**Assessment 1: Understanding of Tourism and Hospitality**

**The choice and background of the destination**

Needless to say, they are some other places in the UK, where people can enjoy and want to visit some purpose of their own. For instance, some of them want for study purposes, some of them having fun, and some of them getting knowledge about their ancestor's stuff. Indeed, I chose “British museum” where people want to go for their study purposes and have look at the stuff their ancestors used to see in their time. It is a kind of touching feeling for them to visit there. The British Museum (BM) came into full existence in 1753, which was under the supervision of Irish doctors and researchers at that time. Although it was not open for people to visit and make the best of it, it was open after 6 years for people, in Montagu House.

In 1973, the BM Act 1972 demolished the division of the library from the BM. In the meantime, their aim was to facilitate the youngster and the ones who needed it was never lose in the eye, which means their reading room kept going until 1997. The center was supported by some bodies, such as Media, Sport, etc. At some extent, every single body in the UK, charged no affiliation expenses, which away from other exhibitions at that time (Barker et, al., 1969).

**Key tourism features available as a travel pull factor**

* Components of tourism 4A’s
* Marketing & Promotion
* Increase facilities
* View of local people
* Attraction, history, culture, etc.
* Destination space (Klenosky, D.B., 2002).

**Outline and explain the key aspects of the chosen theory**

Tourist Motivational Theory:

Inspiration alludes to "a unique procedure of interior mental elements (needs, needs, and objectives) that create an awkward degree of strain inside people's brains and bodies" (Fodness 1994, 2). In like manner, people try to discharge this strain and satisfy these necessities. 10 Crompton (1979) proposes that an aggravation of an internal parity, named balance, "drives the living being to inspire a strategy which is required to fulfill the need and to reestablish harmony". Utilization of inspiration hypothesis to the advertising exercises inside a travel industry setting includes the plan and showcasing of items as answers for the necessities of buyers. The writing remembered for this proposition goes back similarly as the 1970's. The speculations presented by scientists, for example, Crompton (1979), Dann (1981), Iso-Ahola (1982) and Fodness (1994) are continually alluded to by a large number of later research works. Along these lines, they are viewed as material the same number of specialists think about them as essential work.

**Apply the theory in explaining the typical tourist and the travel decision process**

Motivation? And the British museum? It does not ring a bell. However, when we look deeper, we will find a connection two of them.  The motivational theory defines the Moscow the hierarchy which requires to fulfill the needs, wants, and goals specifically. There are people who do have a profession of tourism, their livelihood depends on it. In addition, they may have a task given by some organizations to collect data for their use. For example, the News channel. they want to send their employee to get the information of the British museum so they can show the beauty of the museum over the news, in this case, employee need would be to get data as soon as possible.

People want to travel to the places they love to travel the places like museum, which could make them alive and bring light in them to explore the places. For instance, A guy who used to collect data for their ancestors used to face in the past, he/she most likely to go to the museum and explore the antique things and record it for further use.

Motivation makes people more specific about their goals in terms of tourism and any other areas. Likewise, some people want to be a photographer and must have to have them some photos of places like the museum. So, they can show the world the unique view of ancient things and expensive stuff. These are pointing to Maslow hierarchy which needs to fulfill to satisfy the human needs and satisfaction in their field in order to get ahold of that field (Witt, and Wright, 1992).

**Recommend some best practice guidelines for using this information to attract tourism to the tour packages**

Maslow hierarchy is one of the best ways to show the people the special needs of a human, no matter what their personalities are and their mood and behavior. They will fall and follow his categories. In the case, they need to make some rules and code of their guideline so others can attract to them which are below.

* Use a survey to collect needs goals and wants of tourism.
* Use social media to cover more and more areas who can know about your manifesto and agenda about tourism?
* Higher marketing team who could cover up the different cities and make the best of the customers.
* Offer packages with respect to the level of people (like a student, businessman, household, etc.)
* Classify people in the three categories (needs, want and goal).
* Based on the classification, target the desire audience as per their attraction towards it (needs, want or goal)

**References**

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