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THE ROLE OF TOURISM IN THE ECONOMY

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Abstract: Tourism industry is an important sector in contributing a country's income. It is connected to all business, from buying and selling of goods or service to providing pleasure and leisure activities away from the home environment, each component in tourism sector is able to generate income and increase a country's gross domestic product rate.

Keywords: Tourism industry, Accommodation, Catering, Digital economy, Infrastructure

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Introduction

Many people love to travel. They seek out new places like vibrant cities, cozy small towns, and beautiful natural environments like beaches and forests. For years, the tourism industry has evolved and grown as people scour the globe for unique experiences and activities. Things stalled in the wake of the COVID-19 pandemic, but as countries like the United States start to see improvement, tourists are once again booking trips in high numbers. This signals hope for the future of the industry.

For years, tourism has been a big job generator. Because the industry is so varied and includes jobs like pilots, hotel workers, travel guides, and more, it can be hard to estimate exactly how many, but it's a lot. In 2017, reports estimated that about 1 in 10 jobs were part of the tourism industry. In the US alone, almost 5.5 million were employed by the industry in 2021.

The Forum especially looked at education and vocational training as key requisites for the operational effectiveness of the sector. Its workers tend to have limited professional qualifications, and a need for enhanced training and education, including health-related issues, has become visible.

According to Wolfgang Weinz, "the growing significance of technology and more demanding customers, as well as environmental issues, require a more effective customer/employee relationship. Competitiveness and productivity in the industry depend on skill levels, professionalism, commitment, passion, loyalty and soft skills of the workers." Participants agreed that motivated workers are the most talented employees – willing to stay with their company. Some of the soft skills needed, including language and communication skills, courtesy, discipline, conscientiousness, self-confidence, adaptability, creativity and punctuality, can be enhanced through training. Gaps were also noted in the management capabilities – of management within the industry.

Method

While salary varies depending on where you live, the tourism industry offers many

opportunities for good-paying jobs. At one point, the US Travel Association found that 40% of Americans who start in travel and tourism reach an annual career salary of over $100,000. Certain jobs, like luxury travel advisors, pilots, hotel managers, and cruise ship directors tend to pay the most.

The travel and tourism industry is an emerging yet a rewarding one. It is one of the few industries in the world today which is not only profitable but is also sustainable flexible. For the travel and tourism industry, there are many career ideas that can be found therein. This means that whoever wants to start a trade in this industry must first of all be ready for hard work, as it is also the case with other careers. These ideas are not only critical but also necessary for individuals who are focused on Career, and wish to know about things they can gain from this wonderful industry. One good thing about this industry is the fact that more and more people delve into the industry with each passing day. This can be attributed to the fact that it is a flourishing industry. There are so many careers that can be started when one decided to join the industry. In this article, there are only 50 to be looked into.

Considering how many people tourism employs, it makes sense it would affect a country's GDP. In 2019, the direct contribution of travel and tourism accounted for 3.3% of the world's total GDP. That represented a small rise since 2018. That changed in 2020 because of the pandemic. Tourism's contribution to the GDP dropped by almost 50% according to the World Travel and Tourism Council. If there was any doubt about tourism's impact on GDP, 2020 put that doubt to rest.

Result and Discussion

Many of the world's lowest-income countries depend on tourism. In 2015, 48 of the lower-income and lower-middle income countries saw a surge of tourists, which brought in about $21 billion (USD). For the world's Small Island Developing States (SIDS), 30% of their export revenues come from tourism. In Palau, an island nation in the Pacific, tourism is responsible for 90% of all exports. For these nations, tourism is key to their growth.

The World Tourism Organization believes that tourism can be harnessed as a significant force for the alleviation of poverty, as well as for environmental protection, giving economic value to cultural heritage, creating employment and generating foreign exchange earnings. It is already taking a number of strategic steps3 to improve the possibility of this happening, including engagement in world trade negotiations, promoting the concept of sustainable tourism to all policy makers and establishing a special initiative on poverty (ST-EP) in partnership with others. However, if tourism is really to make a difference, all those involved need to be much more assiduous about directing tourism receipts towards the poor. This needs good planning and partnership. This second report on tourism and poverty identifies the special potential provided by tourism and the different ways it can impact on poverty. It recommends priorities and actions for a range of bodies – development agencies, governments, private sector enterprises and others – who should work together in this quest. It is intended to build on this material to provide an evolving point of reference for stakeholders and to issue updated reports in conjunction with the annual ST-EP Forum.

In most parts of the world, women fill the majority of the tourism industry. Unfortunately, they tend to hold more jobs on the lowest rung and many perform unpaid labor in family tourism businesses. That said, the wage gap is smaller according to UN Women. Women earn 14.7% less than men and fill more leadership roles than in other fields. Tourism is a field ripe for opportunities and strategies that can further empower women.

"Rural tourism" has become increasingly popular as tourists from busy cities long for more natural environments. They seek out unique experiences such as staying on a farm, going for days-long hikes with guides, rock-climbing, and more. These visits create jobs for people living in these rural areas and show authorities that these places are worth preserving and investing in. It also presents opportunities for tourists to learn more about an area in its natural state and form a closer

connection with the people who live there.

Tourism helps culture in a few ways. One is through the support of artisans who sell their wares to visitors. Markets and shops are a draw to many tourists interested in souvenirs for people back home or as a way to remember their trip. Tourists also often visit cultural sites and watch local music, dance, theater, and other performances. These sustain intangible culture, which gives regions their unique identity and protects the multiculturalism of our world.

Importance of tourism arises from the numerous benefits and advantages it brings to any host country. But real importance of tourism comes from its nature and how it is defined & structured. And this is what we will explain here. Tourism contributes towards complete growth and development of a country: one, by bringing numerous economic value & benefits; and, second, helping in build country's brand value, image & identity. Tourism industry goes beyond attractive destinations, to being an important economic growth contributor.

We will talk about and explain how tourism adds economic (and non-economic) value to a country and why does it have so much importance for every country. Why every country looks at tourism not just as attracting tourists but as a platform which supports economic growth and complete development. Why it is now gaining recognition and importance as an indicator towards and a barometer of not just growth & development but also social-economic factors. Here we do not just list out points of tourism importance. We want to actually know why tourism is important, for countries, for economies and for the world. We want to understand the reasons and factors which actually make tourism important. For this we need to understand tourism definition & meaning, and its structure. It is the nature, meaning & composition that makes tourism important and brings all its benefits and advantages.

Conclusion

Tourism can be defined as travelling to a place which is different from your home city or country for various leisure or business purposes, and staying there for some considerable period of time at a length. It is travelling for some purpose and for stay which is not very long or permanent in nature. Tourism becomes an activity which builds the base for the wide scale consumption bringing far reaching benefits. Tourism gains importance as an activity which has far reaching positive impacts on industries, economy, society and therefore for the whole growth, progress and development of a country. The definition of tourism also creates the foundation and the broad context of the tourism industry through which most of the advantages and benefits are received by the country as a whole. Let us now look at what tourism industry is and how it plays such an important role.

The UNWTO (The World Tourism Organization of the United Nations) refers it as Tourism Sector which is made of several tourism focused industries that normally offer tourism characteristic products (and services). Taking this forward UNWTO defines 12 tourism industries that can be said to be serving the tourists in general. These industries are:

- Accommodation for visitors
- Food and beverage serving activities
- Railway passenger transport
- Road passenger transport
- Water passenger transport
- Air passenger transport
- Transport equipment rental
- Travel agencies and other reservation services activities
- Cultural activities
- Sports and recreational activities
- Retail trade of country-specific tourism characteristic goods

- Other country-specific tourism characteristic activities.

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