

Academic and Employability Skills

(BMSW4001)

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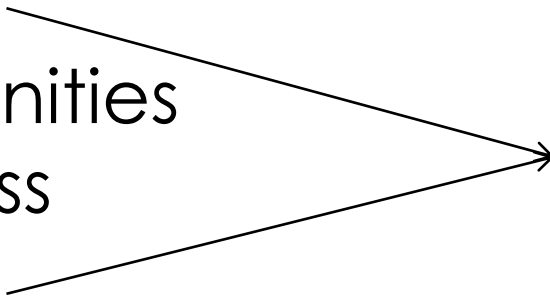
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Career set up as a

Travel and Tourism Businessman

Travel and Tourism

Contents

1. Plan For a Business
 2. Develop Valuable Information
 3. Develop from small to Bigger
 4. Strength
 5. Opportunities
 6. Weakness
 7. Threats
- 
- SWOT Analysis

Travel and Tourism

- Plan For a Business

- Executive summary
- Analysis market
- Products/ Services
- Financial Summary
- Georgia McIntyre (Muck Ruck 2020)

- Develop Valuable Information

- Customer Focus
- Understanding the Market
- Online Products/ Services
- Advertisement

- Develop From Small to Bigger

- Capital
- Knowledge
- Experience
- Hard work

Travel and Tourism

Opportunities

- New Market to south Asia
- Transportation (Low Cost)
- Information Technology
- Increase tourism Demand Size
- Buhalis (Bournemouth University 2001)

Strength

- Passion
- Low cost entry and investment
- Choice and control
- Instantaneous
- Flexibility
- customization

Travel and Tourism

Weakness

- Cancellation and changes
- Time consuming
- Lack of expertise
- [Joe David](#) (Howantwhat 2017)

Threats

- Direct Booking
- Competition
- World Epidemic
- Government Regulation
- Unpredictable Weather
- Political threats /war/Terrorism

Travel and Tourism

Summary

- Training
- Hard Work
- Customer Relationship
- Customers Feedback

Reference

Georgia McIntyre (2020) Muck Ruck. Available at:
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Joe David (2017) Howand. Available at: <https://howandwhat.net/swot-analysis-thomas-cook-thomas-cook-swot-analysis/> (Accessed: 20 November 2020)

Buhalis (2001) Bournemouth University: Available
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