

## **Tourism Management - Factors Affecting**

There are many factors that influence the running of the tourism industry. Some show immediate effect while, there are also factors which affect in the long run.

### **Environment at Destination**

Tourism is in its best form when the destination boasts of conducive climate. In contrast, any undesired changes in the environment such as high winds, flash floods, drought, and extreme climate can affect tourism adversely.

For example, during harsh summer months in India, people prefer to travel to colder climate regions like hill stations.

### **Economy of the Country**

When a country is undergoing economic turbulence and when people are facing unemployment issues, tourism is affected adversely. On the contrary, when a country's economy is doing well and people can afford to spend money on leisure, tourism progresses.

### **Historical or Cultural Importance of Destination**

The place or destination of travel affects the tourism business to a great extent. If the destination is of great historical or cultural significance then tourists will certainly like to visit the place for seeing monuments, castles, forts, ancient architecture, sculptures, caves, anti paintings and utensils, clothes, weapons, ornaments, and other allied heritage.

For example, the world famous places of historical and cultural importance are Taj Mahal (India), Pyramids of Giza (Egypt), Bagan City (Burma), Acropolis (Athens, Greece).

### **Research Importance of Destination**

There are tourists who visit places with the objective of studies and exploration. Need for research promotes tourism. Archeologists, Geologists, Oceanographer, Biologists and Zoologists, Architects, and people researching Arts and Cultures seek places that have great significance in the field of research.

### **Religious Importance of Destination**

The places of religious importance or worship are always flooded with tourists. At these places, tourism is at its peak at particular time periods in a year. The tourists often go on pilgrimage to find inner peace and invoke blessings of the deities they worship and to cleanse their sins before death. For example, Mecca, Bethlehem, Kashi.

### **Technology**

Internet has penetrated to almost every corner of the world. Tourists are enjoying the benefits of Internet. While planning a tour, the tourists try to get the idea about the places they are going to visit, the quality of amenities and services, and the attractions at the destination. After visiting a destination, the experienced tourists share their opinions on various platforms of the Internet.

Thus, the reviews of experienced tourists shared on the internet work as guidelines for the following tourists. Hence, just like a double-edged sword, the internet can boost as well as bring down the tourism business.