

Blog 1

Contemporary challenges

By Benjamin Williams



[Pexels.com](https://www.pexels.com)

Based on my learning from unit one talks about the ongoing problem of the climate crisis. Climate change is causing devastating and unpredictable weather patterns and ecological destruction. The climate crisis has a huge impact on tourism as some businesses rely on natural landscapes and wildlife. According to Gossling Et Al, (2002) “The major environmental impact of travel was a result of transportation to and from the destination: more than 97% of the energy footprint was a result of air travel.” This means that we need to develop more sustainable solutions for taking tourists abroad on holiday.

In my opinion the climate crisis is the biggest threat to our world as it's doing damage to our ecosystems and affecting

us and the habitats. In my opinion we can solve some of the contemporary issues by solving them together. For example, we can sort the problem of health, wealth and happiness by walking or cycling to work every day which helps improve fitness and wellbeing but it's also better for the environment because you will not need to use any form of transportation that releases fossil fuels. Not only this but according to (Lindsay, 2020) "research shows you can boost creative potential by exercising before a task" This means that even having a short walk in the morning can boost your performance in work



Photo by Tom Fisk on [Pexels.com](https://www.pexels.com)

Scrubber diving and snorkelling is very popular in the travel and tourism industry. Unfortunately, due to the increase in temperature caused by the climate crisis the global sea temperatures are increasing causing corals to burn and die out. This has a huge effect on marine life and before long tourists will not be able to see any coral. according to (US

department of commerce 2021) “a warming ocean: causes thermal stress that contributes to coral bleaching and infectious disease.” This doesn’t only affect the environment, but people will lose their jobs as the business that they have been doing for generations will come to an end because of the destruction of the coral.



[Pexels.com](https://www.pexels.com)

New technology is having a big positive effect on the climate crisis. New technology is allowing to generate green electricity through solar panels, wind turbines and hydropower. countries are now aiming to generate clean energy that they can rely on, so they don’t have to use big carbon dioxide factories that pollute the planet. In my opinion it’s going to take years to rely on reliable energy methods because they are so unpredictable as they rely on wind power and solar to generate energy. on the other hand, factories can produce as much power as they want and when they want. Nuclear factories are another way of generating large amounts of energy and are clean when generating that energy. The only problem is the disposal of

the nuclear in future years will be extremely hard or impossible to contain safely. in the future the best way of creating energy in my opinion will be solar panels and solar energy.

Blog 2

Benjamin Williams

Working in the travel and tourism industry is not easy when dealing with customers and your colleagues while under a great level of stress as you will be dealing with multiple situations at a high speed. In the industry you have to be organised and know what you are doing especially when you are dealing directly with guests. to overcome this, you may need training in areas such as hospitality if you are working in the front of house. this may involve customer service training and waiting.



Photo by Pixabay on [Pexels.com](https://www.pexels.com)



Photo by Pixabay on [Pexels.com](https://www.pexels.com)



Photo by Sebastian Coman

Photography on [Pexels.com](https://www.pexels.com)

When working in the service industry which could include restaurants, cafes or other leisure tourism organisations it is important that you have the right training. Not only this but it is important that your staff know how to critically think so that they are not bias and judgmental. by critically thinking this can avoid any conflict between staff while in the workplace. the "fight, flight, freeze" principle can be used to help prevent any altercations.

While working in the travel and tourism industry communication is key for working as a great team but also for safety reasons for the staff and the guests. communication is needed for planning and event for guests. Risk assessments are a great example of communication that needs to happen before and event to ensure everyone is safe. Customer service is another great example of communication needed in an organisation. Staff need to be able to provide a friendly and make the guests feel comfortable. You can achieve this through training but the biggest part of customer services is your personality and communication skills so you can make a connection with the guests.

When trying to achieve great guest service skills in the travel and tourism industry you have to have great confidence in yourself and the job you are working in. For example, if you are working as a tour guide the guests are likely to be there on leisure purposes meaning it will be your job to ensure that you have an entertaining personality and traits. This is essential

because it is your job to make connections with the guests, so they feel involved in what is going on.



Photo by Andrea

Piacquadio on [Pexels.com](https://www.pexels.com)

According to (Thompson Neil 2018) "communication is a basic feature in social life." In my opinion this is true as you will have to communicate hundreds of times a day with different people in which you are always making new connections with new people. without communication you would never be able to get to know someone. When people do not communicate this causes things to go wrong and everyone will be lost. This is why having a great manager and supervisor helps an organisation go forward. Managers who sit their staff down once in a while and ask for ideas to improve the company are more likely to have happier and more loyal staff than a manager who does not communicate.

New technology is affecting the way management are communicating with their staff. since the Covid-19 pandemic more people are deciding to work from home for their own comfort. This means that instead of communicating face to face communication is being done by Email or an online call. some staff might find this uncomfortable as communication might not be as personal anymore as it used to when it was face to face.

Blog 3

Contemporary Challenges



Photo by Thorsten technoman on [Pexels.com](https://www.pexels.com)

When looking for a job in the Travel and Tourism industry it is essential that you have certain skills such as critical, creative and imaginative thinking skills. Employers will be expecting you to have these skills because the tourism industry is about entertaining the guests. A good way of achieving this would be to think what you would expect if you were a customer in an organisation. Working with others is another great way in my opinion to get ideas as everyone will have different ideas they can add to the table. A great way of training your staff to gain these skills would be to have everyone complete a SWOT analysis test. According to the (British Library, 2014) “The ultimate goal of a SWOT analysis is to reinforce your business strategy by assessing all of your businesses strengths and weaknesses.”

A method has been created to solve tricky and complex problems. this method is called the design thinking method. This method will solve solutions in an organisation that

work in practise and not just in theory. this method can be split into three different categories. A simple problem, complex problem and a wicked problem. Every customer is different meaning you will have to evaluate their personalities and moods to see how you would like to interact with them. for example, if you have a family arriving on holiday you would want to be happy and cheerful to match their energy. on the other hand, if you were a waiter in a posh restaurant you would want to act polite and well-mannered because that is what the guest is expecting.

Design Thinking



Empathize



Define



Ideate



Prototype



Test

Interaction Design Foundation
interaction-design.org

When working in the tourism industry it is important that you use Empathy as it is a skill where you share and understand each other's feelings. Empathy is the first stage of the design thinking method. Define is important when you are training a staff member on the job as you will have to describe everything in detail and ensure that they understand everything you teach them. The third stage is you need to be ideated. this means that you will have to be able to come up with great ideas for the organisation you are working in if you are in a management position.



[Pexels.com](https://www.pexels.com)

The fourth stage of the design thinking process that will help a tourism organisation succeed is developing a prototype of a new idea. For example, if a tour guide was developing a new tour, they would send customers on a tour to see the feedback on what they can improve on the tour for the next time. The tour guide will keep trying different activities and destinations until the guests on the tour are fully satisfied of the product created. The final stage of the method would be to test your product so this would involve testing your prototype until you get it perfect. In my opinion this method is great for managers to use for their staff and the running of the organisation.

Bibliography

Hall, & Higham, J. (2005). *Tourism, recreation, and climate change*. Channel View Publications.
<https://doi.org/10.21832/9781845410056> (Accessed 10th of March 2023)

Lindsay, M. (2020). *How to Reap the Benefits of Walking to Work | Walking | MyFitnessPal*.
[online] MyFitnessPal Blog. Available at: <https://blog.myfitnesspal.com/how-to-reap-the-benefits-of-walking-to-work/>.

US Department of Commerce, National Oceanic and Atmospheric Administration. “How Does Climate Change Affect Coral Reefs?” *Oceanservice.noaa.gov*, 26 Feb. 2021, oceanservice.noaa.gov/facts/coralreef-climate.html#:~:text=A%20warming%20ocean%3A%20causes%20thermal.

Thompson, & Thompson, N. (2018). *Effective communication : a guide for the people professions (Third edition.)*. Palgrave Macmillan.

The British Library. “What Is SWOT Analysis?” *The British Library*, 2014,
www.bl.uk/business-and-ip-centre/articles/what-is-swot-analysis,
<https://www.bl.uk/business-and-ip-centre/articles/what-is-swot-analysis>.

Account password

Email-2204839@UWTSD.ac.uk

Username-bwilliams2204839

Password-bwilliams2204839

Blog 1

<https://blog08458.wordpress.com/2023/03/10/contemporary-challenges/>

Password-bwilliams

Blog 2

<https://blog22506.wordpress.com/2023/03/10/contemporary-challenges/>

Password-bwilliams

Blog 3

<https://blog08458.wordpress.com/2023/03/10/contemporary-challenges-2/>

Password-bwilliams