

Subcontracting Public/ Public partnerships Private/ Public partnerships Use of Voluntary Organizations?  
Commercial Public limited company (plc) Partnerships and sole proprietor businesses (usually privately owned) – Franchising – Management contracting – Private/public partnerships – Strategic alliances Joint ventures – Consortium – type Voluntary Charitable associations and trusts at national and local levels, including business/professional, sports, heritage and community groups

**M A J O R S T A K E H O L D E R T Y P E S I N T O U R I S M** Public (government and government – funded organizations ) ?These are the five principal management skills required in this industry Roles, Responsibilities, and Skills of a Management Roles, Responsibilities, and Skills of a Management Functions of Management Planning Organizing Staffing Directing Controlling

**M A J O R S T A K E H O L D E R T Y P E S I N T O U R I S M** There are three types of suppliers in the tourism industry Public (government and government – funded organizations) C ommercial O perations V oluntary O rganizations **M A J O R S T A K E H O L D E R T Y P E S I N T O U R I S M** Table 1: Types of Stakeholders in Tourism Stakeholder Type Direct Operator

Other Operation Types Public Central government : government department (e .Importance of Management in the Tourism Industry **P R O B L E M S A N D S O L U T I O N S I N M A N A G E M E N T**

**F U N C T I O N S 1** – The decreases of management performance levels due to workload and less efficiency 2 – Sometimes management is allotted a budget to cover all expenses including the payrolls as well and being understaffed is also a common problem faced by the companies. In addition, voluntary organizations across a spectrum of professional and leisure fields provide help in promoting destinations, interpretation services for visitors, and administration and staffing for sports and arts events festivals, for example .

Franchising – where a business concept including a proprietary trademark/license, an operations 'recipe', and backup management training and support systems, is franchised to another operator in exchange for a set – up fee and an annual royalty .A consortium is a looser arrangement where individual businesses retain autonomy while engaging in activities such as joint purchasing and joint promotion .There are some common management functions problems and challenges: **P R O B L E M S A N D S O L U T I O N S I N M A N A G E M E N T**

**F U N C T I O N S 3** – More staff but less efficient work from management results in lack of communication, which then creates misunderstandings and problems .Middle management requires a discipline that consists of a set of five basic functions :

planning, organizing , staffing , directing, and controlling .It involves different activities such as studying tour destinations , planning and organizing tours , and providing accommodation .Management in the tourism industry provides broad coverage of knowledge and skills for successful management, including finance , marketing , meeting customer expectations, and managing employees .o It manages staff, and daily operations and sets their goals of achieving tasks and satisfying as many tourists and guests as they can .The role of management varies from one organization to the other, including different roles of each title , for example :

Higher management is only responsible for maintaining the budget and focusing on promoting and increasing the tourism industry .Local government : cultural and recreation facilities and services, physical planning Government agencies National tourism organizations, heritage, sports, and culture organizations.departments dealing with the tourism industry, arts and sports, economic development, physical planning, travel, passports, and immigration) .Thus, ownership is spread among organizations, such as pension funds, and individuals .Others provide comprehensive backup

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reservation technologies with associated international branding and marketing benefits .Similarly, airline code sharing and marketing agreements by Star Alliance and One World provide marketing benefits to their members .Central government departments and government – funded organizations may be ??? . directly or indirectly involved in tourism .????g .?e .???g .???????g