

1 INTRODUCTION TO THE BUSINESS OF TOURISM/HOSPITALITY

Prerequisite: None

Credits: 3

Overview

This introductory course will review the historical development of the tourism/hospitality industry. The growth, development and trends in the industry will be emphasized and linkages with the economy will be examined. Through interaction with practitioners within the Hospitality Industry, the learner will focus on the critical importance of people to the industry.

General Objectives

This course is designed to:

- 1 provide a global perspective of the tourism and hospitality industry, its impacts, trends, functions associations involved and potential careers
- 2 acquaint students with local, regional and international tourism organizations and their mission
- 3 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, learners will:

- 1 identify and discuss the impact of tourism on a destination.
- 2 identify key associations and organizations and how they impact both domestic and international tourism.
- 3 describe the sources that shaped the development of the hospitality industry.
- 4 analyze and explain the various trends and how they impact the tourism/hospitality industry.
- 5 identify and discuss the varied careers associated with the tourism/hospitality industry.
- 6 demonstrate an understanding of how the Tourism/Hospitality industry functions.

Unit 1

Topics

1.0 Tourism Definitions and Motivations

Objectives

Upon completion of the topic the student will be able to:

- 1.1 identify the differences between the tourism and the hospitality Industries
- 1.2 state and describe various tourism definitions such as international and domestic tourism; and categories of tourist (VFR's, excursionists etc.)
- 1.3 identify and list tourist motivations for travel
- 1.4 describe the "Pull and Push Factor Theory"

Content

- Definition of "tourism industry" and "hospitality industry".
- Other tourism definitions
- Tourism motivations for travel
- Push and Pull Factor Theory

2.0 Development and Growth of Tourism

Objectives

Upon completion of the topic the student will be able to:

- 2.1 explain the historic development of tourism
- 2.2 describe the physical, social and economic reasons for travel

Content

- Tourism history
- Reasons for travel

3.0 The Role of Tourism Organizations

Objectives

Upon completion of the topic the student will be able to:

- 3.1 identify the role and structure of local, regional and international organizations
- 3.2 list the names of various tourism organizations: CTO, WTTC, WTO, IATA, ASTA, CHA, etc

Content

- Local, regional and international organizations
- Tourism organizations

4.0 The Tourism Economy

Objectives

Upon completion of the topic the student will be able to:

- 4.1 list the economic sectors of the country
- 4.2 define what is an economic linkage
- 4.3 Identify linkages between the tourism sector and other sectors of the economy.
- 4.4 describe various tourism statistical terms such as: GNP, GDP, Incomes, foreign exchange, direct and indirect employment leakages

Content

- Economic sectors
- Economic linkage
- Tourism linkages
- Tourism statistical terms

5.0 The Impacts of Tourism

Objectives

Upon completion of the topic the student will be able to:

- 5.1 discuss the social/cultural environmental, physical and technological Impacts
- 5.2 discuss environmental Projects
- 5.3 describe how negative impacts can be controlled through the use of Sustainable

- 5.4 Tourism, carrying capacity and inclusion of residents in tourism

Content

- Social/cultural impacts
- Environmental impacts
- physical and technological impacts
- Environmental projects

6.0 The Components of Tourism

Objective

Upon completion of the topic the student will be able to:

- 6.1 discuss the components of tourism in relation to categories, location, organization and management of:
 - Accommodation
 - Food and Beverage
 - Transportation
 - Adventure Tourism and Recreation
 - Attractions
 - Travel Trade
 - Events and Conferences
 - Tourism Services

Content

- Hospitality components categories
 - categories
 - location
 - organization and management structures

7.0 The Nature of Hospitality and Service

Objectives

Upon completion of the topic the student will be able to:

- 7.1 describe the characteristics necessary for providing good service
- 7.2 discuss service, servitude and subservience

Content

- Characteristics of good service
- Service vs servitude

8.0 Careers

Objectives

Upon completion of the topic the student will be able to:

- 8.1 list and describe various careers within the hospitality industry
- 8.2 discuss innovative career options
- 8.3 identify the characteristics of a tourism professional.

Content

- Tourism/hospitality career paths

Unit 2

Topics

9.0 Trends in Tourism and Hospitality

Objectives

Upon completion of the topic the student will be able to:

- 9.1 discuss markets and future developments
- 9.2 discuss packaging of the product
- 9.3 discuss the application of information technology to the industry

Content

- Emerging trends in tourism and hospitality
- Packaging of the tourism and hospitality product
- IT application in the tourism/hospitality sector

Instructional Methods

The programme is to be delivered through a series of instructor led presentations, must include guest speakers from the industry. Formats, which should be utilized, are panel discussions and individual presentations. These methodologies should be followed by question and answer periods.

Assessment and Evaluation

- The coursework mark accounts for 60% of the final grade for the course. There are two coursework assignments (either class exercises or homework assignments) - one valued at 25% and the other at 35%.
- The final examination test items take the form of multiple choice and account for 40% of the final grade for the course.

Recommended Text

Tourism and Hospitality in the 21st Century; edited by a Lockwood and S Medlik; published by Butterworth-Heinemann 2003

Introduction to Hospitality Operations, 2nd Edition – Peter Jones

Introduction to Hospitality – John Walker

The Art and Science of Hospitality Management – by Jerome Vallen and James Abbey

Hospitality Today- Educational Institute of the American Hotel Motel Association

Modern Hotel and Motel Management – Gerald Lattin

An Introduction to Tourism – by Licorish and Jenkins

Introduction to Tourism and Travel: an International Approach – by Michael Colman

Introduction to the Hospitality Industry, 8th Edition 2011, C W Barrow, T Powers & D R Reynolds, published by Wiley

Tourism: Principles, Practices, Philosophies, 12th Edition 2011, Charles R Goeldner, & J R Brent Ritchie; published by Wiley.

Resources

Chanel View Publishers
University of Strathclyde



Attendance

Students are encouraged to attend all class sessions, as all information presented may not be covered in the required text. Participation by students is an integral part of the learning process.

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