

ISSUES RELATING TO THE TOURISM, EVENT AND HOSPITALITY ENVIRONMENT

Harvard Case Solution & Analysis

Bright Future of Tourism

1. Food technology
2. Virtual reality
3. Personalized experiences
4. Smart devices
5. Social capital

d. Employee Empowerment

In some tourism establishments, managers have developed rules and procedures that employees are directed to follow. These include directives such as inflexible rules about checkout time.

b. Smoking or Non-Smoking Areas

As more and more customers of tourism entities demand smoke-free areas for dining and smoke-free sleeping accommodations, the industry will continue to exert efforts to meet this demands.

c. Employee Assistance

Employee assistance plans (EAPs) is the one of the secular steps to pay attention regarding the problems of their employees.

d. Recycling Solid Waste

In previous years, there has been a gradual closing of the landfills that were used for disposing solid wastes and a growing awareness of the harmful effects of either burning solid waste or dumping it into the sea.

Issues in Tourism

This issues can be categorized under the following headings:

1. Marketing
2. legal
3. Human resources
4. Operations
5. Consumer affairs

Marketing Issues

1. Branding
2. Promotion
3. Distribution
4. Pricing

Legal Issues

- a. Liquor Liability
- b. Ethics in Tourism Industry

Whistle Blowing

1. Social Responsibility
2. Environmental
3. Labor
4. Safety
5. Ethics

Employee Issues

1. Compensation
2. Benefits
3. Training
4. Safety
5. Health

Operation Issues

a. **Automation**
Is the process of using electronic and mechanical equipment and machinery to complete some of all of the tasks associated with given enterprise.

Automation

1. Robotics
2. Artificial Intelligence
3. Machine Learning
4. Data Analytics
5. Cloud Computing

c. Sanitation and Public Health

A very important issue in food service is sanitation. Everybody agrees that all steps be taken to prevent illness that are caused by the manner in which food is handled or to the food itself.

Consumer Affairs

- a. Fire Safety
- b. Truth in Menus
- c. Diet/Nutrition/Health

The Future of Tourism and Hospitality

Examples of tourism and hospitality trends seen in the future:

- 1) Increased space and sleeping use of the room in developed countries.
- 2) Increased search for low-priced accommodations.
- 3) Increased security of personal information.
- 4) Mobile book reservations.
- 5) Innovations systems will more sophisticated, more advanced, artificial intelligence.
- 6) Improved navigation systems for rental cars and planes and train travel.
- 7) Electronic entertainment services in rental cars and on planes and train travel.
- 8) Improved client personal digital assistants for smartphones.
- 9) Marketing mass customization.
- 10) Comprehensive branding campaigns for large and small brands.

- 1) Virtual reality customer experience
- 2) Smart devices, smart wear, smart homes
- 3) Smart cities and smart grids
- 4) Smart cars and smart highways
- 5) Smart homes and smart appliances
- 6) Smart cities and smart infrastructure
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Bright Future of Tourism

1. Early Retirement
2. Longer life span
3. Shorter workweek
4. Greater disposable income
5. Greater mobility

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Marketing Issues

- a. Changing Demographics
- b. Changing Vacation Patterns
- c. Market Segmentation
- d. Frequent Guest Programs
- e. Maturation in Segments the Fast-food Industry
- f. Consolidation in the Commercial Lodging Industry

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Human Resource Issues

- a. **Sexual Harassment**- unwelcome sexual advances, requests for sexual favors, and other verbal or conduct of a sexual nature.

Sexual harassment is a form of discrimination that is prohibited by federal, state, and local laws. It can occur in the workplace, in educational institutions, and in public places. Sexual harassment can be a serious problem for victims, and it can have a negative impact on the workplace. It is important to understand the signs and symptoms of sexual harassment and to know what to do if you are being harassed.

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b. Employee Turnover

Employee Turnover is one of the major issues confronting managers of tourism enterprises. with turnover rates averaging approximately 100% per year.

Human Resource Issues

a. **Sexual Harassment-** unwelcome sexual advances, requests for sexual favors, and other verbal or conduct of a sexual nature.

Sexual harassment may take place under any of the following conditions:

1. Submission is made a condition of the person's employment;
2. Submission to or rejection of such conduct is used as a basis for employment decisions affecting the person; and
3. It unreasonably interferes with the person's work performance or creates an intimidating, hostile, or offensive work environment.

Because employers are liable for the actions of their employees at work, it is very important for employers to take the following:

1. Institute a strict policy banning all forms of sexual harassment in the workplace;
2. Develop appropriate training programs for managers and employees so that all will understand and become sensitive to the nature of sexual harassment; and
3. Establish procedures or handling all complaints promptly, fairly, and in sensitive manner.

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