



Availability Management in Tourism Course

Assignment 1

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1. The Grand Tour and Its Impact on Tourism Development

The Grand Tour was a form of travelling, which gained popularity with the European aristocracy (primarily in Britain) in the 17th century through to the early 19th century. It was viewed as the ultimate stage of education that was meant to expose the travelers to art, history, culture and languages. Popular destinations were France, Italy, Switzerland and occasionally Greece, common among them being the cities of Paris, Venice, Florence and Rome. The trip could take months or sometimes even years, and most people on the journey were assisted by tutors or guides who explained to them the cultural significance of the things they were viewing.

The Grand Tour has influenced the evolution of tourism in a long-term perspective. It also brought a concept of tourism as a form of education and recreation and not only trade or survival. As these rich travellers travelled around Europe, local enterprises started to build better roads, accommodation and transport services to serve their interests. The tradition of taking souvenirs, writing about travelling journals and sketching also started in this time and it affected the way the future generations perceived travelling. Above all, the Grand Tour contributed to the development of the principles of modern tourism by linking travelling to culture, education, and individual development.

2. The Industrial Revolution was a significant factor in the development of the tourism industry

The Industrial Revolution, which started at the end of the 18th century, was a significant factor that made tourism become an industry. The era was full of tremendous technological, transport and social transformations. The invention of the steam engine was one of the greatest developments that have resulted in the development of railways and steamships. Traveling

became more comfortable, cheaper, and faster, which meant that more people could now visit new destinations that they could not visit before.

Meanwhile, industrialization generated an increasing number of middle-class people with more spare time and money. The possibility of leisure travel among common citizens, not only the rich was made possible by laws that included shorter hours of work and paid holidays. This was an opportunity that was realized by entrepreneurs such as Thomas Cook and he embarked on the organization of package tours, thus making traveling more affordable and accessible. Other communication systems that were also enhanced by the Industrial Revolution included telegraph and postal services which enabled the travelers to plan and keep in touch with them when they were away. In total, these advancements signified the emergence of the mass tourism and formed the basis of the modern travel industry as it exists today.

3. The relationship between accommodation quality and tourist satisfaction

The quality of accommodation is directly related to the satisfaction of the tourists that have an experience of traveling. Whether one stays in a good place means that it is comfortable, clean, safe as well as well-serviced, this leads to a good impression of the destination. Quality accommodation usually goes beyond the obvious and provides services such as hospitable staff, well-equipped facilities and local experiences that will make a visit memorable.

Conversely, bad accommodation can spoil a trip that would have been good. However, no matter how spectacular the attractions may be, tourists will be disappointed when their accommodation is not comfortable or clean. Satisfaction levels are evidence of how much the quality of accommodation matters to a traveling person because today most people do their bookings based on online reviews and ratings. A good stay by the tourists will increase their

chances of coming back, referring people to the place, and making positive comments. The relationship between quality and satisfaction makes accommodation an important determinant of long term success of any tourism destination.