

Hospitality and Tourism 110

Unit 1 - Introduction

Outcome: Students will be expected to identify what hospitality and tourism is and why it is the largest industry in the world.

World Tourism Organization (WTO) defines **tourism** as the activities of persons travelling to and staying in places outside their environment for not more than one consecutive year for leisure, business and other purposes.



5 INDUSTRY GROUPS

(recognized by the Tourism Satellite Accounts)

Note: We are going to talk about each one in detail later on in the course.

Transportation

Accommodations

Food & Beverage

Travel Services

Recreation and Entertainment

4 things the tourism sector does

- Transports people
- Provides them with accommodations
- Provides them with food & beverages
- Entertains and educates

Know Your Terminology

- Trip: travel that takes a person 80 km from their place of residence
- Foreign tourist (inbound tourist): person visiting a country other than where they usually live for a period of 24 hours
- Outbound tourist: Canadians who visit other countries
- Domestic tourist: people travelling in the country in which they reside, staying for 24 hours, more than 80 km away
- Excursionist: same day visitors travelling more than 80 km away, not commuting to work
- Travel deficit: loss in tourism revenues when Canadians leave the country
- Multiplier effect: revenue from tourism that goes back into the local economy
- Leakage: community cannot support the number of tourists and must import workers

Tourism Associations and Organizations

International

- World Tourism Organization
- International Civil Aviation Organization
- International Air Transport Association
- World Travel and Tourism Council
- Pacific Asia Travel Association

Why choose tourism as a career?

1. One of the major economic sectors
2. A good % of the jobs are part-time
3. A global industry with transferable skills
4. Each day is interesting and a challenge
5. Innovation is encouraged
6. Good people skills

Canadian

- Canadian Tourism Commission
- Canadian Tourism Human Resource Council
- Tourism Industry Association of Canada
- Association of Canadian Travel Agencies
- Canadian Tourism Research Institute
- Canadian Institute of Travel Counsellors

Municipal Organizations

- Local convention bureau
- Local chamber of commerce
- Local visitor bureau