

## Project Management in the Tourism Industry

**Access to new resource related to project management in tourism added to PMWL**



Resource provided by [Tirumala Parchuri](#)

19 January 2020 – Mumbai, India – Access to a new resource has been added to the PM World Library (PMWL) related to project management in the tourism sector. The resource, titled “**Project Management in the Tourism Industry: The Basics of TMBOK**” is a paper by Ola. A. Burukina at the University of Vaasa in Finland and posted on researchgate.

This paper aims at substantiating the applicability of project management methodology and tools to the tactical and strategic development of the tourism industry at both the global and national levels of economic development. The author sees the possibility of sustainable development of the tourism industry on the basis of a systems approach to improving the functioning of tourism enterprises using the tools and methods of project management. Taking into account the current contribution of tourism to the global economy and the national economies of many countries, the problem of sustainability of tourism enterprises and national tourism industries in general seems to be one of the foundations for solving the problems of sustainable development included in the 2030 Agenda for Sustainable Development.

A distinctive feature of the tourism market is very high competition, since there is a struggle to attract tourists at different levels: between countries, regions, cities, hotels and travel companies. Tourism involves the targeted and rational use of tourism resources, which have at their core objects of tourist interest, capable of meeting the needs of people arising in the process of tourism. Tourism resources are quantitatively limited and qualitatively differentiated. In an economic sense, tourism resources are factors in the production of tourism products

Taking into account the complexity of the tourism industry, which is closely related and sometimes inseparable from the hospitality industry, transport and entertainment industries the use of a systematic approach in studying tourism as a complex system is not only expedient, but really necessary. This method is effective in studying the problems of managing tourism at different levels. On the basis of a systematic approach, it is possible to determine the ways, forms and consequences of mutual influences in the tourism industry at each hierarchical level. The most important concept for the tourism industry is the “tourist product”. The Federal Law of the Russian Federation of 24 November 1996 “On the Basics of Tourism Activities in the Russian Federation” gives the following definition: “The tourist product is understood as a set of material (goods) and immaterial (services) consumer values necessary to satisfy the needs of the tourist during his tourist trip (trip) that are due precisely to this trip ”

Thus, a tourist product can be understood as a combination of both tangible and intangible elements, with tangible components focused on the characteristics of the tourist destination - its attractiveness, the quality of the destination's facilities (accommodation, catering transportation, activities, retail outlets, etc.), the availability of the destination and its affordability , while its intangible components, which are vital

for overall customer satisfaction focused on the subjective nature of the tourist product, such as friendliness, perception, helpfulness, safety, courtesy, security, overall atmosphere and image.

After reviewing project management methodologies (PMBOK and Agile) and event management methodology (EMBOK), and taking into account the growing importance of the global tourism industry and the growing number of people involved in tourism projects, the study revealed the urgent need to develop a tourism management methodology that can be implemented only on the basis of the identified specificity of tourism projects, i.e. typical features of the tourist project, its constraints and the core components of the tourism management body of knowledge. The study has identified two stages of organizational management in tourism: managing the process of developing a tourism product and managing its implementation in the context of developing the system of required services, compulsory for the project implementation

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*This new resource provided through the PMWL university research internship program; [to learn more, click here](#)*

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### For PMWL Post

Burukina, O.A. (2019). **Project Management in the Tourism Industry: The Basics of TMBOK**, University of Vaasa, Finland, M I R (Modernization. Innovation. Research); 10(1):26–37. This paper aims at substantiating the applicability of project management methodology and tools to the tactical and strategic development of the tourism industry at both the global and national levels of economic development. The author sees the possibility of sustainable development of the tourism industry on the basis of a systems approach to improving the functioning of tourism enterprises using the tools and methods of project management. Available online at <https://www.researchgate.net/publication/332204390> **Project Management in the Tourism Industry the Basics of TMBOK (Parchuri)**

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