**Chapter One Introduction**

* 1. Overview

Websites that are made for tourism management are really helpful to the people. One can easily book a destination just by sitting on his chair at home and also they can compare through many websites like that which creates a lot of good opportunities both for the developer and for the people. My website does exactly the same. It has many destination offers where people can compare and choose his or hers favorite destination form filling up a simple form then we will collect the database and contact the customer as soon as possible with a detailed information about the package. As websites became one of the most significant sources from the internet. There are thousands of websites containing different kinds of features and ideas that are helping people throughout the beginning of the internet world. We cannot think internet without websites because it is the only way people can get help from the web. As technology evolved we became more and more dependent on it, for example if anyone wants to buy something online they must search for an website on the internet through they can save time and effort and get the best service they can. Due to the necessity of it I thought of doing a project for my thesis is to make a website that can help people and save their valuable time. Now the question is what type of website it should be? Then I decided to make something which is very common and well stablished. So, I thought of creating a website based on Tourism management. People love to travel and whenever it comes to travelling they search for a reliable website that has many options and can do it in a comparatively lower cost. As I decided so I made it and now I am going to write a report based on my website. This website basically helps people to book a tour from anywhere in the world in just a blink of eye with the help of a single dynamic website which will help the people to know all about the places and tour details in a single website. My project involves management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourist to travel to particular destinations. Nearly everyone goes on a vacation and a Tourism management system would. Play a vital role in planning the perfect trip. The tourism management system allows the user of the system access all the details such as weather, location, events, etc. The main purpose is to help tourism companies to manage customer and hotels etc. The system can also be used for both professional and business trips. The proposed system maintains centralized repository to make necessary travel arrangements and to retrieve information easily. The tourism management system allows the user of the system access all the details such as weather, location, events, etc. The main purpose is to help tourism companies to manage customer and hotels etc. The system can also be used for both professional and business trip. In the aspect of tourism, Internet and web technologies have made more readily available information on tourist locations, accommodations, transportation, shopping, food, festivals, and other attractions, thus improving tourism experience. As technology evolved we became more and more dependent on it, for example if anyone wants to buy something online they must search for an website on the internet through they can save time and effort and get the best service they can. Due to the necessity of it I thought of doing a project for my thesis is to make a website that can help people and save their valuable time

* + 1. Aim and Objectives

Through his website that I am creating I want to help people by saving their time and effort, my aim is to do make really as well. I used html to structure my website and CSS to design it but I barely used CSS which makes my website a little bit more responsive in way. After that of course I used PHP, and for the database I used MySQL and Apache and for the local host I used an application called Xampp. Xampp is really very helpful and fast in order to host a website. It really helps the server to test its website and clients via computer and laptops before releasing it to the main server. It is really a suitable environment to test and verify the working of projects based on Apache, MySQL database, and PHP through the system of the host itself. I have always wanted to serve to the people through the help og the technology so I decided that way. Hope I will be able to fulfill my wish through the steps I have taken. According to HubSpot, the leading authority in the website and digital marketing, approximately 72% of all new websites fail. Yes. You read simple looking website that has simple functions but works fantastically well and serves well to the users of the internet and mainly to my customers. So I made it this way so that people can easily access into my website and get their desired help and services.To make this website happen I used a ton of things such as for the coding part I used a text editor named Sublime text editor which is really very advance and quick. With the help of this text editor I coded really fast and sound and it shows the errors that are really very important and helpful that correctly. Nearly *three-quarters*of all websites fail. That means the majority of businesses never reap the benefits their website was intended to deliver. It happens often because of wrong website objectives. Today we are going to show you the right examples of website objectives you should have at the start. Finding the best website design for your requirements means picking your battles by learning how to priorities all that information It has been found that tourism websites are used extensively to get information about a tourist destination. Thus, they are powerful tools that can be used to build the destination image of a tourist destination. 7 Reasons You Should Learn Web Development. Maybe you have your reservations about starting a career in Or, maybe it’s a trade you haven’t thought about yet. Either way, we’ve gathered seven reasons why you should learn development to help you decide if web development should be your next career move. There Are Web Dev Jobs Available. Given that there will be approximately with only 400,000 qualified developers to fill them, those interested in acquiring in-demand skills can certainly benefit from having web development and coding in their resume. It’s safe to say there is, and will continue to be, high demand for web developers. You won’t have to worry about finding jobs for web developers any time soon.

### 1.1.2 Motivation

Tourist motivations are the factors to make people wishing to go travel. They want to have personal fulfilment (Colman, 1989). Crompton (cited in Van Harssel, 1994) discovered that most responders also thought that travel is like a rest and relaxation from routine. However, it did not represent changing their way of lives, people just continue to do the similar things but in a distinct surroundings and physical context. He also indicated that travel can provide for self-exploration, excitement or social interaction. They are the reasons why people travel around the world. Tourists would not learn all the things by their routines or from television and books. It is better for them to get experiences by themselves, because of unedited by anyone else. Afterwards travel can make a marked difference with routines, and it will provide exciting, uncommon or strange things to tourist. Furthermore, the high-tech world increases social lives. For example, people will go to the movies, shopping malls or concerts with friends and colleagues. Different gender, age, social class, retirement, unemployment, social relationships, characters and socialization can affect the decision-making of tourism (Argyle, 1996). Wahab (1975 cited in Burns, 1999) established several travel purposes, they include business tourism, health tourism, cultural tourism, sport tourism and recreational tourism. It can be easy to understand that what people generally travel for. The major reasons of travel are freedom and entertainment which can be defined as pleasure travel (Argyle, 1996). Tourists expect and believe that going on a vacation can partly or fully different needs and wants (Mill and Morrison, 2002). Ryan (1991 cited in Burns, 1999) stated some types of motivation and they are determinants of people who go travelling. Tourist motivations include escape, relaxation, strengthening family togetherness, wish and self-fulfillment, prestige, shopping, social interaction and sexual opportunity. In addition, tourists are also motivated to travel by other factors. For instant, television can attract people to travel in new destinations and experience different cultures (Van Harssel, 1994). Tourists hope to experience various cultures and meet new people over the world because of the curiosity. It is the primary motivation of all visitors (Hudman and Hawkins, 1989). Credit cards are getting common among the world, so it is convenient for tourists to travel around without cash or just with a little cash. Basically, they tend to pay for the accommodation and recreation by credit cards. Reasons why You Should Learn Web Development

Maybe you have your reservations about starting a career in web development. Or, maybe it’s a trade you haven’t thought about yet. Either way, we’ve gathered seven reasons why you should learn development to help you decide if web development should be your next career move. Given that there will be approximately 1.4 million computing jobs available in 2020, with only 400,000 qualified developers to fill them, those interested in acquiring in-demand skills can certainly benefit from having web development and coding in their resume. It’s safe to say there is, and will continue to be, high demand for web developers. You won’t have to worry about finding jobs for web developers any time soon.

## 1.2 Goals of the Project

No matter what its purpose, a tourism website is usually seeking to appeal to a broad audience and often has a wealth of information to share with that audience. Finding the best website design for your requirements means picking your battles by learning how to priorities all that information It has been found that tourism websites are used extensively to get information about a tourist destination. Thus, they are powerful tools that can be used to build the destination image of a tourist destination. 7 Reasons You Should Learn Web Development. Maybe you have your reservations about starting a career in web development Or, maybe it’s a trade you haven’t thought about yet. Either way, we’ve gathered seven reasons why you should learn development to help you decide if web development should be your next career move. Given that there will be approximately 1.4 million computing jobs available in 2020 with only 400,000 qualified developers to fill them, those interested in acquiring in-demand skills can certainly benefit from having web development and coding in their resume. It’s safe to say there is, and will continue to be, high demand for web developers. You won’t have to worry about finding jobs for web developers any time soon. There are thousands of websites containing different kinds of features and ideas that are helping people throughout the beginning of the internet world. We cannot think internet without websites because it is the only way people can get help from the web. As technology evolved we became more and more dependent on it, for example if anyone wants to buy something online they must search for an website on the internet through they can save time and effort and get the best service they can. Due to the necessity of it I thought of doing a project for my thesis is to make a website that can help people and save their valuable time. Now the question is what type of website it should be? Then I decided to make something which is very common and well stablished. So, I thought of creating a website based on Tourism management. People love to travel and whenever it comes to travelling they search for a reliable website that has many options and can do it in a comparatively lower cost. As I decided so I made it and now I am going to write a report based on my website. This website basically helps people to book a tour from anywhere in the world in just a blink of eye with the help of a single dynamic website which will help the people to know all about the places and tour details in a single website. My project involves management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourist to travel to particular destinations. According to U.S. News & World Report, certified professional web developers earn an average salary of $64,970 nation alary shouldn’t be the only factor when deciding whether or not to learn web development, but it should be taken into consideration. With the average household income in the United States being , average income for web developers looks pretty nice. If you’re serious about learning how to code, there are several options for web dev education. You can do a CS degree, teach yourself online, or do a boot camp. All are great options; it really depends on how quickly you want to get out into the workforce. The benefit of boot camp is that you can know how to code, and code well, in 13 weeks. 13 weeks! It’s an intense 13 weeks, but you will have people dedicated to your success in learning and finding a job throughout your boot camp experience. Before you know it, you’ll be in a career you’re finally excited about!

You Can Work From Anywhere

Have freedom to work whenever you want from whereverimagine that. All you need for web development is the internet and a laptop. Not all jobs are remote, but if that is your preference, there are remote jobs out there for you.

Tech is where to be right now. Because there is such a high demand for web developers and so little trained developers to fill those positions, tech companies are doing an excellent job at making work like very comfortable, if not enjoyable. If you choose to work for a tech company as a web developer, you’ll enjoy free food, ping pong, and rad coworkers.

### 1.2.1 Project Development

Deciding a career will always be a difficult decision, especially when you’re unsure of what the outcome will be after you’ve invested time and money into learning a new trade. Fortunately, the high demand, easy-to-learn, fun-to-experience life of a web developer is always a great choice for someone ready to have an exciting career in code. **Benefits of Learning Web Development Skills:** Web development is a creative method and skill to create functionality in the web pages by using programming languages. Programming languages are used to create applications, websites, services, products that run through the internet.

**While following web development and programming terms look the same such as**

* Web Pages – Websites
* Web Development – Website Development
* Web Apps – Web Application
* Mobile Application – Desktop Application
* Programmer – Developer
* Software Engineer – Software Developer
* Apps Developer – Web Developer
* Creator – Programmer – Designer
* Front End Developer – Backend Developer – Full Stack Developer
* Etc.

But still, there is a difference. That difference is about expertise, development area, and specific knowledge. If you’re creating apps then it’s ok to say, apps developer. But when you’re creating websites but you say apps developer then it’s a little complex. The role of a developer is to develop the soul in the design. Without design, there is no development. Every apps/web/software needs a design before its development starts.

One person can be a website designer, web developer, apps developer, software developer, software engineer even SEO and content writer. And he/she can be an expert in these all. But in companies and jobs, the person is treated as per the expertise. There is no one who knows everything. But there are some who know more than others. You can call them genius or problem solvers. Now it depends on the company, they hire problem solvers, innovators, geniuses or whatever. I will talk about this later, but right now let’s back to the benefits of learning web development skills.

Important Web Development Skills/Expertise/:

* HTML5
* CSS
* JavaScript, JQuery
* Web Design
* PHP
* GitHub
* Bootstrap
* Cloud Computing
* Responsive website design
* Etc.

So now I hope you understand what is web development. Now let’s start understanding, the benefits of learning web development.

### 1.2.2 Innovation

Innovation is an important part of human development. Innovation is important for individuals, organizations, and businesses. It’s important in health, education, construction, and environmental activities as well as in our daily life.

Let’s understand innovation in the example:

* The Internet is innovation after the computer.
* Listing Websites – is a new way to find a local small business or nearby solutions.
* Social Media Websites is a new way to connect and communicate with friends.
* Video Content Sites is a personalized entertainment method.
* Payment Wallets is a new way to receive and transfer money.
* Cloud storage is a new way to save, host, share data and information.
* Freelancing websites are new ways to get projects and jobs.
* A personal portfolio website is a new resume.
* Online Courses is a new way to learn and build skills.
* Online Degree programs are new ways to get certified.
* Online Shopping is a new way for the shopping experience.
* Etc.

You can say these are the innovation or copy of the offline process, management, systems. It’s helpful for those who want speed, accuracy, low cost, higher returns, and growth-oriented automation.

Technically, IT-related innovation is inspired by the definition of a computer.

If you think the internet is really helping your life and business then it’s because people invested there time and resources in the innovation 3-4 decades ago.

That’s why if you learn web development skills today it’s possible that you will create new solutions, new products, sources, services that are more human and environmentally friendly.

Learning gives you creativity and creativity makes your images larger and the process to convert imagination into reality is innovation. And the start can be from web development or programming.

**Web Development as a freelancer:**

If you want to work with different clients, on different projects, in different times, in different payouts and in different places or from home then you can select freelancing. You can do it full time or part-time. You can run it as a business. You can earn as much you want.

Your skill as a web developer will be used in a variety of website-related works such as:

* Development of the new website from design.
* Changes and editing in the functionality of the website or theme.
* Development of the website/apps from scratch.
* Fault finding in the website.
* Creation of new services, products that run through the internet.
* Connectivity between two or more sources from a single place and feedback.
* etc.

There are lots of works, jobs, projects, businesses related to web development. Learning Web Development skills after website design or basic computer education is the fastest way to get a good job with a higher pay scale.

After working for a few years in web development companies with some sort of good leadership skills you can start a web development agency. In which you can hire 2-3 people and work full time. 10-20 clients are enough in the first year of start to manage the cost.

The majority of web developers go for jobs, freelancing. But I mean from the startup that is not about providing web development services. It’s about innovation. You can read the first point again to understand it better. It’s now a business. It can be new banking services, hotel services, travel services, transportation, accounts and it can be for health, education, employment, environment, transportation etc. Something latest that disrupts the market and breaks the monopoly. For this, it’s important to have an idea, process, team, budget, marketing plan, and leadership skills. It can be started with 1 person. Web Development, apps development or programming jobs are more in demand for the last 10 years. And it will grow more due to cloud computing, cloud hosting, and the involvement of artificial intelligence. Every business needs a website. But now every business is trying to automate and manage its business from the apps. Not only that existed successful businesses are investing in the technologies and inventing new ways of working and living style. But who will do all these works? Obviously, web developers, apps developers, and programmers working and will work for the applications of the internet.

If you’re looking for jobs then After learning the basics of web development and programming you can specialize in any of the following such as :

* Android apps developer
* iOS Apps Developer
* Full Stack Web Developer
* Front End Web Developer
* Back End Web Developer
* etc.

But remember, don’t stop improving your skills. Today, if you’re doing web development, then you should plan to learn apps development in the future along with the job

All kind of companies needs skilled teams and technologies to succeed in the market. And for that, if you’re an expert in the latest technologies then your demands, salary always growing.

Any web developer can earn from 15000 to 100000+ monthly salaries. And after working for a few years in the company as a web developer you will have many options. After that you will have the experience, technical skills, leadership skills and you will be financially stable. In that time you can think to start your own innovative startup, own business or anything that will look best according to the situation.

Important things to remember are that if you work in a startup as a web developer you have more chances to grow your career and skills as per the growth of startups. the salary can be low in the startup but in the future, it can be 100% double as per the success. And you will get a job in a startup faster than in bigger companies. And once you have experienced it then you can apply for bigger companies with your own rates.

### 1.2.3 Methodology

The approach employed in designing the proposed system is the Rational Unified Process (RUP). The RUP methodology is based on the fact that the system represents an organized way of gathering business requirements and building the goal of the project. This was employed, because it is an object-oriented and web enabled program development methodology and also a framework for developing software systems. It also clearly outlines the different roles of the individuals involved in the project, such as the project manager, business analyst and developers. Some characteristics of Rational Unified Process include;

* Developing iteratively: This involves developing software in repeated cycles. With each cycle, additional features are designed and developed in the system until the system is fully functional and ready for deployment to the customer.
* Managing requirements: This involves explicit documentation of the user’s requirement and keeping track of changes with respect to the requirement. It also analyses the system and the impact those changes will make on the system before taking them into consideration.
* Using component-based architectures: This involves structuring the system architecture into components.
* Modelling software visually: Using graphical UML to present the software’s dynamic and static view
* Quality verification: It ensures that software meets the organizational quality standards
* Control over changes: it gives room for changes in the software to be managed efficiently using a change management system and configuration management procedures and tool

**Chapter Two Literature Review**

2.1 Database Management System

Database design consists of four main phases including definition of specifications, analytical architecture, logical design and physical design (Amran et al., 2019). Database Management Systems (DBMS) on the other hand are specifically developed computer management systems that communicate with users, other systems and create database application as a data store and data access tool includes a strong database system (Amran et al., 2019). It also lets designers create practical and realistic concept models (Btoush & Hammad, 2015). While Musa, Idowu & Zemba (2014) stated in addition to the basic functionality of the database system, the ability of the GIS database to store, view, download and display spatial data (i.e. maps) is the main elements that set it apart from other databases.

2.1.1 Tools and Research Progress

In order to create a dynamic website I used some tools such as the platforms I used were phpstrom, MySQL, Apache and bootstrap 4 for the html and CSS codes. Ahlstrom’s motive was server-side and the frame work was Laravel version 8.0 and for database I used MySQL and Apache server framework query version 7.4.9. In order to create a responsive website bootstrap 4 helped me a lot with its amazing services.

Table 2.1.1: Tools

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Platform** | **Language** | **Motive** | **Framework** | **Version** |
| Phpstorm | PHP | Server-side | Laravel | 8.0 |
| MySQL-  Apache | MySQL  Apache | Database  Database | Query | 7.4.9 |
| Boostrapportal | Html/CSS | Responsive web site | Bootstrap | 4 |

With the help of the above I was able to create a full responsive dynamic website with database attached and functioning. I have selected all the tools very carefully so that I don’t face any trouble during my project. First concern was the language so I did some research on the internet then I found out that PHP is the very reliable and comparatively easy language to follow and also we did a full course on PHP in our previous semester. So I picked up the language and started implementing that. At the very end I finally started coding on my project and started doing the job. With the help of the HTML I did the structural thing on my website and designed it with the help of CSS.

The reason I chose PHP is that it is independent and all the PHP related applications can run on any operating systems such as UNIX, Linux windows etc. applications can easily be loaded which are based on PHP and connected to database. It is mainly used for its fast rate of loading over slower internet connection. As the final submission date is ahead us so it is obvious that the project is not ready yet there are a little more work left though so far it is 90% done and database system is working properly with no errors so far. There are total six pages in my website including CSS page. Five of them are done with the coding and the testing of the program just one left which is the Contact.php page, hopefully it will be done in upcoming weeks. So far faced small amount of problems other than that I faced nothing much. Since I am working on this project almost a month ago but still I am facing challenges during the working time. It is now modern time so I cannot just do it anyways, I must put my 100% on it and as a result now I am one kind of satisfied with results of my work and effort. During the work days of my project I also had to look on the internet so that my device becomes totally unique and easy to use.

### 2.1.1 Style for Progress Report

The following stylistic advice can be applied to most progress reports you write:

* Include a working title and the words "Progress Report" at the top of the page.
* Use section headings in the report to simplify both the writing and reading process.
* Open the report with a "Scope and Purpose" section, where you give a condensed version of
* your future report’s introduction and objective.
* Always include a section entitled, for example, "Progress," which summarizes the work’s pace and progress and explains any snafus, dilemmas, or setbacks.
* Always include a section entitled, for example, "Remaining Work," which honestly assesses the work that must still be completed. Think right on the page in this section, posing questions, speculating meaningfully, exploring your options.
* Always include a section that projects the expected results. Commit to a schedule for obtaining those results if possible.
* If necessary, include a section in which you directly solicit advice from your teacher or advisor. Be forthright and professional about the nature of the advice you need.
* Keep your paragraphs short and focused—just a few paragraphs per section, typically.

Your tone can often be straightforward and familiar—therefore, as a rule, you can use "I" and "you" freely—but do not lapse into informality. Avoid being overly optimistic, pessimistic, apologetic, cocky, or self-deprecating.

### 2.1.2 Planning

The most important part of my project was its planning that how to do everything with perfection. I have selected all the tools very carefully so that I don’t face any trouble during my project. First concern was the language so I did some research on the internet then I found out that PHP is the very reliable and comparatively easy language to follow and also we did a full course on PHP in our previous semester. So I picked up the language and started implementing that. Though I needed a little bit help as I forgot some of the learnings regarding to PHP so I took help from my thesis tutor along with some internet sources. At the very end I finally started coding on my project and started doing the job. With the help of the HTML I did the structural thing on my website and designed it with the help of CSS. ust like any other business investment, websites are there to serve a purpose. From customer support to online marketing, e-commerce websites often fulfill a number of purposes at once. Although their main goal will be to maximize the sale of specific products or services online, that goal is likely to have several different dimensions.

Setting out your website’s objectives is key to planning your website. The easiest way to do this is to identify your **main goal first**. For example, if your intention is to boost your online sales, you will need to consider which pages you might need to ensure your website meets that core objective. From there, you can start to plan your website structure more easily further down the road. At the very end I finally started coding on my project and started doing the job. With the help of the HTML I did the structural thing on my website and designed it with the help of CSS. ust like any other business investment, websites are there to serve a purpose. From customer support to online marketing, e-commerce websites often fulfill a number of purposes at once. Although their main goal will be to maximize the sale of specific products or services online, that goal is likely to have several different dimensions. Setting out your website’s objectives is key to planning your website. The easiest way to do this is to identify your **main goal first**. For example, if your intention is to boost your online sales, you will need to consider which pages you might need to ensure your website meets that core objective. From there, you can start to plan your website structure more easily further down the road.

### 2.1.3 Research of evaluation of tourism destinations

Tourism Environmental Carrying Capacity Tourism environmental carrying capacity is also known as the tourism environmental bearing capacity, and the theory of tourism environmental carrying capacity is developed from capacity and environmental capacity. As we know, the foreign related research involved in this aspect at the earliest is that Malthus (1798) mentioned the first basic research framework of capacity in Principle of Population (Seidl, 1999), and the terms of “environmental capacity” was first advanced by Hurst, the Belgian mathematician and biologist, in 1838 (Yang, 1996), but tourism environment carrying capacity was presented for the first time by Lapage (1963) and aimed to describe the maximum capacity or carrying capacity (Wan, 2004). American scholar Wagar (1964) pointed out that the tourism environmental capacity was the tourism activity accounts that a tourism destination maintains the product quality in the long term (Wagar, 1964). Subsequent research pointed out that the tourist environmental carrying capacity was divided into the categories of biological and physical capacity, social and cultural capacity, mental capacity and management capacity (Lime, 1964). Judging from the relations between tourists, tourism resources and tourism destinations, they can be divided into material carrying capacity, ecological carrying capacity and the psychological carrying capacity (Pearce, 1989). And the more influential event was that under the study of tourism environmental carrying capacity in the 1980s, the professors of National Forestry Bureau put forward the life cycle assessment theory, and it was widely used in the environmental protection and management of tourist destinations of the United States, Australia, Canada and so on (David, 1985). Since the 1990s, many scholars have respectively carried out the further study of the definition of tourism environmental carrying capacity, establishing condition, monitoring and so on (Mathieson, 1980; Mieczkowski，1995; Saveriades, 2000; R. Lawson, 2003; Weng, 2007). Under the influence of foreign research on tourism environmental carrying capacity, Chinese scholars began to explore it in the 1980s. The initial research analysis was from the qualitative and quantitative perspective of tourism environmental capacity. For example, environmental capacity varied from the space environment of scenic spot (environmental capacity) to the space environment of scenic spot (Zhao, 1983), and tourism environmental carrying capacity should contain the natural environmental capacity in the physical and ecological sense and need to strengthen the studying of tourism environmental capacity theory and method from the aspects of regional tourism system like tourism object subsystem, the tourist media subsystem and tourism subject subsystem (Bao, 1987; Guo, 1990). Tourism environment carrying capacity included the carrying capacity of ecological environment, the resources space, psychological and economic aspects (Cui, 1995). Based on it, the research was to build the theory of tourism environment carrying capacity system and index system (Liu, 2000), and made clear that tourism environmental capacity of “limit” did not simply refer to the number of tourists limit, but referred to the limit of the.

## 2.2 Tourist Satisfaction

The study of tourist satisfaction originated in product quality and service quality research in manufacturing (Lian, 2004), since the late 1970s, foreign scholars have started the research about tourists satisfaction connotation, influence factors, measurement and so on. For instance, tourists satisfaction showed the “positive” feeling or perception on the basis of the “positive” effects through comparing the expectation of tourists with actual perception to tourist destination (Bread, 1980), and it was not only in the experience of the tourist destination, but the reflection of perceiving whether to be satisfied with how people being treated in tourism destinations (Um, 2006), also, there was other studies on using the SERVQUAL model to do the measurement of tourist satisfaction and service quality analysis (AKama, 2003), the effect analysis of satisfaction (Alegre, 2009) and intention of revisiting and the impact that satisfaction and dissatisfaction to revisit intentions (Alegrea, 2010), using the structural equation modeling to analyze the impact of the relations between destination image and the perceived value to the tourist satisfaction and tourist loyalty analyzing and comparing the tourist satisfaction among the tourism industry based on the tourist satisfaction index model and expectation-assuming framework (Agyeiwaah, 2016). In China, the tourist satisfaction research started relatively late, and the researchers have mainly focused on the extension of tourist satisfaction connotation, the measurement, the influence factors, tourist service quality and shopping satisfaction in recent years. For example, it indicated that tourism scenic tourist satisfaction was a kind of comprehensive psychological evaluation to meet the demand degree of the tourism activities in the aspects of tourism landscape, infrastructure, entertainment and hospitality services and so on (Dong, 2005), discussing the influence factors and evaluation system based on the gray system theory (Nan, 2008), establishing tourist satisfaction index evaluation model from the six impact modules of environmental perception, travel expectations, sightseeing expectations, tourist satisfaction, loyalty for tourists and visitors complaints (Wang, 2006), using structural equation to construct tourist satisfaction measurement model from the emotion and cognition (Luo, 2011), building the appraisal model of tourist satisfaction from the six aspects of eating, accommodation, transportation, traveling, shopping and entertainment with PC-FUZZY-IPA method (Liao, 2012), drawing on the core ideas and the structure of the US Customer Satisfaction Index model and the European Customer Satisfaction Index model and using the SPSS to analyze the influence factors of tourist satisfaction (Chen, 2014), and taking ordered-probit model to examine and analyze the hypothesis relationship between visitor’ s individual variables, scenic spot variables and tourist satisfaction (Lin, 2016). So the domestic and foreign researches mainly concentrated on the concept, connotation, influence factors, assessment system model, and great achievement has been realized, but the studies on advocating low carbon economy ideas and exploring the ways of low carbon development in scenic areas, especially on the satisfaction of tourists experiencing low carbon scenic areas are not in abundance and need to be further studied.

### 2.2.1 Bangladesh’s Research progress

The application of technology in the tourism and hospitality industry has both direct and indirect influences on tourist experience. Bangladesh accommodates varieties in its tourism and hospitality industry. The application of advanced technologies adds inimitable dimensions where tourists have become more technology-oriented in collecting information about the products and services they tend to use. A good number of research studies is conducted covering tourist experiences from technology application in the tourism and hospitality industry. However, there is still space to contribute to this very particular research area. This review chapter comprehensively focuses on tourist experiences generated from using innovative tourism and hospitality technologies in Bangladesh. This chapter explores that the number of technology relied tourists is on the rise. The tendency to develop tourist-friendly technology-based applications is dominant. This research identifies a sharp challenge in fulfilling the desired level of tourist experience. There is an uneven situation in terms of both availability and the use of innovative tourism and hospitality technologies. Also, there is a sharp gap between the expectation of tourists and the experiences they receive. This study suggests effective strategy formulation and implementation in the Bangladesh tourism and hospitality industry for better tourist experiences from innovative technology application. The contribution of the tourism industry is following a changing pattern in recent years owing to the availability of advanced technologies. The tourism industry was one of the first industries to use information and communication technologies (ICT) almost entirely for business functions. Since then, the development of tourism has been aided by ICT and its success relies heavily on technology. Arguably, ICT encourages this integration and allows tourism goods to be customized to meet the needs of specific individuals. Because of changes in tourist consumer behavior, the market is becoming more segmented, with each potential consumer belonging to several market segments at the same time. Tourist operators’ awareness of these developments and their preparations to respond, or better yet, be proactive are majorly questionable. ICT has brought with it a slew of new challenges and opportunities for business and tourism, and thus posing challenges to the industry and tourism operators, in general. This paper examines the ICT trends that have occurred in the tourism industry followed by the industry’s ICT developments and the responses of various players to the challenges that these developments bring in the context of Bangladesh. The study uses secondary data and includes expert opinion to get better insights. The tourism industry was one of the first industries to use information and communication technologies (ICT) almost entirely for business functions. Since then, the development of tourism has been aided by ICT and its success relies heavily on technology.

### 2.2.2 International research progress

1.5 billion International tourist arrivals were recorded in 2019, globally. A 4% increase on the previous year which is also forecast for 2020, confirming tourism as a leading and resilient economic sector, especially in view of current uncertainties. By the same token, this calls for such growth to be managed responsibly so as to best seize the opportunities tourism can generate for communities around the world.

According to the first comprehensive report on global tourism numbers and trends of the new decade, the latest UNWTO World Tourism Barometer, this represents the tenth consecutive year of growth.

All regions saw a rise in international arrivals in 2019. However, uncertainty surrounding Brexit, the collapse of Thomas Cook, geopolitical and social tensions and the global economic slowdown all contributed to a slower growth in 2019, when compared to the exceptional rates of 2017 and 2018. This slowdown affected mainly advanced economies and particularly Europe and Asia and the Pacific.

Looking ahead, growth of 3% to 4% is predicted for 2020, an outlook reflected in the latest UNWTO Confidence Index which shows a cautious optimism: 47% of participants believe tourism will perform better and 43% at the same level of 2019. Major sporting events, including the Tokyo Olympics, and cultural events such as Expo 2020 Dubai are expected to have a positive impact on the sector.

Responsible growth

Presenting the results, UNWTO Secretary-General Zurab Pololikashvili stressed that “in these times of uncertainty and volatility, tourism remains a reliable economic sector”. Against the backdrop of recently downgraded global economic perspectives, international trade tensions, social unrest and geopolitical uncertainty, “our sector keeps outpacing the world economy and calling upon us to not only grow but to grow better”, he added.

Given tourism’s position as a top export sector and creator of employment, UNWTO advocates the need for responsible growth. Tourism has, therefore, a place at the heart of global development policies, and the opportunity to gain further political recognition and make a real impact as the Decade of Action gets underway, leaving just ten years to fulfill the **2030 Agenda and its 17 Sustainable Development Goals.**

The **Middle East** has emerged as the fastest-growing region for international tourism arrivals in 2019, growing at almost double the global average (+8%). Growth in **Asia and the Pacific** slowed down but still showed above-average growth, with international arrivals up 5%.

**Europe** where growth was also slower than in previous years (+4%) continues to lead in terms of international arrivals numbers, welcoming 743 million international tourists last year (51% of the global market). The **Americas** (+2%) showed a mixed picture as many island destinations in the Caribbean consolidated their recovery after the 2017 hurricanes while arrivals fell in South America due partly to ongoing social and political turmoil. Limited data available for **Africa** (+4%) points to continued strong results in North Africa (+9%) while arrivals in Sub-Saharan Africa grew slower in 2019.

Tourism spending still strong

Against a backdrop of global economic slowdown, tourism spending continued to grow, most notably among the world’s top ten spenders. France reported the strongest increase in international tourism expenditure among the world’s top ten outbound markets (+11%), while the United States (+6%) led growth in absolute terms, aided by a strong dollar.

However, some large emerging markets such as Brazil and Saudi Arabia reported declines in tourism spending. China, the world’s top source market saw outbound trips increase by 14% in the first half of 2019, though expenditure fell 4%.

“The number of destinations earning US$1 billion or more from international tourism has almost doubled since 1998,” adds Mr. Pololikashvili. “The challenge we face is to make sure the benefits are shared as widely as possible and that nobody is left behind. In 2020, UNWTO celebrates the **Year of Tourism and Rural Development**, and we hope to see our sector lead positive change in rural communities, creating jobs and opportunities, driving economic growth and preserving culture.”

This latest evidence of the strength and resilience of the tourism sector comes as the **UN celebrates its**