



Hospitality and Tourism

- Largest and fastest growing industries
- Common dynamics
 - Delivery of services and products
 - Customer and guest impressions are critical

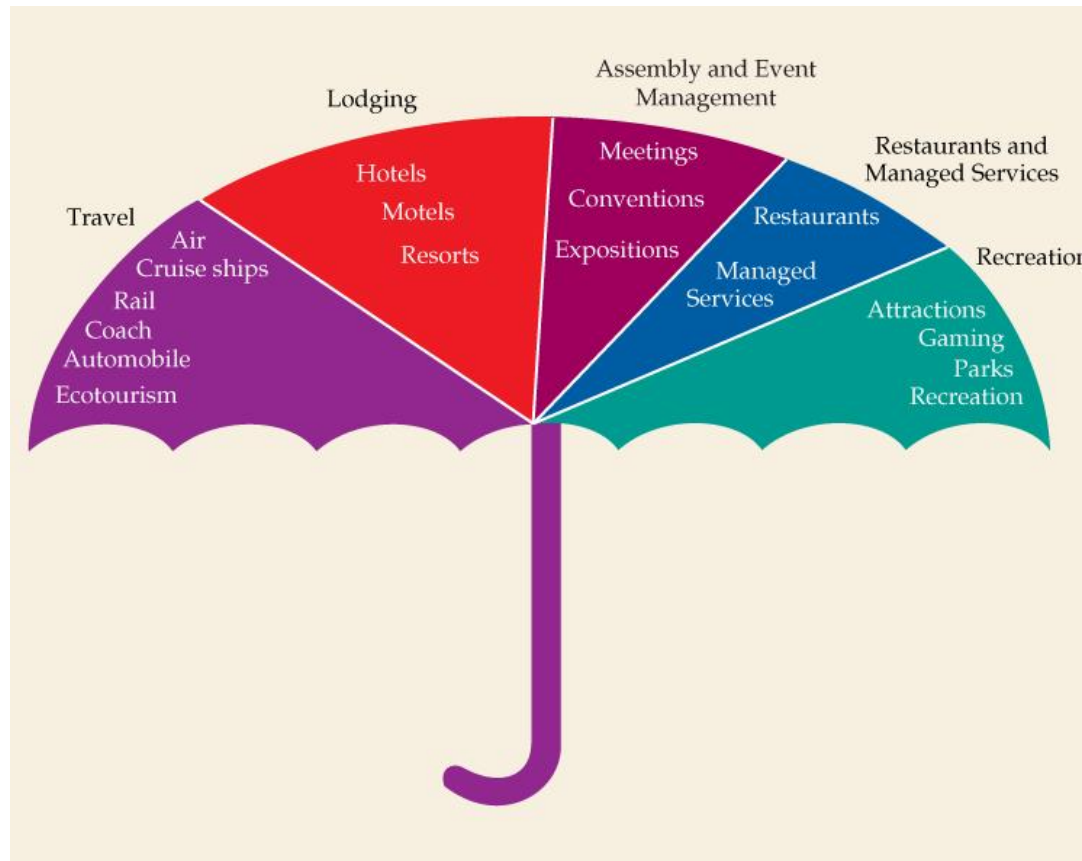


Scope of Hospitality and Tourism Industry

- Travel
 - Air
 - Cruise
 - Rail
 - Coach
 - Auto
 - Ecotourism
- Lodging
 - Hotels
 - Motels
- Meetings, Conventions and Expositions
- Restaurants
- Managed services
- Recreation
 - Attractions
 - Gaming
 - Parks
 - Recreation

Figure 1-1

Scope of the Hospitality-Tourism Industry





Characteristics of the Hospitality Industry

- Product is intangible and perishable
- No such thing as business hours
- Hospitality operations run on a 24 hour basis all year round
- Characterized by shift work



Definition of Tourism

- Tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.



WTO's definition

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



CTO's Definition

- Tourism involves the short term movement of people to destinations outside the places where they normally live and work for the purposes of leisure, sports, education, health, business, etc. It also involves the activities of people during their stay at these destinations and the facilities and services they need.



Tourism Players

- The tourist
- The provider of goods/services
- The national authority (gov't)
- The host community



Visitor

- A "visitor" is defined as those persons who travel to a country other than that in which they have their usual residence but outside their usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.



Defining a Tourist

- Stay-over tourist: staying at least 24 hours but not more than 1 year. Excludes emigrants, diplomats, consular reps, and armed forces personnel
- Excursionist: staying less than 24 hours, e.g. cruise passengers

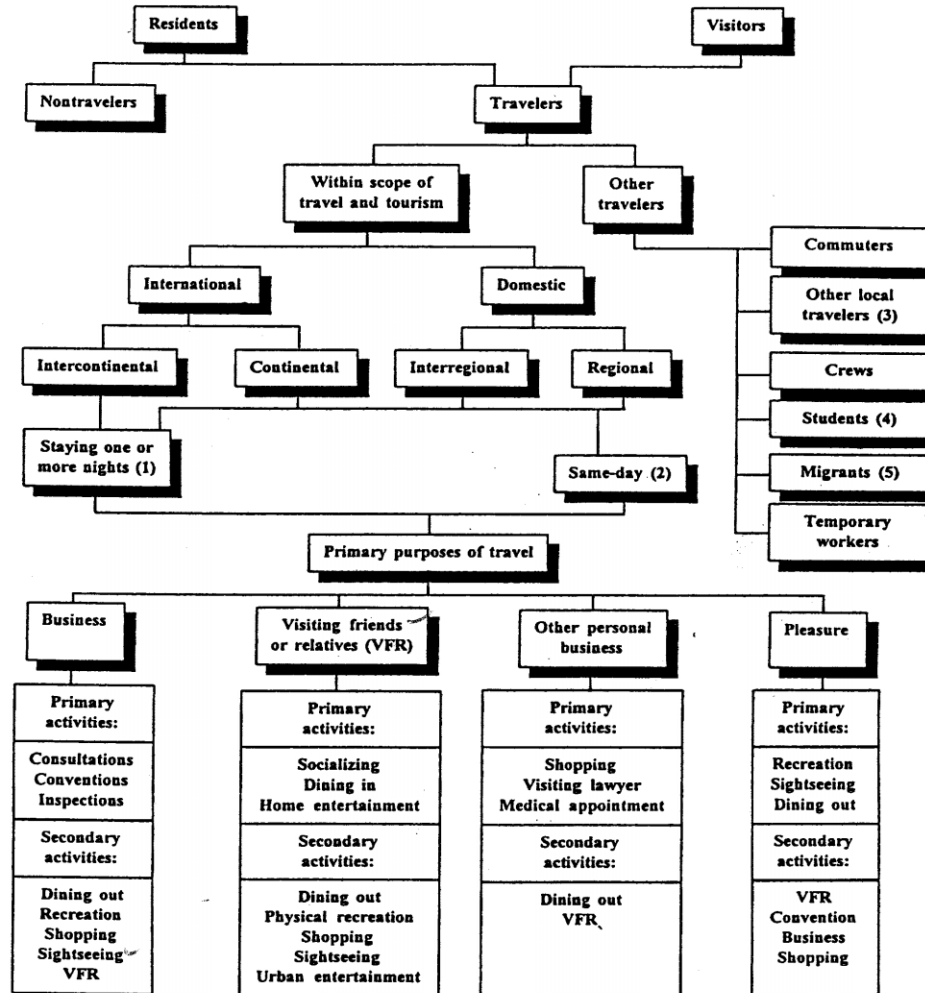


Types of tourists

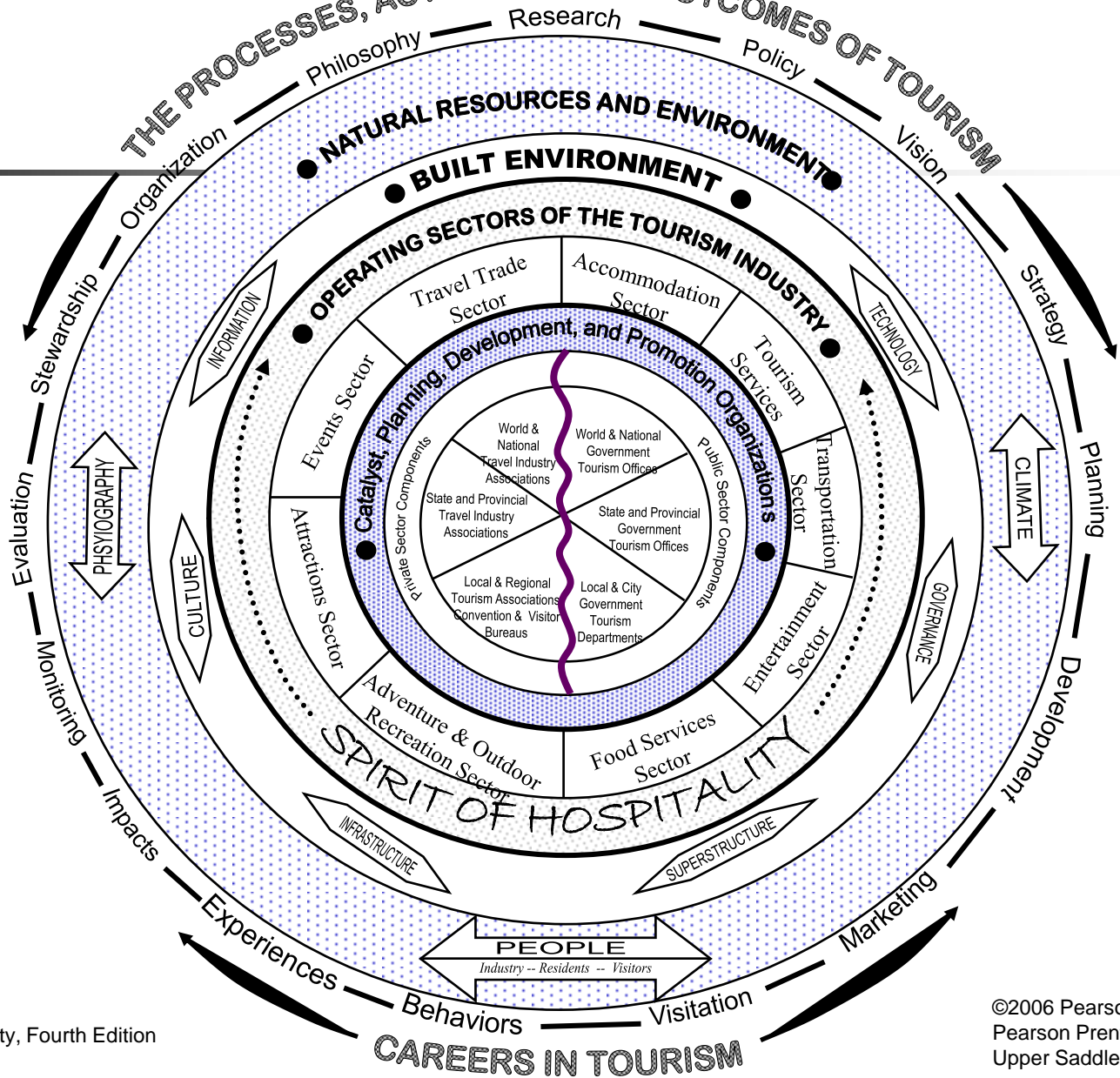
- Domestic: spending at least one night away from normal place of residence in own country
- Regional: within a defined geographical region for at least 24 hours
- International: traveling outside of own country of residence

Classification of Travelers

Part One: Tourism Overview



The Tourism Phenomenon: Components of tourism and tourism management





Travel and Tourism --- World's Largest Industry

- In 2006 it is estimated to account for some:
 - \$6.5 trillion of Economic Activity
 - 235 million jobs; 8.7% of total jobs
- In 2011 it is estimated to account for :
 - \$7.0 trillion of Economic Activity
 - 260 million jobs



Travel and Tourism Can Double in Size by 2011

- Travel and Tourism will continue to expand faster than the economy as a whole and faster than comparable industries.
- By 2011 Travel & Tourism is expected to account for:
 - *Over twice the output at \$7.0 trillion*
 - *More jobs --- 260 million employees*
- Growth depends on enlightened government policy



World's Top 5 Tourism Destinations 2006 (WTO)

Rank, 2006	Country	International Tourist Arrivals (millions) 2006	% Change 2005/06
1	France	74,500	4.2
2	Spain	52,700	4.5
3	United States	48,500	3.8
4	China	41,200	6.0
5	Italy	31,200	12.4

World's Top 5 Tourism Earners 2000(WTO)



International

Rank, 2006	Country	Tourism Receipts (US\$ million)
1	United States	85.7
2	Spain	51.1
3	France	42.8
4	Italy	38.1
5	China	33.7



Tourism:

What it Means to the BZ Economy

- Travel spending in BZ generated \$585 million in 2007.
- Tourism is the nation's largest industry.
- Tourism is the nation's largest service export.
- One in 4 jobs are in tourism
- Tourism accounts for 17% of GDP.