



WOMEN SOLO TRAVELLERS

NURUL ADIBAH BT LURMAN

2014328547

BACHELOR OF SCIENCE (HONS.) IN TOURISM MANAGEMENT

Faculty of Hotel And Tourism Management

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CHAPTER 1: INTRODUCTION

1.3 Tourism Industry

Travel and tourism is a key sector for monetary improvement and job creation during the world. In 2016, travel and tourism at once contributed US\$2.3 trillion and 109 million jobs worldwide. Taking its wider indirect and precipitated influences under consideration, the sector contributed US\$7.6 trillion to the global economy and supported 292 million jobs in 2016. This was same to 10.2% of the world's GDP and approximately 1 in 10 of all jobs ((Retrieved on December 16, 2017, from <https://www.wttc.org/>).

Travel and tourism's effect consists of human beings travelling for each leisure and business, regionally and the world over. In 2016, 78% of all tour spend was because of amusement travel, in comparison to 23.2% from business tour. Home tour generated 72% of the world's contribution to GDP, for that reason making an extensively larger contribution than worldwide tour with foreign vacationer spending at 28% (Retrieved on December 16, 2017, from <https://www.wttc.org/>).

1.4 Tourism Trend

Trends and issues in tourism and hospitality are constantly subject to change. As societies change so will tendencies within the tourism and hospitality industry. One of the areas of trend that has been studied is the typology of tourists and their satisfaction level. Different types of tourists who have different demands of a destination which they reflect on different motivations, interests and styles of travel on the part of tourists.

Tourist satisfaction is a crucial issue for advertising and marketing. Satisfaction is the tourist's sense that consumption provides outcomes against expectations and a standard of pleasure versus displeasure. Previous experience must be taken into consideration as it causes tourist to have a one-of-a-kind belief from those who have never visited it.

Due to Trekksoft Ebook Library Trend Report 2017, they had found some findings in their latest survey which they had interviewed a total of 145 companies asking them what customer behaviours they have observed from visitors at their destination.

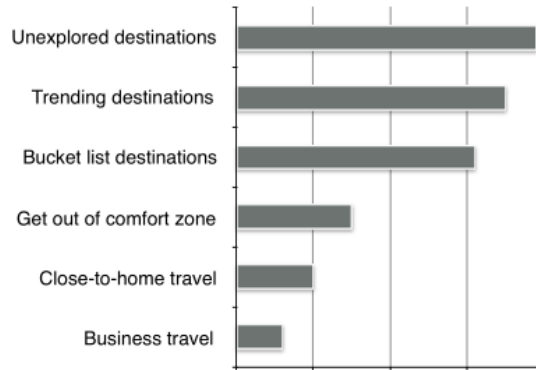


Figure 1.1

Based on Figure 1.1, these results provide insights into what motivates customers to book a trip to a specific destination, helping companies package and deliver their services to better meet these desires.

1.3 Current Trends

1.3.1 Responsible and Sustainable Tourism

2017 has been appointed via the UN as “The worldwide Year of Sustainable Tourism”, aiming to promote, according to UNWTO Secretary-General, Taleb Rifai, "The contribution of the tourism sector to the three pillars of sustainability which are monetary, social and environmental while elevating awareness of the genuine dimensions of a sector which is often undervalued”. With world campaigns set in location to advertise more sustainable and socially mindful types of travel, industry professionals should expect a shift in the mindset of guests (Kow, N., 2017).

In 2017, travellers might be greater inquisitive about the environmental, financial and social effect they have got on the locations they visit and are probable to assist agencies that encompass those values. The expectation for the subsequent journey behaviour in coming years are they're likely to travel closer to home to reduce carbon footprint, selecting agencies with a strong social consciousness, growing interest in volunteerism programmes that depart a long-term wonderful effect and homestays gaining extra hobby than conventional lodges or mattress and breakfasts. If an employer focuses on sustainable tourism and feature a robust consciousness of the effect they may be this is tremendous news for them. They could use this as a defining factor of their branding and set themselves other than others in their industry (Kow, N., 2017).