaica, Barbados and more recently Zimbabwe may be mentioned in this respect. In these countries, many of the problems of the tourism sector are not of recent origin, and may cause particular difficulty in finding management solutions.

When tourists enter the host country, they do not just bring their purchasing power and cause amenities to be set up for their use. Above all, they bring a different type of behaviour which can profoundly transform local social habits by removing and upsetting the basic and long-established norms of the host population. Tourism is a ‘total social event’ which may lead to structural changes in society. These changes can now be seen in all regions of the world. During the tourist season, the resident population not only has to accept the effects of overcrowding, which may not exist for the remainder of the year, but they may be required to modify their way of life (increase in-seasonal work, shift working) and live in close contact with a different type of visiting population, mainly urban, who are there simply for leisure. This ‘coexistence’ is not always easy. It often leads to social tension and xenophobia, particularly noticeable in very popular tourist areas or where the population, for psychological, cultural or social reasons, is not ready to be submitted to ‘the tourist invasion’.

The ‘demonstration effect’ results from the close interaction of divergent groups of people, and manifests itself by a transformation of values. Most commonly it leads to changed social values resulting from raised expectations among the local population aspiring to the material standards and values of the tourists.

What is needed is recognition that the local population is part of the cultural heritage which merits protection as much as other aspects of the tourist destination, e.g. the environment. Human relations are important, since the excesses of tourism may have very damaging repercussions: the transformation of traditional hospitality in many countries into commercial practice results in economic factors superseding personal relationship. Further effects may be the appearance of consumerist behaviour, relaxation of morals, begging, prostitution, drug taking, loss of dignity, frustration in failing to satisfy new needs.

Nevertheless, it would be wrong to blame tourism for all these problems, which are linked also to social changes affecting communities in the process of modernization. Tourism accelerates the process, rather than creates it.

Cultural impacts

Tourism may generate social costs, often difficult to estimate, but which are no less serious for that reason. An example is the threat to traditional customs specific to each country and sometimes to particular regions. However, tourism may become the guarantor of the maintenance of certain original traditions which attract the holidaymaker.

It is important to protect and maintain the cultural heritage and deal with connected problems: the illegal trade in historic objects and animals, unofficial archaeological research, erosion of aesthetic values and of a certain technical know-how, disappearance of high-quality craft skills, etc.

The commercialization of traditional cultural events may lead to the creation of pseudo-culture, ersatz folklore for the tourist, with no cultural value for the local population or the visitors. The same applies where the craftsman is concerned. The issue is the potential conflict between thе economic and cultural interests, leading to culture being sacrificed for reasons of promoting tourism, i.e. creating an additional economic value at the price of losing a cultural value.

However, the exposure of resident populations to other cultures due to tourism would appear to be an irreversible process. On a social level, well-organized tourism can favour contacts between holidaymakers and the local population, will encourage cultural exchanges, will lead to friendly and responsible enjoyment and finally, will strengthen links between countries.

From the viewpoint of tourism planned to respect the physical and human environment, other positive advantages can be mentioned. The most significant are given below:

1. Tourism constitutes a method of developing and promoting certain poor or non-industrialized regions, where traditional activities are on the decline, e.g. tourism replacing sugar cane cultivation in many Caribbean countries. The development of tourism provides an opportunity for a community to remain intact and to slow the drift to urban environments. The retention and continuation of communities in situ is often the best way to conserve tradition and lifestyles. The income and employment opportunities arising from tourism provide a stability to community life.
2. Tourism accentuates the values of a society which gives growing importance to leisure and relaxation, activities which demand a high quality environment, e.g. Scandinavian countries.
3. With proper management, tourism can ensure the long-term conservation of areas of outstanding natural beauty which have aesthetic and/or cultural value, e.g. National Parks in the USA, Ayers Rock in Australia.
4. Tourism may renew local architectural traditions, on the condition that regional peculiarities, the ancestral heritage and the cultural environment are respected. It may also serve as a springboard for the revival of urban areas, e.g. Glasgow, Scotland.
5. Tourism contributes to the rebirth of local arts and crafts and of traditional cultural activities in a protected natural environmental setting, e.g. Highland Games, Scotland; Prambanan Ramayana open-air cultural centre, Jogyakarta, Indonesia.
6. In the most favourable of cases, tourism may even offer a way to revive the social and cultural life of the local population, thus reinforcing the resident community, encouraging contacts within the country, attracting young people and favouring local activities.

It has been noted that the economic impacts of tourism are often observed in the short-term if not immediately. Tourists can be seen arriving at airports and spending money. The social and cultural impacts take very much longer to appear and, as qualitative changes, may be subtle and difficult to measure. In some cases, little is done to monitor these changes until one day they explode into a violent expression of discontent. Such outbursts will deter tourists from visiting a country or even a region, and often undo years of patient (and costly) image building. The need is to identify potential conflicts and to defuse situations before they occur. In many cases, the seeds of discontent and antagonism are seen at the preplanning stage. Insufficient or no attention is given to local views, needs and susceptibilities. The errors and omissions of planners become frustrations which are linked to tourism. Tourism is an abstract concept for many residents in developing countries. Tourists are not abstract – they are present in the society and can become the focus for local resentment. This must be avoided, not only for the sake of tourism and tourists, but also for the local community.

**Lecture №11**

**Animation management in tourism**

The governance and organization are complicated processes that in the animation of tourism becomes even more complicated. Moreover, people that have the desired psychological and physical characteristics and skills for a good animator due to the lack of necessary knowledge, skills, abilities and experiences does not succeed to organize the activities of the manager. But, there are cases when a young person with a certificate in the field of management is not successful due to lack of appropriate psychological and physical abilities.

For the purpose of successful creation and implementation of the animation programme when defining the structure of management of animation in tourism the certain assumptions should be taken into consideration: - preparedness for communication and cooperation with other people and communication thanks to mediation - communicational skills and usage of these skills - balance of skills and knowledge - respect to the existing limitations of the used resources - finding a proper solution in terms of change in the physical environment - consciousness for the existence of risk.

Management activity must be based on the needs of the visitors that are the major factors in the touristic services and it cannot be based on the needs of the managers. In this context, the management in the animation of the tourism is based on the fundamental characteristics of management that are applicable in the other segments of the economy. But, there are certain characteristics that make the management of the animation in tourism different from the management that is of great importance in the other fields of the economy.

According to the professor Zdravko Cerovik, these differences are result of: - the needs and motives of the visitors - the cultural and historic inheritance - the religious, moral and ethic determination - the specific approach to the tourism market - the structure of the capital and ownership in the tourist economy - the different tourist destinations and its resources - the limitations that come from the form and type of the different objects and contents - the relation to the knowledge in the field of the technique - the content of the lawful and economic norms that regulate this specific area.

Despite the accomplishment of the general criteria for manager abilities, it is required from the managers in the animation of tourism to be communicative and highly motivated who believe that goal can be achieved every time because it is known that goods are not sold in tourism .On the contrary, tourism includes services and pleasures that cannot be measured by quantity. The satisfaction of visitor's needs that is primary objective of the holders of the tourist offer contributes different kinds of advantages that have an impact on the length of the tourist destination, the extension of the tourist season and profit to be realized.

The management of animation in tourism is a sum of the specific skills and the knowledge who are used together with the limited resources, contact between the offer and demand so that the visitors-users of the animation services and certain number of animators could organize, plan, coordinate and control the degree of satisfaction of the needs and wishes of the visitors and take into consideration the agreement between the motives and the criteria of selection the contents. From this definition it can be considered that the animation in tourism is a bidirectional process in which can be satisfied the needs of the visitors from one side and it can be increased the number of the consumption in tourism from the other side so that the focus is given to the economic side of the animation programme. In this direction professor Zdenko Cerovik determines the following functions of the management of animation in tourism: - planning and programming of the animation in tourism - organization of the staff, technique and space where the program will be completed - coordination of the program and people involved in it within the frames of specific special and other conditions - process of choice of animators that possess knowledge and psychological and physical abilities for performance of the program - development of communication, especially in the adaption of the program in new conditions and disposition of the guests - permanent control and coordination of the participants in the process from the initial idea through its fulfillment till the payment of the animation service - evaluation of the animation service( whether the animation program is successful and whether the visitors are really satisfied) - evidence that the team of the manager accomplished the objectives.

Planning of the animation of tourism

It is known that every managerial activity begins with planning, so according to this the management of animation in tourism begins with planning of the programs that will be offered to the visitors during the visitor's stay. The process of management also means completion of managerial plans. There are short-term, mid-term and long-term plans. In the management the plan is a direction of the future action despite its length.

According to this the principle of planning must be definitely known in the management of the animation in tourism and this includes: 5 D-r Zdenko Cerović: Ibid, str. 119. 6 D-r Zdenko Cerović: Ibid, str. 119. 7 Kontz i Weinrcht: "Menađment", Mate d.o.o. Zagreb, Zagreb, 1994 god., str. 122. - mission and objective that determine the fundamental functions and the basic task in the animation of tourism.

The objective is accomplishment of the animation as a general and basic objective in which by a global activity is defined the direction of operation and the development of the tasks and further activities.

- the objective is the final point that is directed animation activity that does not include just a final point, but a form of organization, a mode of operation and control of the animation;

- the strategy in the process of planning is defined as a wide area of operations that will be accomplished thanks to policies and procedures within a time period of one or two tourist seasons;

- the policies are guidelines that are based on plans. These are fields with which different decisions should be made. Policies are of great importance for one tourist season. In this category can be mentioned the criteria for evaluation of the profitability of the programs, the policies of remuneration of the animators, the policy of prices according to which the animation programs will be sold etc.

- the procedures are result of the good operation of the plans and consist of many procedures that determine the guidelines of certain action. Furthermore, that is a plan for a certain animation, manifestation or event that must be put through in a specific period, space and with qualified stuff, and it includes the procedures of tickets sale, accommodation of guests, the organization of payment etc.

- The rules are clear descriptions of performance that determine the specific action that does not have a great freedom of decision.

The procedures are a sum of rules, so the rules are a lower form of procedure development. In the animation in tourism, the rules determine precisely the details how to accomplish the training of the animators, the animation programs etc.

- The programs and the calculations are the lowest form of plans that include a lot of details about operative plans, technological steps that must be taken in the future. Consequently, the animation programs will be in accordance to the plan. The programs usually are a result of contract between the creators (the performers) of the programs and the persons who demand the animation services. The calculations are valued formulated programs. They are financial plans with which specific activities will be performed. They formulate the financial maters in a certain time period.

Taking into consideration the importance of the management in the operation of the enterprise and the mode of operation, the management is imposed as a fundamental element. This is as a result of: the social character of the management by which are organized the obligations in direction of effective and efficient accomplishment of the objectives, the fact that the management is a basic characteristic in the industrial society and the fact that the management is the most important organ in the enterprise. In this context, the management becomes the fundamental element in the enterprise as long as the civilization exists. It can also be highlighted that the management is an universal activity that is used in many organizational systems(governments, ministries, municipalities, universities, hotels, tourist agencies, airports, shopping centers, companies, hospitals, societal organizations, political parties etc.) is present in all functions and all levels of the hierarchies in these systems. According to this, it can be emphasized that the management is a dynamic process because it gives life to every aspect of the business activities. Taking into consideration that the management is a category that is crucial for the countries with market orientation, it can be said that our country as a developing country must undertake all the measures for appropriate implementation of the management in all segments of the economic and social system in tourism.

The Republic of Macedonia as developing country must intensify the development of tourism. As a result of this, it can be involved equally in the international economic relations. Will our country succeed in this matter is a question whose answer depends on the fact whether we will know to use our abilities. Undisputable fact is that the management is of great importance to the development of tourism. From the other side, it is confirmed that the tourism has a greater impact and it is a multiplication of the economic development.

The tourism as a phenomenon of the 20th and 21st century is of social and economic importance in the world. Of course, every country is interested in the economic influence of tourism on its development. So, appropriate service should be given the visitors. The tourist stay must be filled with different activities from the domain of sport and recreation, culture and entertainment. The animation of sport is the most important way of filling the free time of the visitors. All services, especially the animation in tourism must be effectively and efficiently managed. The guest must be extremely satisfied. Only on this way a profitable tourism may be expected.

**Lecture № 12**

**Public relations in tourism**

Public relations in the marketing and promotion of tourist destinations in Croatia has been increasingly used as part of the promotional and communication mix. Tourist organisations at the national, regional and local levels which manage these destinations have been spending on public relations from 38% to as much as 65% of all funds earmarked for functional costs. It can therefore be concluded that it plays a significant or even leading role in promotion. However, on the basis of a survey, the author has found that public relations has not been sufficiently recognised as a category and that a single public relations model should be created and adapted for use in marketing in tourism.

Public relations, both as a term and as a job, is mentioned on a daily basis and is widely applied in all segments of life and work in society. Public relations is a specific form of communication with special application in tourism. It is a communication model and one of its main purposes is to create a recognisable public image. This purpose is very important in tourism, in particular in the creation of a positive image for a certain destination or for a whole country as a tourist destination.

During times of fierce global competition in terms of offer, special attention is paid to a marketing approach where destination occupies a very special place. The modern view of a tourist destination is very important in the tourism market because tourists travel to a destination which has become recognisable as a place and as a tourism product. In this respect, it is necessary to apply marketing techniques, knowledge and tactics in order to highlight a destination’s comparative advantages and to attract guests.

A big role in the marketing of a destination is played by promotion as part of the marketing mix, and public relations plays a key part in the promotional mix. This particularly refers to the marketing of a tourist destination, where public relations is a significant and reliable way of presenting the product and attracting guests in an efficient and cost-effective way.

Despite the fact that public relations as a component of destination marketing management plays a prominent role both at the global and the national level, this important part of promotional marketing has still not been sufficiently researched. Very comprehensive and abundant literature on public relations include only a very small number of manuals and articles on public relations in tourism, and no scientific publications or textbooks are found on this subject. On the other hand, publications focusing on marketing in tourism deal with public relations as a part of marketing and promotion.

In literature, there is a conflict between marketing and public relation theorists because the former treat public relations as a part of marketing, while the latter treat it as a separate management function due to its wider scope. These are mostly American public relations theorists who classify the majority of marketing “tools” and means of promotion under tourism public relations.

Public relations is a very important part of promotion in tourism and has a direct and comprehensive function in destination marketing. Organisations managing marketing at the destination level, both national tourism organisations and community tourism organisations at a lower level, are right to look for significant and reliable marketing support precisely in public relations.

Marketing of a tourist destination

In order to be able to talk about the role and importance of applying public relations in the marketing of a tourist destination, the concept should first be defined.

Marketing in tourism differs from the marketing of a traditional product. This important difference lies in the characteristics of supply and demand. Tourism is a service. Mill and Morrison state: “What is sold is a non-material experience, and not material goods which may be tested before use“ (Moutinho, 2005).

According to Senečić and Vukonić (1997), in the context of applying marketing in tourism, there are “two specific forms of this application:

- marketing as a basis for establishing and implementing a business policy of individual companies making profit on the tourism market;

-marketing as a basis for establishing and implementing a business policy, that is, as a basic concept for organising placements through tourism (at the level of an individual territorial unit)”.

In this latter case (territorial unit), they actually refer to a tourist destination.

Moutinho (2005a) believes that: “Although in tourism, in the sector of air carriers, tour operators and hotel chains, there are several major players, tourism is a complex and fragmented industry. Therefore, problems with planning, research and promotion of a specific destination are usually resolved by national tourism organisations at the national level but often also by smaller organisations at local and regional levels“.

In brief, the marketing of a tourist destination, as a modern business philosophy and a business activity linking the destination product with the market, takes place at two levels: at the destination level and at the level of the organiser of the offer. This paper will focus on the destination level where marketing activities are generally carried out by national tourism organisations and tourism organisations at a lower level.

Communicating with the market and promoting a destination

Communication with the market is one of the most important factors in the marketing process. According to Kesić (2003), communication may take two basic forms:

1. Mutual communication;
2. Mass communication.

Communication with the market primarily refers to mass communication which entails the media as an intermediary in the communication process.

Promotional activities may be divided into two large groups (Meler, 1999):

1. primary (basic) promotional activities – advertising, sales promotion, personal selling, public relations and publicity;
2. secondary (borderline) promotional activities – design, packaging, consumer services, “word of mouth” advertising.

When speaking of the promotional/communication mix and its application at the destination level, the key responsible bodies are community tourism organisations. When promotional activities are directed towards foreign countries, the responsible body is the national tourism organisation and regional organisations which, together with local organisations, are mostly oriented towards the domestic market.

Tourism workers use all forms of the promotional/communication mix in practice. However, according to the majority of authors, for the purposes of tourism promotion it is sufficient to apply the basic promotional mix: advertising, personal selling, promotions, and public relations.

Applying public relations

Today, the term “public relations” has a very broad application. According to the definition of the International Public Relations Association founded in 1950 in London, these relations consist of “the determined, planned and sustained effort to establish and maintain mutual understanding between an organisation and its surroundings, that is, the public” (www. ipra.org).

When putting the definitions and scope of public relations, as well as its meaning, into the language of tourism, it may be said that “the concept of public relations in tourism should refer to all activities used by the providers of a tourism offer to create a favourable opinion in the public about their overall activity, their work, their services and the goals of their work. Public relations is a conscious, thought-out and planned activity which might appear in the public spontaneously or under the influence of some other situations and circumstances on the market (Senečić and Vukonić, 1997a).

When talking about the concept of public relations, it is necessary to try to differentiate public relations from other forms of communication.

Marketing and marketing communications theorists often classify public relations under marketing (Kotler, Bowen and Makens, 2001), while public relations theorists regard it as a separate management category (Cutlip, Center and Broom, 2003). Whatever the case, it ultimately has a significant influence on marketing processes.

With regard to terminology, public relations is often misinterpreted or identified with publicity, advertising and media relations.

In his definition of public relations, Deuschl (2007) states that it is: “a management function using two-way communication and acting in the public interest with the aim of influencing public opinion and with the task of achieving goodwill and understanding for the organisation”.

On the other hand, marketing is defined as “a management function,organising and directing all business activities involved in the assessment of consumer needs and turning their purchasing power into a real demand for the product, making it accessible to the consumer and thus earning profit or achieving some other business goal” (Weber and Boranić, 2000).

Nevertheless, it is very difficult to imagine a marketing process without public relations. They are interconnected and in modern business practice it is thought that the best results are achieved through the synergy of both functions.

In communication and marketing theories, there are several types of public relations and the differences are mostly based on the target public towards whom the communication is directed. The target public differs depending on the activity or field in question.

For the purposes of this study, the author has selected an overview of the most frequent types of public relations in tourism, divided by Black (2003) into basic groups covering the majority of the target public in a tourist destination. They are the following:

● media relations and publicity;

● international public relations and consumer relations;

● community relations and domestic public relations;

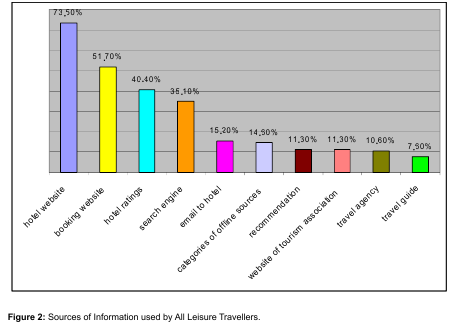
● relations with the Government and state administration;

● internal public relations.

Tourism uses public relations and social media activities to engage with consumers and media to share inspirational stories about travel. Tourism public relations activity can offer an opportunity for tourism operators and event organizers to showcase their experiences. It is important to be familiar with tourism PR activity so that it may benefit your business.

**Lecture №13**

**The impact of IT technologies on tourism**



Tourism has become a major phenomenon of the modern society. People travel due to different motives. Tourism industry is an amalgamation of transportation, accommodation, entertainment &recreation and includes intermediaries (travel agents &tour operators). Since this is the industry of the industries, for its proper coordination & smooth running, use of information & communication technologies has become a vital part of this industry.

For real time availability of seats in the airlines, railways & Volvos and their bookings IT plays very important role. Airlines are using Global Distributions System (GDS) for these purposes. Hotels are using IDS, interactive TV and Interactive Phone for reservations and operations. Many software and networking channels have been developed for travel agencies to solve the purpose ranging from bookings to accounting. Introduction of information technology in the tourism industry has changed its dimensions and resulted in the form of exponential growth.

Now information and options are available online and one has to choose the best from these options to make booking and pay online. This has reduced the unnecessary rush of customers in booking offices. Its feasibility can be seen in terms of reduced manpower requirement in the offices. This study is focused on the importance & use of IT in tourism industry and its future. The study is exploratory in nature as it is based on the secondary sources of information. It covers the details of basic IT tools associated with tourism industry and the drawback involved as well as identifies what improvements are required to make it more effective and easy to use.

Tourism is the movement of people outside their community. The motivations behind travel may vary from holidaying, leisure, conference, business, and visiting friends & relatives (VFR).Tourism industry is an amalgamation of other industries like transportation, accommodation, entertainment & recreation and includes intermediaries’ like tour operators. From beginning to completion of the activity, “Tourism”, requires the close and proper coordination of intermediaries like travel agents, transportation and accommodation providers. For fast, uninterrupted, clear and free flow of messages and information the most important medium is information technology.

Information Technology is defined as the collective term given to the most recent development in the mode (electronics) and machines  (computers & communication technology) used for acquisition, processing, analysis, storage, retrieval, dissemination and application of information. Development of IT has revolutionized economies & enterprises. During the last decade the advancement in Its has revolutionized the capabilities as they constantly increase computing speed, decreased equipment size, reduced software & hardware costs & improved the reliability. Fusion of Its provides unprecedented tools, which facilitate the creation of new industries and restructuring of existing industries. Information technology has played a central role in the growth and development of the tourism industry. In the early years of mass global tourism (from 1950s to the 1970s), computer systems were used to support the internal functions of large operators in the transportation, hotel and food services sectors. Also Central Reservation Systems (CRSs) and Global Distribution Systems (GDSs) – Sabre, Amadeus, Galileo, World span and Abacus –were developed first by airlines and then by hotel companies to enable travel agencies (and other similar businesses) to access schedule and pricing information and to request reservation for clients (Gretzel and Fesenmaier, 2006). The success of CRSs and GDSs paved the way for the interned, enabling the travel and tourism industry to quickly exploit its latent strength. Today, travel and tourism industry is one of the most significant users of internet technology ,which has become one of the most important communication tools for travelers as well as travel and tourism enterprises. Internet application and other technological innovations have influenced tourism in a variety of ways and resulted in fundamental changes in the industry structures and traveler behaviors. Tourism is an information-based business, the product is a “confidence good,” and a prior comprehensive assessment of its qualities is impossible.

At the moment of decision making, only an abstract model of the product is available, based on information acquired through multiple channels, such as television, brochures, word-of-mouth, or the Web. Tourism products require information gathering on both the consumer and supply sides—and thus entail high information search costs. Such informational market imperfections lead to the establishment of comparably long information and value chains.

For instance, online reservation and payment options are used by many travel suppliers and consumers and have led to the emergence of tourism as one of the most important e-commerce categories. It can be argued that the primary reason for this rapid adoption of e-commerce in tourism lies in the close fit between the characteristics of tourism products and the capabilities of e-commerce applications. That is the purchase of tourism-related products and services typically involves the movement of information rather than the physical delivery of goods and many times occurs in an international context and is, therefore, often concluded through credit card payments.

Also the complex and strictly hierarchical tourism distribution system of the pre-internet period led to enormous information asymmetries and offered little choice for consumers in terms of where or how to acquire tourism products. Beyond e-commerce, advances in wireless networks and mobile technologies promise new application for travel that will spur continuing innovation in the industry and will increasingly influence the experience travelers have.

In this information age, there exists a widespread belief that attaining organizational effectiveness is closely related to the organization’s ability to use timely, accurate &relevant information for making business decisions.

To this effect organizations have deployed IT like the internet, intranet, extranet, corporate portals etc. It provides benefits like single platform to access personal information benefits, content, web-based applications &legacy systems, sophisticated search capabilities, integrated workflow across multiple databases, single sign on with unified password for easy, secure system use.

By using IT firms can develop &deliver the right product to the right customer, at the right price & place, without over depending on intermediaries. An example of the same can be seen as “CRIS” (Centralized Railway Information System - the Indian railways online booking portal). Indian Railway Catering and Tourism Corporation (IRCTC) has developed the online booking system to reduce the rush at reservation counters and to minimize the role of intermediaries. By using this facility one can book tickets from home by using internet. Approximately 1500 tickets are booked online every minute on IRCTC website. After this anew system of mobile booking facility made available. Now the passengers need not to carry physical tickets, if they have the same in the electronic form.

Therefore, one major goal of a tourism information system must be to give the customer the possibility to buy tourism products online. According to a Thomas Cook India, GDS book over 2,000 transaction per second worldwide. IATA has projected that 70% of the travelers would do an online check-in. In the Indian context, the number of online check-in at MIAL (Mumbai International Airport Ltd.) is at63%, which in 2008 was a mere 25%. According to a survey by Thomas Cook 59% respondents visited three or more sites to make a travel purchase and 51% of people stated that they were not able to get information online to make a decision. 81% of respondents felt that the online mode of payment was robust and offered adequate security and used it as a matter of convenience, only 19% of these respondents were at ease while booking international flights.