Destination and Culture

Name

Affiliation

Date

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**Article:** Impact of Culture on Tourist Decision‐Making Styles.

**Synopsis:**

The research article described in detail that the decision making styles of the tourists are impacted by the culture. The researchers conducted a survey which included almost four hundred tourists, who were visiting Lisbon. The research revealed the culture, brand and price in terms of shopping and services impacted the decision making of the tourists (Correia, Kozak, & Ferradeira, 2011).

**Lesson for my Management Career:**

The article provides the lesson for my management career that the unique elements of certain culture can be utilized to attract the tourists, as well as provide them with quality service and experience. Moreover, special attention should be paid to the brand service, in order to provide an unforgettable experience to the visitors.

**Article:** Seasonality and the Lifestyle “Conundrum”: an Analysis of Lifestyle Entrepreneurship in Wine Tourism Regions.

**Synopsis:**

The research article provided insight about the seasonality issues of tourism as well as winery business. The entrepreneurs of the modern world have become very innovative and did not hesitate from risk-taking. However, in the case of wine tourism, it is being affected by the seasonal as well as regional changes, which causes a strain to the business (Dawson, Fountain, & Cohen, 2011).

**Lesson for my Management Career:**

The research article provided a lesson for my management career that the managers should keep in view the off seasonal impacts on the business ventures, and come up with the strategies to run the business efficiently. They should make special efforts to keep the customers involved in the service, as well as employees engaged in their work.

**Article:** Chinese Youth Tourists Views on Local Culture.

**Synopsis:**

The research article discussed the details about the changing preferences of modern tourists, especially in the Chinese community. The article provided the details that tourists of present era prefer to visit the cultural, as well as less urban, but naturally beautiful sites, instead of visiting the urban areas, which can cause a loss to the business in urban areas (Du Cros, & Jingya, 2013).

**Lesson for my Management Career:**

The research article provided the lesson that the business strategies should be developed according to the trends of the consumer. On the other hand, it is also not always good to follow the existing examples, and the managers should come up with the plans to attract the customers while providing them with reliable services.

**Article:** Tourism Seasonality: A Complementary Approach.

**Synopsis:**

The research article compared the nights spent by the tourist, as well as their expenses, during their tourism trip in Italy. The findings of the research article highlighted that although the number of nights spent by the tourist was not significantly less, the expenditures depicted decrease in their number over the course of years (Giusti, Grassini, & Viviani, 2013).

**Lesson for my Management Career:**

The research article provided the lesson for my management career that the managers should focus on the quality of the service provided to their customers. Although dealing with the statistics of the business are included in their responsibilities, they should try to improve the experience of the customers, which would eventually earn them more business.

**Article:** The Challenges of Marketing Tourism Destinations in the Central African Sub Region: the Cameroon Example.

**Synopsis:**

The research article highlighted that the marketing strategies of tourism greatly impact the business. In the case of Cameron, the marketing department has faced some challenges to attract more tourists (Kimbu, 2011).

**Lesson for my Management Career:**

The research article provided the lesson for my management career that proper marketing is quite necessary for the business of tourism. It can be based on brandings, offering discounts, as well as arranging the corporate events at the business sites, in order to attract more tourists.

**Article:** The Collective Effect of National Culture and Tourist Culture on Tourist Behavior.

**Synopsis:**

The article provided the insight that most of the times, the contradictory tourist and local culture creates misunderstandings and becomes the source of bad experience of the tourists (Seongseop Kim, & McKercher, 2011).

**Lesson for my Management Career:**

The research article provided the lesson for my management career that the employees should be aware of the cultural affiliation of the customers and try to deal with them with courtesy. They should try to greet as well as help out the customers according to their culture, in order to make them feel valued and respected.

References

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