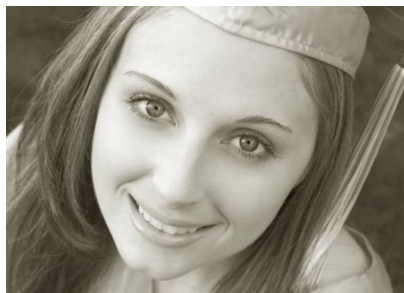


STUDYING TOURISM AS THE BASIS FOR SUCCESS



When professionals understand customers' needs, steps can be taken to meet these demands. This is why advanced programs have been designed for students on furthering their skills in meeting the requirements of travellers. Tourism is a global industry producing billions of dollars in revenue every year. As the industry has been growing rapidly in recent years, so has the focus on tourism education.

Courses offered by universities in different countries are beginning to give students the chance to gain work experience in the fields of business and leisure tourism. Perhaps as a result, the number of students is on the up. It is believed that if future employees of tourist organisations and travel agencies are given the chance to study and work at the same time, then their ultimate performance should be of a higher standard. US institutes have now introduced management study programs.

The US, Europe and Canada are the top markets for tourism education, with the Pacific region still a little weak. There is a particular lack of institutes in South Asia. Whereas the focus used to be on technical skills, it has now switched to management, planning and development. Staff training is carried out within a multicultural framework, and is teamwork and leadership orientated. In order to develop and update such courses, a close eye is kept on surveys conducted by experts. Further focus has been placed on e-learning as a gateway for the future.

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