


Chapter 8

Leadership Challenges and Opportunities for Excellence in Tourism

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ABSTRACT

This chapter deals with the changes of roles of leaders in managing these multifaceted issues and highlights principal trends and prospects for tourism development. The chapter discusses the emerging trend in virtual tourism in which leaders employ augmented reality to woo and maintain tourist in the post COVID-19 era. In this the ways to lead organizational members when diversity that is characteristic of most modern workplaces is considered, creating organizational culture that reflects inclusiveness, equality, and respect when addressing a multicultural clientele within the tourism industry at every organizational level. Its explores how and why those challenges and opportunities present the tourism leaders today necessitating appropriate consideration. In fact, the awareness of resilience, technology, sustainability and equality into the leadership practices of tourism organizations means that the industry is not only capable of overcoming the present threats and issues but also developing long-term competitive assets in an increasingly competitive global environment.

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1. INTRODUCTION

The travelling business, an important element of the economic and intercultural interaction has undergone significant changes during the course of the recent decades. Tourism is a vast and complex industry, comprising of accommodation and travel services, cultural, historical, nature and adventure tourism. According to the UNWTO, there were 1.5b international tourists in 2019 contributing immensely to world GDP with tourism being most prominent in emerging and developing countries. Nevertheless, millions of people, big companies, and growing organizations face these sophistications due to growth, and how well growth can be handled depends on leadership prowess.

Travel is an intrinsically people oriented industry where the key to success lies in the quality of impacts created for the visitors. In contrast to product manufacturing, or the technology field, where it is often easy to develop impressive technological solutions, tourism is fundamentally rooted in emotion, handshake, and perception – all of which require strong and efficient leadership to build and enhance organizational performance. Tourism employees' leaders need to control not only the organizational processes but also motivate and create conditions for innovation and adaptability in services delivery while responding to such environmental conditions as fluctuating market demands and crises including the recent pandemic. Hence a strong leadership which provides supervision of tourism enterprises is very crucial in helping the enterprises not only to survive but also to grow in the very competitive global environment.

1.1 The Role of Leadership in Tourism

This paper will demonstrate that, in the tourism context, leadership is broader than the traditional meanings of directing subordinates and overseeing organizational practices. It goes further than ensuring a proper strategic fit between an organization's goals and its capacity for execution while building an innovative, customer-oriented, and sustainable culture. From the experiences and cases discussed above it is evident that the leaders in the tourism sector must be strategic in the sense that they should be able to foresee future trends in the marketplace while at the same time harness the dynamics of the constantly changing market environment that is the operating conditions of a dynamic tourism service business. In the organizational management of tourism, the leaders oversee the relationships between organizational members, and with outside agencies, other organizations, communities, suppliers, governments, and consumers. These relationships are important in the effective creation of value to the supply chain and in increasing the chances of offering a

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