

Unit 1

AC 1.1

Definition of travel and tourism



WHAT IS HOSPITALITY?

1. The friendly and generous reception and entertainment of guests, visitors, or strangers.
2. The quality or disposition of receiving and treating guests and strangers in a warm, friendly, and generous way

THE HOSPITALITY INDUSTRY

- The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line, travelling and additional fields within the tourism industry.

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THE HOSPITALITY INDUSTRY CONT.

- It is a multi-billion dollar industry that depends on the availability of leisure time and disposable income.
- A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.)

What is TOURISM?

- *The Definition of Tourism* varies source by source, person by person.
- There is no consensus concerning the definition of tourism.



WHAT IS TOURISM?

- Varies source by source, and person by person. There is no consensus concerning the definition of tourism.

• "Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home".

Macintosh and Goeldner (UNWTO, 2018)

WHAT IS TOURISM? cont.

- *"The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors"*

Macintosh and Goeldner (UNWTO, 2018)

WHAT IS TOURISM?

- United Nations World Tourism Organisation defined Tourism as indicated below;

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."



•According to those definitions, we can sum up Tourism as follows :

•“A new habit in modern time when people’s increasing need for a change and relaxing which is temporary for people to destination outside the places where they normally live and work, and this is always involving transport, locale, and accommodation.”

DIFFERENCE BETWEEN TOURISM AND TRAVEL

- Tourism is different from travel.
- In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation (he might even travel on foot: nowadays, it is often the case for poorer societies, and happens even in more developed ones, and concerns pilgrims, hikers ...).
- **BUT, ALL TRAVEL IS NOT TOURISM.**

DIFFERENCE BETWEEN TOURISM AND TRAVEL

cont.

- **Three criteria** are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that;
 - 1. It involves a displacement outside the usual environment:** this term is of utmost importance and will be discussed later on;
 - 2. Type of purpose:** the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;

DIFFERENCE BETWEEN TOURISM AND TRAVEL

cont.

- Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that;

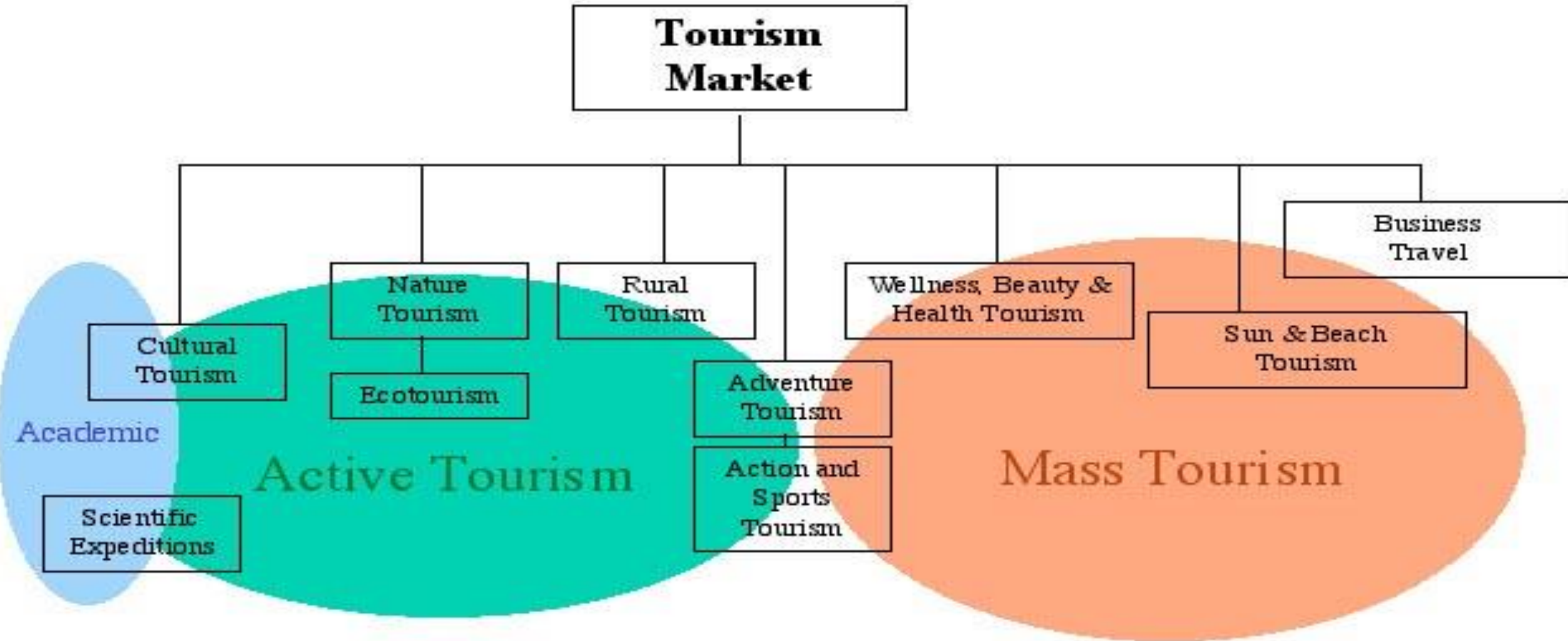
3. Duration: only a maximal duration is mentioned, not a minimal.

Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view.

TRAVELLERS ARE:

- Persons arriving to take up an accommodation or engage in any business activity in the country;
- Persons coming to establish a residence in the country;
- Students and young persons in schools;
- Any person domiciled in one country and working in an adjoining country;
- Travelers passing through a country without stopping, even if the journey takes more than 24 hours.

TOURISM CONCEPT



TYPES OF TOURISM

- **Domestic tourism:** is the tourism of resident visitors within the economic territory of the country of reference.
- **Inbound tourism:** is the tourism of non-resident visitors within the economic territory of the country of reference
- **Outbound tourism:** is the tourism of resident visitors outside the economic territory of the country of reference.
- **Internal tourism:** is the tourism of visitors, both resident and non-resident, within the economic territory of the country of reference.
- **National tourism:** is the tourism of resident visitors, within and outside the economic territory of the country of reference.

(UNWTO, 2006)

(UNWTO, 2006)

DIFFERENCE BETWEEN DOMESTIC AND INTERNATIONAL TOURISM



Differences between domestic and international tourism

1. Destination

- **Domestic Tourism:** Local residents touring within the country without crossing the international borders. They travel different places of their own country.
- **International Tourism:** International visitors cross international boundaries of different countries for their visiting purpose. They travel foreign countries for pleasure, relaxation, adventure, business etc.



Differences between domestic and international tourism cont.

2. Nationality

- **Domestic Tourism:** Travelled by national citizens.
- **International Tourism:** Travelled by foreign citizens.



Differences between domestic and international tourism cont.

3. Legal Documents And Formalities

- **Domestic Tourism:** Domestic visitors do not require legal documents and other formalities.
- **International Tourism:** They need verified legal documents like passport, visa, traveller cheque, tour permit etc. They also need border formalities.



Differences between domestic and international tourism cont.

4. Income

- **Domestic Tourism:** It promotes local business but it does not generate additional revenue. It redistribute money within the country,
- **International Tourism:** It generates huge foreign income to the country. It also helps balance of payment.



Differences between domestic and international tourism cont.

5. Promotion And Management

- **Domestic Tourism:** It is simple to promote and manage domestic tourism. Marketing and promotional activities can be performed with less expenses.
- **International Tourism:** Marketing activities are costly and hard to promote and manage international tourism.



Differences between domestic and international tourism cont.

6. Benefit

- **Domestic Tourism:** It supports national unity and creates harmony.
- **International Tourism:** It supports to maintain international friendship.



Differences between domestic and international tourism cont.

- **6. Benefit**
- **Domestic Tourism:** It supports national unity and creates harmony.
- **International Tourism:** It supports to maintain international friendship.



LEIPER'S TOURIST SYSTEM

- Neil Leiper created a model in 1979.
- The model was updated in 1990
- **Contains three (3) elements**
 - *The Human Element*
 - *The Geographical Element*
 - *The Industrial Element*

LEIPER'S TOURIST SYSTEM cont.

- **I. The Human Element:**
 - *The Tourist*

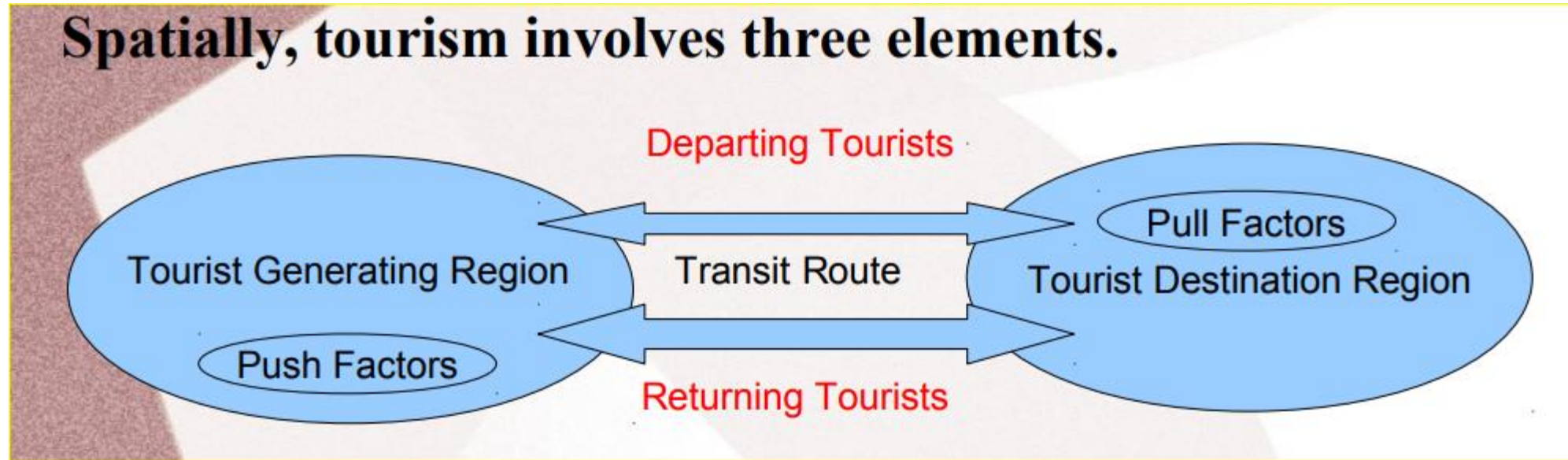
- **II. The Geographical Element:**
 - *The Generating Region*
 - *The Destination Region*
 - *Travel Enroute*

- **III. The Industrial Element**

Element 1: The Human Element: *The Tourist*

- Persons traveling for pleasure, for health, for business reasons etc.;
- Persons traveling in a representative capacity of any kind;
- Persons arriving in the course of a sea cruise, even when they stay less than 24 hours;

Element 2: The Geographical Element



Element 2: The Geographical Element

I. Tourist generating regions

- permanent residential bases of tourists
- Has the basic geographical setting, together with the necessary behavioural factors pertaining to motivation termed as the " p u s h " factors (Dann 1977)
- The generating region is the location of the basic market of the tourist industry, the source of potential tourism demand.

II. Transit routes

- paths linking tourist generating regions with tourist destination regions, along with tourists travel. They include stopover points which might be used for convenience or because of the existence of attractions.

Element 2: The Geographical Element cont.

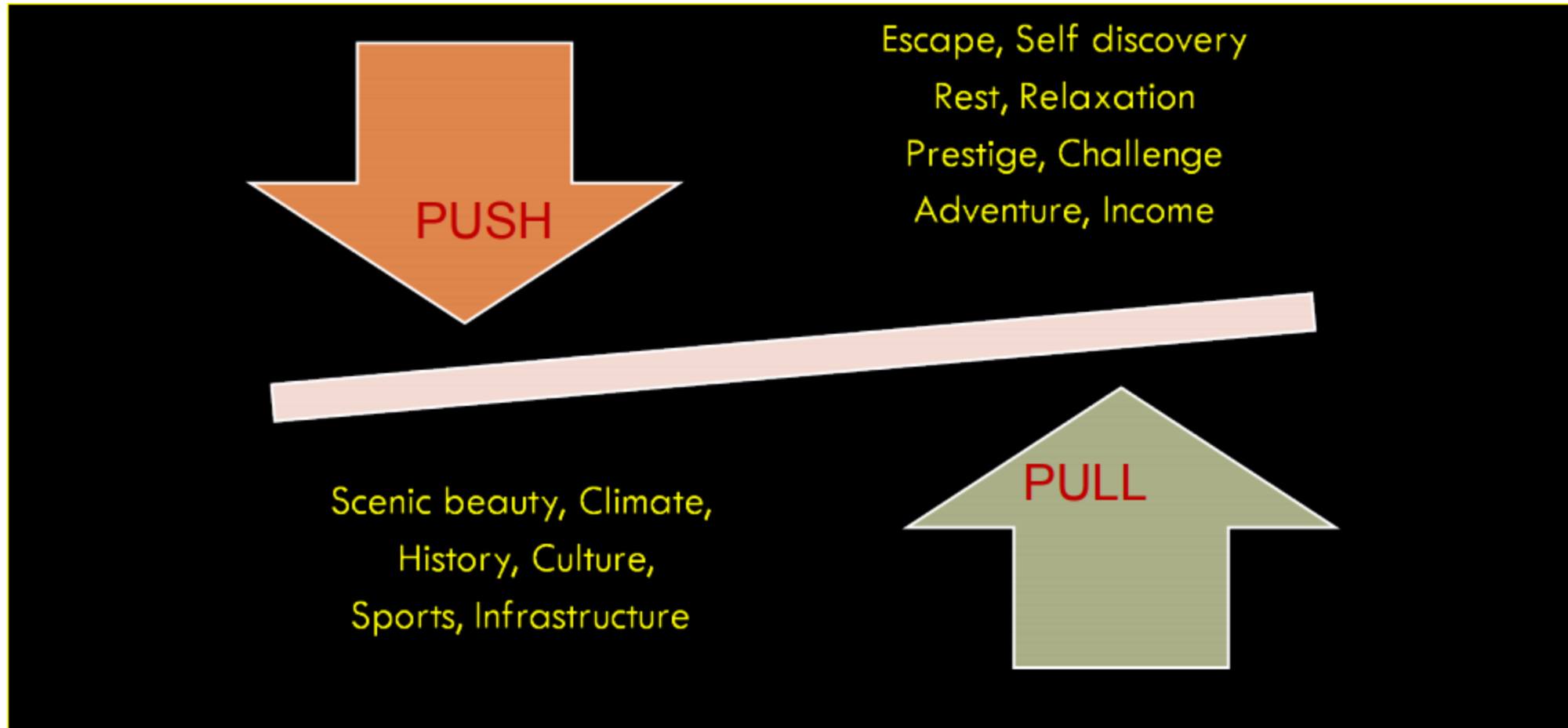
III. Tourist destination regions

Tourist destination regions can be defined as locations which attract tourists to stay temporarily,

In this context the attraction can be regarded as the anticipation by the tourist of some qualitative characteristic, lacking in the tourist generating region, which the tourist wishes to experience personally collectively known as the “pull” factors.

It is also the location of many parts of the tourist business: accommodation establishments, services, entertainment and recreational facilities.

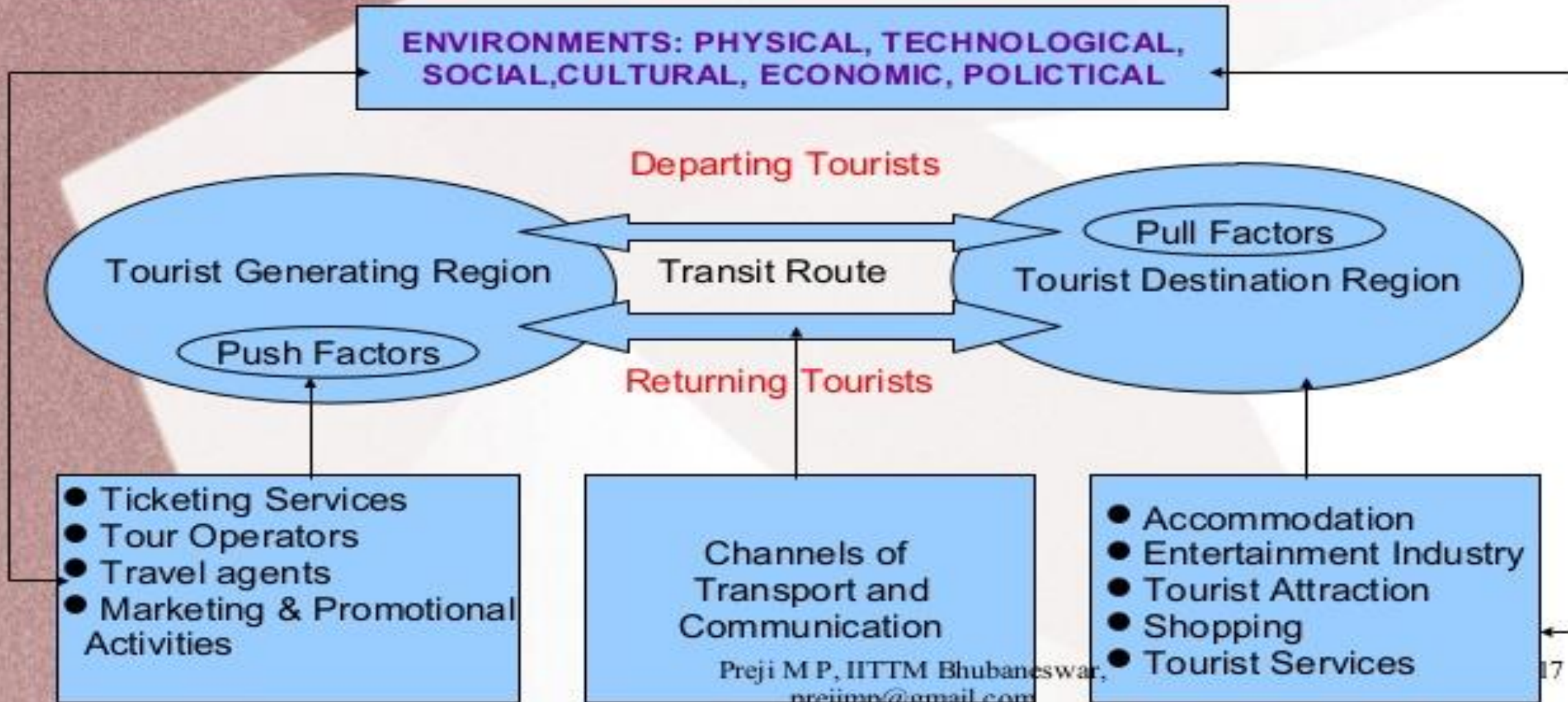
Element 2: The Geographical Element cont.



Element 3: The Industrial Element

- Consists of firms, organisations and facilities intended to serve the specific needs and wants of tourists. This is divided into **six (6)** functional sectors
- **Marketing:** Travel Agencies, Tour operators, promotional travel writers and Publishers
- **Tourist Carriers:** Air, rail, sea and road transports
- **Accommodation:** Hotels, motels, homestays, resorts, guest houses
- **Attractions:** sights, events, activities providing experiential opportunities
- **Miscellaneous Tourist Services:** duty free souvenir shops, travel insurance agents, taxis etc., specialising in tourist market
- **Tourism Regulations:** Associations of firms as a sectoral, regional, governmental and non-governmental bodies and Vocational Education Institutions

Leiper's Model–Diagrammatic Representation



Volume and value of the travel and tourism industry to the Jamaican economy

- **4.3 million** arrivals in 2017
- This figure comprised **2,353,461** stopover arrivals and **1,946,780** cruise passengers, providing a revenue flow of approximately **US\$3 billion**

Volume and value of the travel and tourism industry to the international economy

- Seventh straight year the travel and tourism sector has outperformed the global economy.
- In 2017, it was the fastest-growing broad economic sector globally, showing stronger growth than all other sectors, including **manufacturing (4.2 percent), retail and wholesale (3.4 percent), agriculture, forestry and fisheries (2.6 percent) and financial services (2.5 percent).**
- By 2028, forecasts suggest that the travel and tourism industry will support more than 400 million jobs globally. (WTTC, 2018)



QUESTIONS?

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