YEAR 13 TOURISM& HOSPITALITY

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| **TOURISM AND HOSPITALITY** |
| Strand 1: An introduction to the Tourism and Hospitality Industry | Sub Strand 1.1: Features of Tourism and Hospitality |
| Lesson 1 |

The learning outcomes targeted in this activity are outlined below:

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| SLO# | Specific Learning Outcomes | Skill Level | SLO Code | Achieved |
| 1 | Define tourism | 1 | Toh1.1.1.1 |  |
| 2 | Define hospitality | 1 | Toh1.1.1.2 |  |
| 3 | Identify features of tourism and hospitality | 1 | Toh 1.1.1.3 |  |
| 4 | Give an example of a tourism concept | 1 | Toh 1.1.1.4 |  |
| 5 | Define guest | 1 | Toh1.1.1.5 |  |
| 6 | Define tourism product | 1 | Toh1.1.1.6 |  |
| 7 | Define inbound tourism | 1 | Toh1.1.1.7 |  |
| 8 | Define outbound tourism | 1 | Toh1.1.1.8 |  |
| 9 | Define generating region | 1 | Toh1.1.1.9 |  |
| 10 | Define destination region | 1 | Toh1.1.1.10 |  |
| 11 | Define excursionist | 1 | Toh1.1.1.11 |  |
| 12 | Define leisure | 1 | Toh1.1.1.12 |  |
| 13 | Give examples of terms used in tourism and hospitality industry. | 1 | Toh 1.1.1.13 |  |
| 14 | Give examples of natural attractions | 1 | Toh 1.1.1.14 |  |
| 15 | Give examples of tourism products | 1 | Toh 1.1.1.15 |  |
| 16 | Give an example of a tourist generating region or country | 1 | Toh 1.1.1.16 |  |
| 17 | Give an example of a cruise destination in the South Pacific | 1 | Toh 1.1.1.17 |  |
| 18 | Define international tourist | 1 | Toh1.1.1.18 |  |
| 19 | Define domestic tourist | 1 | Toh1.1.1.19 |  |
| 20 | List the features of tourism and hospitality | 1 | Toh 1.1.1.20 |  |
| 21 | Describe the features of tourism and hospitality industry. | 2 | Toh 1.1.2.1 |  |
| 25 | Define tourism receipts | 1 | Toh 1.1.1.22 |  |
| 26 | Define tourist arrivals | 1 | Toh 1.1.1.23 |  |
| 27 | List the United Nations World Tourism Organisation’s five tourism regions in the world | 2 | Toh 1.1.2.2 |  |
| 28 | Describe ‘tourist arrival’ features in countries and regions around the world | 2 | Toh 1.1.2.3 |  |
| 29 | Describe tourism receipts features in countries and regions around the world | 2 | Toh 1.1.2.4 |  |
| 30 | Describe ‘consumer travel trends’ in countries or regions around the world | 2 | Toh 1.1.2.5 |  |
| 31 | Describe the main purpose of travel for international visitors | 2 | Toh 1.1.2.6 |  |
| 33 | Explain trends in tourist arrivals for countries or regions around the world. | 3 | Toh 1.1.3.2 |  |
| 34 | Explain trends in tourism receipts for countries and regions around the world | 3 | Toh 1.1.3.3 |  |
| 35 | Evaluate tourism trends in countries and regions around the world | 4 | Toh 1.1.4.2 |  |
| 36 | Discuss the importance of meeting the needs of travelers and providing quality products and services | 4 | Toh 1.1.4.3 |  |

**Learning Objectives**

Upon completion of this sub-strand, students should be able to:

* Demonstrate an understanding of the features of tourism and hospitality

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* Demonstrate an understanding of the features of tourism and hospitality

**Key Terms**

This is a list of important terms that you will come across in this section.

|  |  |
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| **Term** | **Explanation** |
| **Tourism** | Tourism involves the movement of people to, and their stay in, various destinations for more than 24 hours, and the products and services that they use when they are there. |
| **Hospitality** | The reception and entertainment of guests, visitors or strangers with liberality and goodwill. Hospitality includes both hotels and restaurants |
| **Guest** | Customers in a hotel, restaurant or bar or service activity. |
| **Tourism product** | The goods or services provided by the tourism and hospitality industry based on rooms, food and drinks ,activities ,tours etc |
| **Tourism receipts** | These are receipts earned by a destination from inbound tourism and they include: payment to national carriers for international transport, payment made for goods and services received in the destination. |
| **International tourist arrivals** | The number of travelers categorized as tourists who cross international boarders |
| **Inbound tourism** | This is tourism that involves travellers and tourists coming into a country, eg tourists arriving in Vanuatu. |
| **Outbound tourism** | This involves tourists moving out of their usual place of residence, e.g. Tongans going on holiday to Australia. |
| **Generating region** | The tourist’s region of residence, the area or country from which the tourist travels |
| **Destination region** | the area/region/country tourists are traveling to, and where they will spend their time while on holiday |
| **Excursionist** | A visitor who spends less than a day at the place they travel to. Sometimes called a day tripper. |
| **Leisure** | The major sector of the tourism industry involved in the provisions of things for tourists to do, see and learn. It can also relate to time away from work and other obligations when people can relax and/or decide what they want to do |
| **International tourist** | A visitor who travels to a country outside his normal place of residence for between one night and one year. |
| **Domestic tourist** | A visitor who travels in his country of residence for between one night and one year. |

**Overview**

This topic examines different definitions of tourism and tourists, differentiates between domestic and international tourists, tourist generating and destination regions. It also identifies key characteristics of each group.

The term tourism is often used interchangeably with leisure travel. Tourism is normally considered to involve:

* A system that involves tourists’ need to travel and the products and services destinations and other industries offer to satisfy their needs.
* The movement of people, and
* A economic sector that can provide employment and improve livelihood

International tourism is tourism cross national borders. Domestic tourism is tourism that involves local residents traveling within their country.

In order to decide whether travelers are tourists, and what type of tourists they are; you need specific information about why they are traveling, how far they are traveling from home and how long they are away for. You should be able to categories travelers once you have these information.

Remember, tourists not only include holiday travelers but also visitors to a place for meetings, business, sports or religious gatherings.

**Activity1**

1. Conceptualizing features of the tourism and hospitality industry. (Skill level 1/SLO codes : Toh1.1.1.10, Toh1.1.1.1, Toh1.1.1.2, Toh1.1.1.5, Toh1.1.1.6, Toh1.1.1.7, Toh1.1.1.8, Toh1.1.1.9,
2. Think about what the word *tourism* means to you.

A mind map is a diagram used to visually organize information. A mind map is hierarchical and shows relationships among pieces of the whole.

Create a *mind-map* with the word *tourism* at the center of the page. Draw lines radiating from this central point. Add and defineterms that you believe have some connection or relevance to tourism.

1. Describe features of the tourism and hospitality industry.(Skill level 2/SLO Toh 1.1.2.1)
2. Give examples of terms used in your mind-map. [Skill level 1/SLO Toh 1.1.1.13]
3. Conduct some basic research using the internet and list three:
	1. Natural attractions in Australia [Skill level 1/SLO Toh1.1.1.14]
	2. Tourism products in your country [Skill level 1/SLO Toh1.1.1.15]
	3. Tourist generating regions [Skill level 1/SLO Toh 1.1.1.16]
	4. Tourist generating countries [Skill level 1/SLO Toh 1.1.1.16]
	5. Cruise destinations in the South Pacific [Skill level 1/SLO Toh 1.1.1.17]

Try to add to your mind map as much as you can that will help to illustrate your understanding of the nature of the tourism and hospitality industry.

**2** Understanding International Tourism.

Use information from the International Tourism highlights 2019 document [see link below] to answer the following questions.

1. Define international tourist. [Skill level 1/SLO Toh 1.1.1.18]
2. Give an example of world class attraction in Europe [Skill level 1/SLO Toh1.1.1.4]
3. List the five UNWTO regions in the world [Skill level 2; SLO Toh 1.1.2.2].
4. Describe a feature in terms of international tourism receipts for Europe in 2018? [Skill level 2; SLO Toh1.1.2.4]
5. Describe the main purpose of travel for international visitors in 2018? [Skill level 2; SLO Toh 1.1.2.4]
6. Describe consumer travel trends for Chinese travelers between 2017 and 2018 [Skill level2/SLO Toh1.1.2.5]
7. Describe a feature experienced in the Asia Pacific region in terms of tourist arrivals. [Skill level 2/SLO Toh1.1.2.3]
8. Explain why France has been the most popular tourist destination for the last 10 years? [Skill level 3; SLO Toh 1.1.3.2]
9. ‘Europe still remains the world’s largest source region for outbound tourism, generating almost half of the world’s international arrivals’. Explain the trend in tourist movement for Europe. [Skill level 3/Toh 1.1.3.2]
10. Around 10% of China’s 1.4 billion inhabitants travel internationally. Explain why destinations should target Chinese travelers. [Skill level 1; SLO Toh 1.1.3.2]
11. ‘Europe represents almost 40% of international tourism receipts’. Explain this statement. [Skill level 3/SLO Toh 1.1.4.2]
12. Destinations should understand that tourism is about temporary visit to places by tourists to enjoy their vacation. Discuss the importance of meeting the needs of travelers and providing quality products and services. [Skill level 4; SLO Toh 1.1.4.3]
13. Comment on the visitor trendscurrently experienced in China and evaluate how epidemics such as corona virus can affect global tourism. [Skill level 4/SLO Toh 1.1.4.2]

 Source: <https://www.e-unwto.org/doi/pdf/10.18111/97892844211>

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| **TOURISM AND HOSPITALITY** |
| Strand 1: An introduction to the Tourism and Hospitality Industry | Sub Strand 1.2: One Industry Concept |
| Lesson 1 |

**Learning Objectives**

Upon completion of this lesson, students should be able to:

* Demonstrate an understanding of the features and importance of the One Industry concept

The learning outcomes targeted in the following activities are outlined below:

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| --- | --- | --- | --- | --- |
| **SLO** | **Specific Learning Outcomes (SLO)** | **Skill level** | **SLO code** | **Achieved** |
| 1 | Define the ONE INDUSTRY concept | 1 | Toh1.2.1.1 |  |
| 2 | Describe the features of a ONE INDUSTRY concept | 2 | Toh1.2.2.1 |  |
| 3 | Explain the importance of the ONE INDUSTRY concept | 3 | Toh1.2.3.1 |  |
| 4 | Explain how a tourist evaluation of a holiday experience exemplifies the ONE INDUSTRY concept  | 3 | Toh1.2.3.2 |  |
| 5 | Explain the implication of the one industry concept on everyone involved with tourism and hospitality | 3 | Toh1.2.3.3 |  |
| 6 | Discuss the implications of the one industry concept on everyone involved with tourism and hospitality | 4 | Toh1.2.4.1 |  |

**Key Terms**

This is a list of important terms that you will come across in this section.

|  |  |
| --- | --- |
| Term | Explanation |
| One Industry concept | The idea that the total tourist experience is made up of many components but is seen as a whole. Tourists talk of a ‘great holiday’ rather than discussing each small component that went to make up the whole. One good or bad situation affects the whole tourist experience. |

**Overview**

This sub-strand discusses the One Industry Concept.

The tourism and hospitality industry is made up of a number of different organisations. It is therefore important to understand the different types of organisations, their purpose, and how they each contribute to the tourism and hospitality industry; for example in creating a memorable experience for tourists.

Many organisations are involved with the tourism and hospitality industry and they include; tour operators, travel agents, transport, accommodation providers, trade associations, food and beverage and tourism promotions to name a few.

*Tour operators*. Many holidays are organized and provided through tour operators. These tour operators have contracts with travel and tourism organisations, such as hotels, airlines, and ground transport operators. They buy hotel rooms and airline seats in bulk at discounted prices and then assemble them in special packages which are then sold to customers either through travel agents, or directly by the tour operators themselves.

Some of the larger tour operators provide their own holiday components. For example, Thomas Cook, TUI UK and Jet 2 operate their own airlines. Thomas Cook and TUI also run their own hotels and resort across the world.

Some tour operators provide a broad range of package holidays and travel options for large number of customers. Other tour operators provide more specialized products designed to appeal to a smaller but more specific markets.

**Activity 1**.

Students should bring to class at least one holiday brochure. Working in small groups, use copies of di­fferent holiday brochures to explore whatgoes into the di­fferent types of package holiday organised by a tour operator. [Skill level 2/SLO Toh 1.2.2.1]

Now, complete the following tasks.

11. Give the definition for ‘One Industry Concept’. [Skill level 1/SLO Toh 1.2.1.1]

2. Describe the role of a typical tour operator. [Skill level 2/SLO 1.2.2.1]

3. Explain the importance of tour operatorsin the development of tourism in your country [Skill level 3/SLO Toh 1.2.3.3].

***Travel agents*:** When arranging for a holiday, chances are that people will use the services of a travel agent at some point. Travel agents give expert advice and guidance to customers looking to travel either on a holiday or on a business trip. Specific roles of travel agents include: booking holidays, booking package holidays, arranging and booking excursions, booking ancillary services such as car hire, and travel insurance, provide foreign currency exchange services.

As more and more customers now book their own holidays online, there has been a reduction in the number of travel agencies. However, not everyone wants or is able to book online. Travel agents are able to provide timely advice and knowledge that many customers need when faced with too many different options online. As travel agents are often part of large chains, tour operators and partnerships, many good value holidays can be found through travel agents rather than going online.

**Activity 2**

1. Working in a small group, explainthe role of travel agents and its importance to travelers. [Skill level 3/SLO 1.2.3.1]
2. Give two reasons why a customer might use the services of a retail travel agent. [Skill level 2/SLO Toh 1.2.2.1]
3. Explain to your friend how a tourist’s evaluation of a holiday experience exemplifies the One Industry concept [Skill level 3/SLO Toh 1.2.3.2]

***Accommodation providers:*** Tourists and travelers all need somewhere to stay when on holiday. Each accommodation provider offers different accommodation options, services and facilities. There are different types of accommodation providers, from small guest houses to large hotels. Many large hotels also include conference and events facilities.

Different types of accommodation include: hotels, Bed and breakfast/guest houses, Camping and caravans, hostels, villas and apartments.

**Activity 3.**

1. Working in small groups, explain the different facilities and services that might be available at the following accommodation providers.[Skill level 3/SLO Toh 1.2.3.1]
2. 5 – star hotel
3. Self-catering apartment
4. Small guest house
5. Campsite
6. Research one local accommodation provider and make a presentation by discussing all the differproducts, facilities and services the business provides. [Skill level 4/SLO 1.2.4.1]

## Tourist Attractions:

## Tourist attractions are a significant part of the travel and tourism sector. They attract visitors for a range of di­fferent purposes, such as recreation, entertainment and education. Some attractions are educational and provide visitors with information and exhibits to help them learn something new. Attractions are often grouped into two main types, natural and built.

## Natural attractions are attractions not built by man but are natural features of the landscape and environment. Examples of natural attractions include: lakes, forests, mountains, caves and beaches.

## Built attractions are things built by man. Many tourists visit built attractions to have fun and be entertained. Some of these attractions are purpose-built, for example theme parks. Examples of built attractions alsoinclude: art galleries, zoos, Opera house, and Eiffel tower.

## Activity 4. Designing a promotional leaflet.

## Choose one tourist attraction in your country or in the South Pacific region and carry out some research on the facilities, services and products it provides. Think about the main purpose of theattraction, and what type of visitors itattracts. Now design a promotional leaflet [brochure] to highlight what you have found and to attract new visitors. [Skill level 4/SLO Toh 1.2.4.1]

***Understanding and managing tourism supply in the destination***

What is supply? It can be described as the provision of goods and services required to meet tourism demand.

To be able to understand how the tourism industry is organised, an understanding of the tourism supply issues is critical.

'Tourism supply is a complex phenemenon because of both the nature of the product and the process of delivery. Principally, it cannot be stored (i.e. it is a perishable product); it is intangible in that it cannot be examined prior to purchase; it is necessary to travel to consume it. Heavy reliance is placed on both natural and human-made resources and a number of components are required, which may be separately of jointly purchased and which are consumed in sequence. It is a composite product involving transport, accommodation, catering, natural resources, entertainment, and other facilities and services, such as shops and banks, travel agents and tour operators.'

**Factors which influence supply are:**

a) demand - an action taken to satisfy needs

b) product or service which is offered (supplied) must equate with what is wanted (demand)

Ideally, a tourism product will be one which can be sold because it is in demand but in reality there are restrictions.

The tourism industry, can be best described as a set of all business activities that serves the needs of tourists while on vacation or holiday. Tourists access and buy products and services like accommodation, attractions, activities, restaurants. They also access services from sectors supporting tourism, such as the air travel industry; travel agents, domestic and international tourism flight operators. Therefore the tourism industry can be described as a combinationof sectors and is itself part of other industry groupings.

**Activity5** –

 Short essay. [Skill level 1, 2 & 4/SLO Toh 1.2.1.1; Toh 1.2.2.1 and Toh 1.2.4.1]

Consider a hypothetical situation. Your government recently re-shuffled its cabinet and made new appointments including a new minister for Tourism. The new minister has very little knowledge about the tourism industry.

You are the Director of Tourism for your country and you have been tasked to brief the new Minister about the significance of the tourism industry and the importance of the key sectors that make up the industry. Write a two-page report highlighting what you will be saying to the new Minister for Tourism. In your two-page summary, define the one industry concept, describe the features of the key sectors and discuss why it’s important for these sectors to work together and support each other.

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| **TOURISM AND HOSPITALITY** |
| Strand 1: An introduction to the Tourism and Hospitality Industry | Sub Strand 1.3: Five sectors of the Tourism and Hospitality Industry |
| Lesson 1 |

The learning outcomes targeted in this activity are outlined below:

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| --- | --- | --- | --- | --- |
| SLO# | Specific Learning Outcomes | Skill Level | SLO Code | Achieved |
| 1 | Name a sector of the tourism and hospitality industry | 1 | Toh 1.3.1.1 |  |
| 2 | List the five sectors of the tourism and hospitality industry | 2 | Toh1.3.2.1 |  |
| 3 | Give example within a given situation or scenario | 1 | Toh 1.3.1.2 |  |
| 4 | Give an example of the accommodation/transport/leisure/catering/retail sector. | 1 | Toh 1.3.1.3 |  |
| 5 | State the purpose of the accommodation sector | 1 | Toh 1.3.1.4 |  |
| 10 | State the purpose of the transport sector | 1 | Toh 1.3.1.5 |  |
| 15 | State the purpose of the leisure sector | 1 | Toh 1.3.1.6 |  |
| 20 | State the purpose of the catering sector | 1 | Toh 1.3.1.7 |  |
| 25 | State the purpose of the retail sector | 1 | Toh 1.3.1.8 |  |
| 6 | List the job opportunities available in the accommodation sector | 2 | Toh 1.3.2.2 |  |
| 11 | List the job opportunities available in the transport sector | 2 | Toh 1.3.2.4 |  |
| 16 | List the job opportunities available in the leisure sector | 2 | Toh 1.3.2.6 |  |
| 21 | List the job opportunities available in the catering sector | 2 | Toh 1.3.2.8 |  |
| 26 | List the job opportunities available in the retail sector | 2 | Toh 1.3.2.10 |  |
| 7 | Describe the job opportunities available in the accommodation sector | 2 | Toh 1.3.2.3 |  |
| 12 | Describe the job opportunities available in the transport sector | 2 | Toh 1.3.2.5 |  |
| 17 | Describe the job opportunities available in the leisure sector | 2 | Toh 1.3.2.7 |  |
| 22 | Describe the job opportunities available in the catering sector | 2 | Toh 1.3.2.9 |  |
| 27 | Describe the job opportunities available in the retail sector | 2 | Toh 1.3.2.11 |  |
| 8 | Explain the impact of the accommodation sectoron the tourism and hospitality industry. | 3 | Toh .1.3.3.1 |  |
| 13 | Explain the impact of the transport sectoron the tourism and hospitality industry. | 3 | Toh 1.3.3.3 |  |
| 18 | Explain the impact of the leisure on the tourism and hospitality industry | 3 | Toh 1.3.3.5 |  |
| 23 | Explain the impact of the catering sector on the tourism and hospitality industry | 3 | Toh 1.3.3.7 |  |
| 28 | Explain the impact of the retail sector on the tourism and hospitality industry | 3 | Toh 1.3.3.9 |  |
| 9 | Explain how the accommodation sector fulfil their role in the tourism and hospitality industry. | 3 | Toh 1.3.3.2 |  |
| 14 | Explain how the transport sector fulfil their role in the tourism and hospitality industry. | 3 | Toh 1.3.3.4 |  |
| 19 | Explain how the leisure sector fulfil their role in the tourism and hospitality industry. | 3 | Toh 1.3.3.6 |  |
| 24 | Explain how the catering sector fulfil their role in the tourism and hospitality industry. | 3 | Toh 1.3.3.8 |  |
| 29 | Explain how the retail sector fulfil their role in the tourism and hospitality industry. | 3 | Toh 1.3.3.10 |  |
| 30 | Explain how the five sectors work together to make the tourism and hospitality successful | 3 | Toh 1.3.3.11 |  |
| 31 | Discuss how the five sectors relate to each other and work together to make the tourism and hospitality industry the success that it is, using specific examples | 4 | Toh 1.3.4.1 |  |

**Learning Objectives**

Upon completion of this lesson, students should be able to:

* Demonstrate an understanding of the importance of the five sectors of the tourism and hospitality industry and the relationship between these sectors for the success of the industry.
* Give examples of jobs relating to and/or affected by the different sectors of the H & T industry.
* Discuss why the five sectors need each other for the success of the tourism and hospitality industry.

**Key Terms**

This is a list of important terms that you will come across in this section.

|  |  |
| --- | --- |
| Term | Explanation |
| Accommodation | the major sector of the tourism industry involved in the provision of somewhere for tourists to stay e.g. hotels, resorts, motels, homestays, bed and breakfasts |
| Catering | the sector of the tourism industry involved in the provision of food, beverages, production and sales |
| Leisure | the major sector of the tourism industry involved in the provisions of things for tourists to do, see and learn. It can also relate to time away from work and other obligations when people can relax and/or decide what they want to do. |
| Retail | the sector of the tourism industry involved in the business of converting goods into products with a margin profit eg.food production, and the selling of the tourism product eg by travel agencies, tour desks, souvenir shops. |
| Transport | the major sector of the tourism industry involved in the movement of people and products from place to place by a variety of methods ie land, sea and air. |
| Hotel | Part of the accommodation sector. Major departments in a hotel are:- Front Office & Reception: the first department of a hotel operation that takes bookings or sells rooms, registers guests, install guests to rooms and keeps a record for all sales transactions incurred by a guest- Housekeeping: works closely with the front office on room cleaning, laundry, etc.- Restaurant/Dining room: the area that provides all meals for a guest –selling of breakfast, lunch and dinner- Bar & Lounge: provides for guest enjoyment of drinks and companionship- Kitchen: produces food for the guest |

**Overview**

This section discusses the five major sectors of the tourism and hospitality industry. These sectors are: accommodation, transport, leisure, catering and retail.

**Transportation Sector**

The transportation sector is vital to the success of the tourism and hospitality industry. It facilitates the movement of people from one place to another. For tourists, it enables them to move from their place of residence to the destination and back. In simple terms, if we can’t move people from place to place — whether by air, sea, or land — tourism cannot happen.

The increase in the number of people travelling and engaging in leisure activities are directly linked to improved methods of transportation.

There are various modes of transport that a tourist can use while travelling. These include air, sea and land transport.

Transportation is an integral part of the tourism and hospitality industry; transportation links tourists with various tourist destinations and attractions. There is a general agreement that tourism expands more when there are better transportation systems.

The development of transportation, transportation vehicles, infrastructure and using new technologies in this sector speed up the development of tourism. This has enabled tourists to reach many destinations in the world.

**Accommodation Sector**

Accommodation is another key sector in the tourism and hospitality industry. Travellers and tourists need lodging for rest, while they are on holiday. Accommodation types vary from low budget lodges/hotels to luxury hotels are available at major tourist destinations to provide tourists a home away from home. These are establishments that provide a place for tourists to stay i.e. lodging facilities which are paid for the duration of the stay by the tourist. Travel agents and tour operators generally include one of the following types of accommodation in the itinerary. Different types of accommodation are available, and they include:

Hotels - provide accommodation and meals but also offer a variety of other services as per the needs of the tourist/guest,

Motels - A motel is a hotel designed for motorists and usually has a parking area for motor vehicles. An outdoor pool is sometimes available.

Resorts – these are lodging places exclusively for tourists. Usually, beach-based with a nearby golf course.

Budget hotels – these are low budget that caters for low budget customers. These lodging places may be without a restaurant and a bar.

Guesthouse – inexpensive lodging places.  They can also be private homes which have been converted for the exclusive use of lodging.

Apartment - An apartment is a lodging place (also residential hotel, or extended-stay hotel) where guests can stay on an extended period [from three months to three years]

Generally, accommodation does not attract tourist on its right, instead they provide support services that are the core element of the tourism industry. Accommodation as a tourism product has to reflect the vital components of any business product. For sustainability, a product has to be well-positioned or located.

**Leisure Sector**

Leisure can be defined as one’s free time. Free time is time spent away from doing the essentials, business, work, domestic chores, and education, as well as the necessary activities such as eating and sleeping. Certainly, most people's leisure activities are not a completely free choice and may be constrained by social pressures, e.g. people may be coerced into spending time gardening by the need to keep up with the standard of neighbouring gardens or go to a party because of social pressures.

Leisure activities – activities one can engage in his/her leisure time. The range of leisure activities extends from very informal and casual to highly organized and long-lasting activities. Examples of leisure activities include watching TV, going for a swim, reading a book, taking your partner for a holiday

**Catering Sector**

Catering is the sector that deals with food, entertainment and related services for organizations and individuals. Catering and service sector plays an important role in the promotion of local food features and culture of tourism destination through providing catering products and services for tourists. It is expected to contribute significantly to increasing GDP and providing jobs in the tourism sector.

The catering sector is one of the key elements in the travel and tourism industry. It includes restaurants and take-away outlets, but it can also include catering providers to hotels and airlines. Catering and food service industry plays an important role in the promotion of local food features and culture of tourism destination through providing catering products and services for tourists.

**Retail Sector**

Retail is the sale of goods to end users, not for resale, but for use and consumption by the purchaser.Retail involves the sale of merchandise from a single point of purchase directly to a customer who intends to use that product.

### **Why is retailing important?**

Retailers are the final link in the supply chain between manufacturers and consumers. Retailing is important because it allows manufacturers to focus on producing goods without having to be distracted by the enormous amount of effort that it takes to interact with the end-user customers who want to purchase those goods.

### **How does the retail supply chain work?**

The retail supply chain consists of manufacturers, wholesalers, retailers, and the consumer (end user). The wholesaler is directly connected to the manufacturer, while the retailer is connected to the wholesaler, and not to the manufacturer.

Here are the roles of the key players in a typical retail supply chain:

**Wholesaler**s: Purchase finished goods from the manufacturers and sell those goods to retailers in large bulk quantities.

**Manufacturers**: Produce the goods, using machines, raw materials, and labor.

**Retailers**: Sell the goods in small quantities to the end-user at a higher price, theoretically at the MSRP (Manufacturers Suggested Retail Price)

**Consumer**: End-user who buys the goods (or “shops”) from the retailer for personal use

According to Destination New South Wales, the tourism industry is the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment.” (Source [Destination NSW](http://www.destinationnsw.com.au/wp-content/uploads/2013/10/Tourism-Business-Toolkit-VOL1-Chapter1.pdf))

The retail sector is essential to the tourism and hospitality industry because a positive customer experience can contribute to the following:

* Offline word of mouth exposure
* The economic benefit to the destination
* Repeat visitation
* An extended visitor stay
* Positive social media exposure

**Exercise.**

**Activity 1**. In a group of four or five students, prepare answers for the following questions. Each group will present their answers to the rest of the class.

The tourism and hospitality industry is complex. It covers a wide range of jobs, locations and activities.

1. List the 5 sectors of the tourism and hospitality industry: [Skill level 2/SLO Toh 1.3.2.1]
2. Give an example of a tourism and hospitality organization which works with other organisations in the sector [Skill level 1/SLO Toh 1.3.1.2]
3. For each of the five sectors, state their purpose and role. [Skill level 1/SLO Toh 1.3.1.4, Toh 1.3.1.5, Toh 1.3.1.6, Toh 1.3.1.7, Toh 1.3.1.8]
4. ‘The accommodation, transportation, leisure, catering and retail sectors are important for the success of the tourism and hospitality industry for any destination’. Explain how these sectors fulfil their roles in the tourism and hospitality industry. [Skill level 3/SLO Toh 1.3.3.2, Toh 1.3.3.4, Toh 1.3.3.6, Toh 1.3.3.8, Toh 1.3.3.10]
5. The catering sector includes restaurants and take-away outlets, but it can also include catering providers to hotels and airlines where this can be a platform to promote local cuisines. Explain the impact of the catering sector and its importance in the development of the tourism and hospitality industry. [Skill level 3/SLO Toh 1.3.3.7]
6. Explain the impacts these five sectors have on the tourism and hospitality industry. [Skill level 3/SLO Toh 1.3.3.1, Toh 1.3.3.3, Toh 1.3.3.5, Toh 1.3.3.7, Toh 1.3.3.9]
7. Explain to a friend how the five sectors can work together to make tourism and hospitality successful. [Skill level 3/SLO Toh 1.3.3.11]
8. Discuss how the five sectors relate to each other and work together to make the tourism and hospitality industry the success that it is, using specific examples [Skill level 4/SLO Toh 1.3.4.1]

**Activity 2a. Making requests. [Skill level 3/SLO Toh 1.3.3.2]**

Lodging, also known as accommodation, is a place to sleep for one or more nights. A business in the lodging industry is a business that provides a place for people to sleep overnight. It can be one of many sleeping places such as a fancy hotel, a youth hostel, an elder hostel, a campground, or highway side motel. Employees must be courteous when attending to customer queries.

This is a role-play exercise where students learn how to respond to guest enquiries and complains. Students can do this in pairs.

Student A

1. You are at a hotel. Call Room Service, explain the problem and ask for the necessary things. Be polite.



 Student B

1. You work at a hotel. Listen to the guests’ requests. If you can’t help solve the problem propose an alternative if possible (e.g. name a place where it can be bought) or apologize. Be polite.



**Activity 2b.** Listening and answering guest’s requests. This task can be done in pairs.

1. You work at a hotel. Listen to the guests’ requests. If you can’t help the problem propose an alternative if possible (e.g. name a place where it can be bought) or apologize. Be polite.



   

  

**Activity 3**. [Skill level 4/SLO Toh 1.3.4.1]

Four special features are common to tourism products. Firstly, they are *intangible* meaning, tourism products cannot be touched, felt, tested and tasted but have to be purchased before you experience it. You have to pay for everything [accommodation, travel, food and entertainment] prior to travelling to the destination. Secondly, they are *perishable* – if a hotel room is not used for the day or an airline seat is empty during a flight, it is revenue lost for the hotel and the airline company. Thirdly, tourism products are inseparable meaning, the guest and the host have to be at the same place for the service to be provided. For example, guests have to present themselves to the restaurant in order for the hosts to allocate seats for them, take their orders, and provide meals and entertainment. Lastly, tourism products vary depending on the following: who is providing the service, where the service is being provided, and how the service is provided. **Discuss** actions, hotels, airlines and catering sectors should do to manage the perishability nature of the sector they are part of.

**Activity 4.** Job opportunities

Select an industry in the tourism and hospitality sector that you might like to work in, in the future. Carry out some research to find a current job vacancy within that industry. You may use the internet or trade magazines for your research.

1. List the job opportunities available in the sector you have chosen. [Skill level 2/SLO Toh 1.3.2.2, Toh 1.3.2.4, Toh 1.3.2.6, Toh 1.3.2.8, Toh 1.3.2.10]
2. For the job that you have chosen, what are the main roles and responsibilities? [Skill level 2/SLO Toh 1.3.2.3, Toh 1.3.2.5, Toh 1.3.2.7, Toh 1.3.2.9, Toh 1.3.2.11]

Discuss with examples, the critical importance of the sector you are interested in. In your answer, discuss how working with other sectors can lead to the

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| **TOURISM AND HOSPITALITY** |
| Strand 1: An introduction to the Tourism and Hospitality Industry | Sub Strand 1.4: Job opportunities in the Tourism and Hospitality Industry |
| Lesson 1 |

Strand 1: An introduction to the Tourism and Hospitality Industry

The learning outcomes targeted in this activity are outlined below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SLO#** | **Specific Learning Outcomes** | **Skill Level** | **SLO Code** | **Achieved** |
| 1 | Identify job opportunities in the accommodation sector | 1 | Toh1.4.1.1 |  |
| 3 | Identify job opportunities in the transport sector | 1 | Toh 1.4.1.2 |  |
| 7 | Identify job opportunities in the catering sector | 1 | Toh 1.4.1.4 |  |
| 9 | Identify job opportunities in the retail sector | 1 | Toh 1.4.1.5 |  |
| 5 | Identify job opportunities in the leisure sector | 1 | Toh 1.4.1.3 |  |
| 2 | Describefeatures of job opportunities available in the accommodation sector | 2 | Toh .1.4.2.1 |  |
| 4 | Describe the features of job opportunities available in the transport sector | 2 | Toh 1.4.2.2 |  |
| 6 | Describe the features of job opportunities available in the leisure sector | 2 | Toh 1.4.2.3 |  |
| 8 | Describe the features of job opportunities available in the catering sector | 2 | Toh 1.4.2.4 |  |
| 10 | Describe the features of job opportunities available in the retail sector. | 2 | Toh 1.4.2.5 |  |
| 11 | Explain the need for key sectors in the tourism industry to interact with each other. | 3 | Toh 1.4.3.1 |  |
| 12 | Explain the importance of job opportunities in these five major sectors of the tourism and hospitality industry for the people within the local community | 3 | Toh 1.4.3.2 |  |
| 13 | Explain how jobs in the five sectors of the tourism and hospitality industry relate to each other | 3 | Toh 1.4.3.3 |  |
| 14 | Discussthe critical importanceof the five sectors working together to make the tourism and hospitality successful | 4 | Toh 1.4.4.1 |  |
| 15 | Evaluate the importance of the different sectors argue whether some sectors are more important than others. | 4 | Toh 1.4.4.2 |  |

**Learning Objectives**

Upon completion of this sub-strand, students should be able to:

* Demonstrate an understanding of the importance of employment opportunities in the tourism and hospitality industry.
* Evaluate the importance of the five key sectors and the role they play in tourism and hospitality development.

**Key Terms**

This is a list of important terms that you will come across in this section.

|  |  |
| --- | --- |
| Term | Explanation |
| The five major sectors of the tourism and hospitality industry | The five major sectors are: accommodation, transport, leisure, catering and retail |
|  |  |

**Overview**

According to the World Travel and Tourism Council [WTTC], tourism is one of the world’s largest economic sectors, supporting one in ten jobs worldwide. Accordingly, the tourism industry, is the largest contributor of foreign exchange.

There are many job opportunities available in the tourism and hospitality industry.

|  |  |
| --- | --- |
| **Travel and tourism organisation** | **Direct employment opportunities** |
| Accommodation provider | • Front of House Manager• Receptionist• Housekeeper• Food and Beverage Assistant• Concierge  |
| Tourist attraction | • Guest Relations Manager• Shows and Attractions Host• Sales Assistant• Retail Assistant• Ride Operator |
| Transport providers | Train Manager • Ticket Examiner • Cabin Crew Member • Dispatcher • Platform Assistant |
| Conference and events management | Conference Producer • Events Coordinator • Convention and Conference Assistant • Banqueting Assistant • Steward |
| Travel agent | • Regional Manager • Store Manager • Travel Sales Consultant • Foreign Exchange Cashier |
| Tourism promotion | • Tourism and Development Officer • TIC Manager • Marketing and Events Manager • Visitor Information Assistant |

Travel and tourism organisations often work together for several different reasons:

* To increase sales and income,
* carry out joint marketing and promotion activity,
* cut costs through shared resources,
* provide customer care services, and
* centrally access a more extensive customer database.

*Increase sales and income*. By working together, these organisations are better able to meet the needs of their customers. When customers are happy, they will say good things about a place and will want to come another time again.

*Carry out joint marketing and promotion*. One common way of working together is for travel and tourism organisations to offer deals, discounts and promotions to their customers if they use the products and services of partners. Customers benefit from cost-saving deals as they are encouraged to book with preferred providers.

*Provide central customer care*. Some small organisations may not have the resources to provide excellent levels of customer care support, such as helplines and online advice and guidance facilities, such as ‘live chat’. By working together, smaller organisations can share resources to provide a central customer support service to deal with enquiries from all of the organisations involved.

*Access a wider database.* By working together, organisations are able to share key information on customers and their buying behaviours. They can then target these customers with deals and o­ffers which may appeal to them, leading to more sales and more revenue.

*Cut cost through economies of scale*. When organisations work together, they are often able to benefit from ‘economies of scale’; this is a cost advantage when organisations expand, and benefit from lower unit costs for their products, as output increases. For example, working together, larger organisations have higher buying power. They can place larger orders and often receive discounts for buying in bulk

**Activity 1.**  Job opportunities in the Tourism and Hospitality industry. This activity can be done in groups [4 students per group].

Bring to class cuttings of tourism-related job advertisements found in local newspapers and magazines.

1. In your group look through each advertisement and decide which of the five sectors [accommodation, transport, catering, leisure, retail] the job fits into. [Skill level 1/SLO Toh 1.4.1.1, Toh 1.4.1.2, Toh 1.4.1.3, Toh 1.4.1.4, Toh 1.4.1.5]

2. Look at position descriptions’ for each job and describe the features [qualifications and skills]required for each job. Skill level 2/SLO Toh 1.4.2.1, Toh 1.4.2.2, Toh 1.4.2.3, Toh 1.4.2.4, Toh 1.4.2.5]

3. Some communities lease their land for tourism purposes while others live close to tourist areas. Explain ways in which local communities can benefit from tourism development. [Skill level 3/SLO Toh 1.4.3.2]

4. The five sectors [accommodation, transport, catering, leisure and retail] are known to be essential for the development of tourism in any destination. Evaluate the importance of these five sectors supporting your arguments with examples. [Skill level 4/SLO Toh 1.4.4.2]

**Activity 2**

In small groups, carry out some research into a large private sector in travel and tourism organisation that has common ownership of different organisations and brands. Choose one of the following organisations:

 • Virgin Group – [www.virgin.com](http://www.virgin.com)

• Merlin Entertainments – [www.merlinentertainments.biz](http://www.merlinentertainments.biz)

 • Arriva – [www.arriva.co.uk](http://www.arriva.co.uk)

 • Intercontinental Hotels Group –[www.ihgplc.com](http://www.ihgplc.com)

* Thomas Cook – [www.thomascook.com](http://www.thomascook.com)
1. Identify the sector that your organization comes under [Skill level 1/SLO Toh 1.3.1.2].
2. Describe the job opportunities available in the organisation you selected in the question above. [Skill level 2/SLO Toh 1.4.2.1, Toh 1.4.2.2, Toh 1.4.2.3, Toh 1.4.2.4, Toh 1.4.2.5].
3. Discuss with examples of the importance of your chosen organisation and how it helps to contribute to the national economy. [Skill level 4/SLO Toh 1.4.4.1]
4. Explain how jobs in the travel and tourism sector need to work and support each other for the sustainability of the tourism and hospitality industry. [Skill level 3/SLO Toh 1.4.3.3]