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## The Importance of Main Services in Tourism Industry

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### ABSTRACT

The tourism industry is service industry made up of many sectors. We are in the business of servicing people. Tourist are our guest from airlines, cruise ships, auto rentals, restaurants, amusement parks, recreational areas, to hotels and much more. The aim of this research is to evaluate services in tourism industry. The expansion of the tourism industry also influences related industries such as advertising, aviation, passenger transport, hotels, catering, amusement parks, and merchandise retail. Overall, the services contribute to the economic growth, employment opportunities, and foreign exchange earnings of countries involved in the tourism sector.

**Keywords:** tourism, services, tourism industry, restaurants, airlines, plane, train, stafs, customers, tourists.

### Introduction

Tourism is a multidisciplinary field that constantly evolves in line with current customer trends and demands. As globalization continues to increase, the booming tourism and hospitality industry is growing at an unprecedented rate. Tourism and hospitality have the shared goal of creating memorable experiences for travelers, providing high-quality services and catering to various customer requirements. The sectors strategically combine, with tourism driving demand for hospitality services and hospitality providing positive experiences, leading to a higher number of tourists in a destination. The industry has a significant impact on the global and local economies, with tourism and hospitality management providing employment opportunities, developing infrastructure and generating revenue. Tourism infrastructure is the basic building block of a nation's growth and It refers the fundamental facilities, services, and systems that support tourism in a destination. These physical and organizational elements help tourists visit and enjoy a place while ensuring their safety and comfort. Tourists can explore the places at their convenience. There are main advantages of investing in tourism infrastructure such as growth in the number of tourists, boost in revenue through tourism services, generation of more jobs in the local market, enhanced tourist experiences, etc. Tourism also improves the local infrastructure through investments and this enhances the quality of life for locals. Tourism has a positive impact on both local and international economies as it increases revenue and generates new jobs. It boosts global trade and investments and promotes cultural exchange thereby strengthening international tie ups between other countries.

## Methodology

The industry has a huge impact on local and global economies. It helps the economy by creating jobs, generating income, and supporting local businesses. In many countries, including the Philippines, these industries significantly contribute to national income, attracting millions of visitors who spend money on hotels, food, shopping, and local experiences. Tourism contributed 8.6% to the Philippines' GDP and employed over 6.2 million Filipinos in 2023. These numbers show that when tourists visit, they boost business activities and encourage investments in hotels, resorts, transportation, and entertainment. This trickles down into job creation and indirectly helps other sectors such as farming, retail, and construction. Overall, tourism and hospitality industries not only bring money into the economy but also enhance local facilities, infrastructure, and quality of life. Excellent customer service learned in hospitality ensures customers feel valued. This skill is essential in many industries, ensuring customer satisfaction, repeat business, and positive word-of-mouth advertising. The tourism industry constantly changes, requiring professionals to quickly adapt to new situations. Industries benefit from employees who handle unexpected challenges efficiently and gracefully. Collaboration is integral to the hospitality work environment. Hospitality professionals often work in teams, developing strong collaboration skills. Effective teamwork boosts productivity and creates harmonious work relationships across different industries. The hospitality industry emphasizes quality and consistency. Professionals from this field are trained to uphold standards, which translates to any industry that values excellence and reliability. Hospitality situations often require quick thinking and effective problem-solving. Professionals skilled in resolving issues promptly and creatively are highly valuable in all industries. Tourism professionals are trained in promoting and selling experiences and services. This skill helps various industries effectively market products and services to targeted audiences. A lot of the jobs in this field are just plain exciting! You might find yourself traveling to incredible new places, diving headfirst into different cultures, and maybe even attending international events and conferences. If you've got that adventurous spirit buzzing inside you, this could be the perfect playground for your career. Ultimately, it's the people working in tourism and hospitality who are the real MVPs in keeping destinations vibrant and successful. They're the ones delivering that top-notch service with a smile, making sure everything behind the scenes runs like clockwork, and helping all those businesses operate smoothly.

Tourism offers a wide range of benefits, including economic benefits for countries attracting many visitors due to the money they spend not only on their actual stay but also on local businesses. It also provides many jobs for people working in the transport and hospitality industry, among others.

Moreover, tourism can potentially improve relationships between nation-states or businesses, create opportunities for entertainment and recreation, and improve the value of a currency. It can also open up cultural exchange opportunities, while for tourists, it can lead to improved happiness, well-being, and education.

The transportation sector is concerned with helping tourists get where they need to go, via transport. This may include providing them with the means to get to their intended holiday destination in the first place, but it may also include assisting them with getting around after they arrive at their destination.

This sector includes road, rail, air, and sea travel services.

**Airline Industry.** The airline industry plays a vital role in modern travel, providing passengers with access to domestic and overseas flights, allowing them to reach their intended destinations via commercial aircraft quickly. Airline services are generally divided into scheduled and chartered flights.

**Car Rental.** For many tourists, having access to a car is an important part of their tourist experience, ensuring they can explore and travel freely. Car rental services provide this access and often operate near airports or even in partnership with particular airlines or travel companies.

**Water Transport.** As the name suggests, the water transport sub-section concerns movement across the water. This includes ocean liners and ferry transport, where the objective is usually to get passengers from A to B. It also includes cruise liners, where being on the cruise liner forms the main part of the travel experience. Cruise lines reached 102% of pre-pandemic passenger levels in 2025, with the global cruise market valued at \$64.5 billion and expected to reach \$78.1 billion by 2027, according to Cruise Lines International Association data.

### **Result.**

The tourism industry helps to generate prosperity, stimulate infrastructure investment, facilitate cultural exchange, preserve heritage and create an awareness of important environmental issues around travel. With a strong tourism industry, many regions experience more investment in local infrastructure and hold greater appeal to business leaders, who then introduce new services to the area. As a consequence, some underdeveloped regions are able to become economic powerhouses and benefit from the creation of new jobs and opportunities. There is also a strong multiplier effect for each dollar spent by tourists. For example, tourists paying for a hotel room not only helps to pay hotel staff, it can also result in the hotel paying local farmers for food. Consumer satisfaction and the service quality of planned activities give full play to the maximum benefits of corporate organizations for the tourism industry

### **Conclusion.**

Tourism creates a cultural exchange between tourists and local citizens. Exhibitions, conferences, and events usually attract foreigners. Organizing authorities usually gain profits from registration fees, gift sales, exhibition spaces, and sales of media copyright. Furthermore, foreign tourists bring diversity and cultural enrichment to the hosting country. Tourism is a great opportunity for foreigners to learn about a new culture, but it also creates many opportunities for local citizens. It allows young entrepreneurs to establish new products and services that would not be sustainable on the local population of residents alone. Moreover, residents experience the benefits that come with tourism occurring in their own country. The tourism industry promotes quality of life for the health of body, mind, and spirit, in addition, it also brings positive benefits to society, economy, and politics. It has to know the possibility of satisfaction with each other between customer interaction to gain more innovation and the competitive advantage to produce high-quality products and services.

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