

EXPLORE THE WORLD!

Fundamental of Tourism & Hospitality

VOLUME ONE



AYLIN BINTI KAMARUDDIN
NONI LELA HAYATI BINTI AYOB

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Fundamental of Tourism & Hospitality





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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allah, the Most Merciful, the Most Compassionate. Alhamdulillah all praises belong to Almighty Allah, the Lord of the worlds and prayers and peace be upon Muhammad His servant and messenger.

First and foremost, we would like to acknowledge our limitless thanks and gratitude to Allah, for His guidance and blessings by giving us the opportunity, courage and energy to complete this eBook, **Fundamental of Tourism & Hospitality - Volume One**

We would like to express our deepest gratitude to Mr. Zaharizuan Azhar (Head of Department) and also a very special thanks to our family who have directly or indirectly supported in completing this e-book.

Aylin binti Kamaruddin
Noni Lela Hayati binti Ayob






Preface

Tourism and hospitality are interconnected yet separate fields that encompass the provision of services and facilities to both travelers and patrons. Tourism is focused on creating and promoting attractive destinations and experiences meanwhile hospitality is focused on offering comfortable and enjoyable accommodations and variety of food and beverages. The tourism and hospitality sector are the largest and diverse industry that includes various of products and markets, such as transportation, lodging, food and beverage, recreation and a lot of attraction.

This e-book also includes activities to test student's understanding at the end of the reading. Therefore, we hope that this e-book will be beneficial for students and all readers. Hopefully, this e-book contributes toward a better understanding of the Tourism and Hospitality Industry as a whole.

We are grateful for the opportunity to produce this book. We personally would like to thank the publisher, Penerbit PMM and e-learning teams of PMM for their support. Please do not hesitate to contact us with any suggestions or comments that could improve the content.





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CHAPTER ONE

profile of tourism & hospitality

What is TOURISM?



Tourism

"the activities of a person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". (WTO, 1993)



Tourism is a dynamic, evolving, consumer-driven force and is the world's largest industry, or collection of industries, when all its interrelated components are placed under one umbrella: tourism, travel, assembly, destination and event management and recreation. (John R. Walker, 2009)



Tourism Industry

The tourism industry is a group of business that encompass travel / transportation vendors for air, rail, cruise and motor coach travel and promote travel and vacation.



Tourism is the world's largest industry and employer. It affect other industry sectors, such as public transportation, foodservice, lodging, entertainment, and recreation.

The business that provide goods and services wholly or mainly for tourist consumption.



ABOUT HOSPITALITY

WHAT IS HOSPITALITY?

The word **hospitality** is derived from the Latin word “**hopes**”, meaning “**guest, visitor, or more who provider lodging for a guest or visitor.**”

HOSPITALITY REALLY MEANS..

HOSPITALITY is the relationship between guest and host, or the act or practice of being hospitable.

HOTELIER PERSPECTIVE

“**Hospitality:** Making your guests feel like they're at home, *even if you wish they were.*”

HOSPITALITY INDUSTRY

The **hospitality industry** is one that is primarily focused on **customer satisfaction.**

THE GUEST PERSPECTIVE



WHAT IS LEISURE?

Leisure is an essential part of our lives. When we're involved in satisfying leisure activities, we can gain a sense of freedom, control, creativity and achievement.

MUSIC / BONFIRE
/ OUTDOOR ACTIVITIES



Leisure also gives us the chance to develop our skills, friendships, and self-confidence. It helps us to enjoy new experiences, challenges and adventures, and to stay healthy.



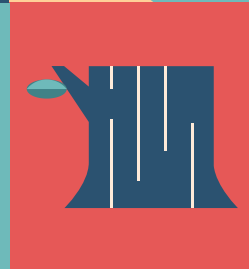
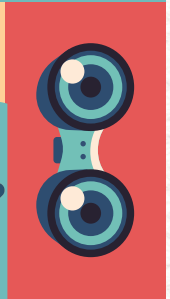
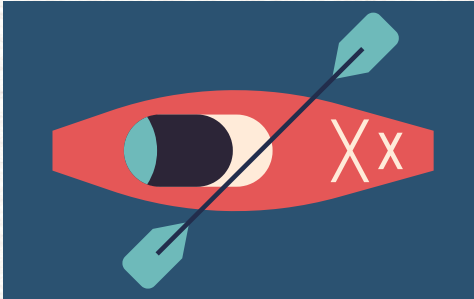
WHAT IS RECREATION?

Refreshment of health or spirits by relaxation and enjoyment

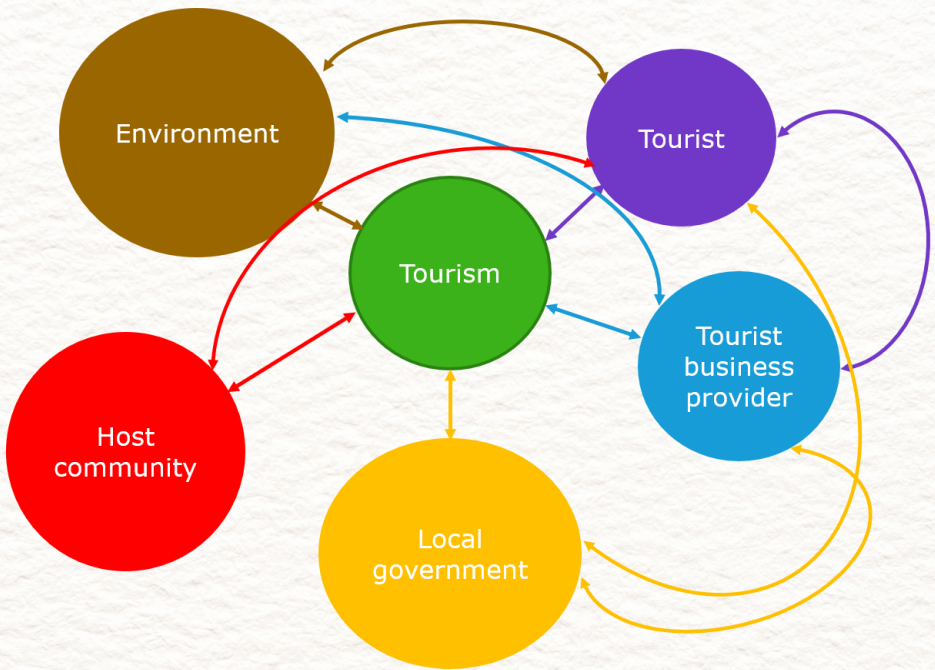
Recreation can be defined as the pursuit of leisure activities during one's spare time (Tribe, 2011)

Commercial Recreation: any recreational activity for which a guest pays a fee.

Public Recreation: Free or paid recreation that takes place on state and federal lands and in city, state, or national parks.



THE INTERRELATIONSHIP OF BASIC TOURISM FACTORS



A tourist is a person who is visiting a place for pleasure and interest.

Business tourism or business travel is a more limited and focused subset of regular tourism. During business tourism (traveling), individuals are still working and being paid, but are doing so away from both their workplace and home.

Local Government plays a major role in tourism. Councils are actively involved in promoting tourism, providing infrastructure and services to support tourism.

Tourism is an industry which uses the **host community** as a resource, sells it as a product, and in the process affects the lives of everyone (Murphy, 1981).

Environmental tourism typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions.





EXERCISE

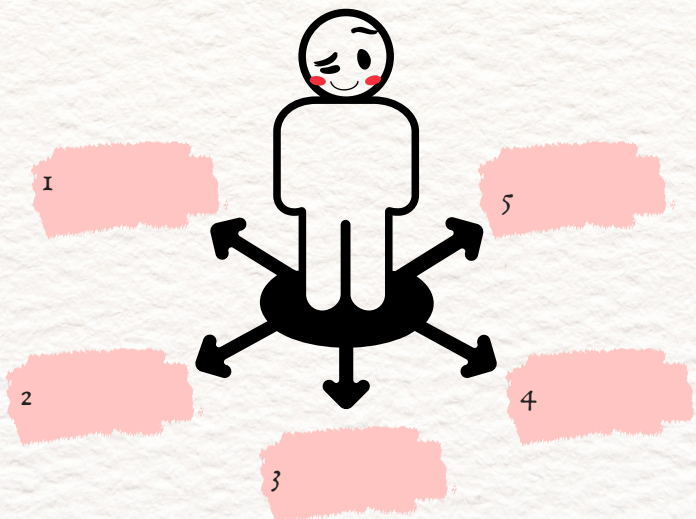
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POP QUIZ

WHAT IS TOURISM?

- A RELATIONSHIP BETWEEN GUEST AND HOST, OR THE ACT OR PRACTICE OF BEING HOSPITABLE.
- B THE ACTIVITIES OF A PERSON TRAVELLING TO AND STAYING IN PLACES OUTSIDE THEIR USUAL ENVIRONMENT.
- C A GROUP OF BUSINESS THAT ENCOMPASS TRAVEL / TRANSPORTATION VENDOR.
- D ONE THAT IS PRIMARILY FOCUSED ON CUSTOMER SATISFACTION.

List FIVE (5) interrelationships of basic tourism factor



TERMINOLOGY IN TOURISM AND HOSPITALITY INDUSTRY

TOURIST

Any person coming to country for legitimate reason and who stays at least 24 hours and at most 6 months during the same year



TRAVELER

Any person on a trip between two or more localities



EXCURSIONIST

A traveler spending less than 24 hours in a country
One who goes on an excursion, or pleasure trip



BACKPACKERS

A hiker who wears a backpack
A traveler whose luggage consists of a backpack; especially, such a traveler who uses hostels, public transport, and other inexpensive services



VISITOR

Any person travelling to place other than their usual environment for less than 12 consecutive months



GUEST

A person who is the recipient of hospitality in the form of entertainment:

- At someone's home, as a visiting participant in a program, or
- As a customer of an establishment such as a hotel or restaurant



TOURIST TOPOGRAPHY

ALLOCENTRIC

Tourists are outgoing, self-confident and adventurous

Tourists falls between allocentric & psychocentric who isn't exceptionally adventurous but still open to new experiences



MIDCENTRIC

Tourists are self-inhibiting, nervous, and non-adventurous; they often refuse to travel by air for psychological reason



PSYCHOCENTRIC

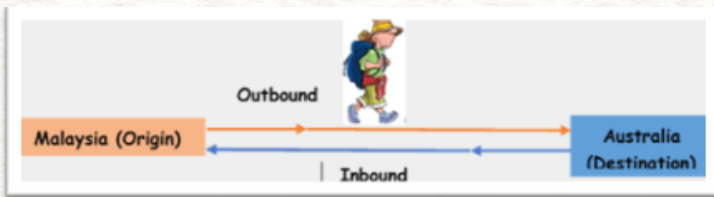
FORM OF TOURIST

INBOUND TOURIST

Incoming tourists or tourists entering a country.
Example : Australia citizens travelling to Malaysia

OUTBOUND TOURIST

Outgoing tourists or tourists leaving their country of origin to travel to another country.



DOMESTIC TOURISM

A tourist whose itinerary is confined to their own country or within the border of that country

INTERNAL TOURISM

Internal tourism is the tourism of visitors, both resident and non-resident, within the economic territory of the country of reference.



TYPES OF TOURISM INDUSTRY



HISTORICAL TOURISM

Some tourists go only to see old places, forts, museums. They may not show any interest in other places of tourist attraction.

CULTURAL TOURISM

A type of tourism which covers the cultural heritage of the past. It is related to the tours to culturally rich places.

ECO TOURISM

The concept of Eco tourism is defined as travel to destinations where the flora, fauna and cultural heritage are the primary attractions.

SHOPPING TOURISM

Shopping to experience local culture through an engagement with local products, local crafts people and a desire to purchase something which truly 'belongs' to and is 'from' the destination.

SPORT TOURISM

People have been travelling to participate or watch sporting event which involves either viewing or participating in a sporting.

BUSINESS TOURISM

The motive of travelling is work. Visiting to other places for various reasons pertaining to their work.

RELIGIOUS TOURISM

People travelled singly or in groups for the purpose of spiritual benefit or to attain salvation



TYPES OF TOURISM INDUSTRY



RECREATION TOURISM

Recreation can be defined as the pursuit of leisure activities during one's spare time (Tribe, 2011) and can include vastly different activities such as golfing, sport fishing, and rock climbing.



GASTRONOMY TOURISM

Pursuit of unique and memorable eating and drinking experiences, both near and far.

Type of tourism that is based on visiting food producers, food festivals, restaurants and special places in order to taste a special type of food, to watch a food being produced or to eat a food cooked by a famous chef, and today it is quite popular.



EDUCATION TOURISM

In educational tourism, the main focus of the tour visiting another country to learn about the culture, such as in Student Exchange Programs.



CONVENTION TOURISM

People travel within a country or overseas to attend conventions relating to their business, profession or interest.



AGRO TOURISM

This type of tourism activity is conducted for those tourists who are interested in agriculture, farm management and animal husbandry. Visit to field in rural areas and see how villagers grow crops, add fertilizers in soil, irrigate their fields and finally reap their harvest.



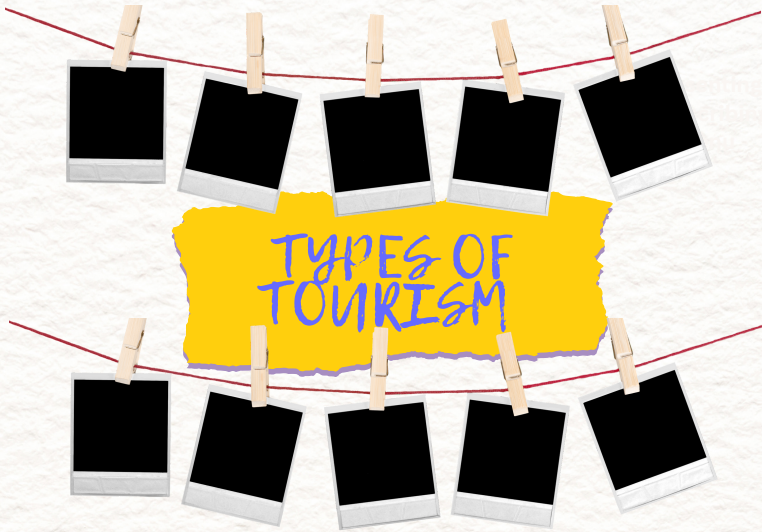
HEALTH TOURISM

People travelling to improve their health and stamina through various technique offered by yoga and other alternative therapies.



Class REVISION

FILL IN THE 'POLAROID FILMS'



MATCH THE RIGHT ANSWER

A traveler spending less than 24 hours in a country One who goes on an excursion, or pleasure trip



ALLOCENTRIC

Tourists are outgoing, self-confident and adventurous



OUTBOUND
TOURIST

Outgoing tourists or tourists leaving their country of origin to travel to another country.



DOMESTIC
TOURIST

A tourist whose itinerary is confined to their own country or within the border of that country



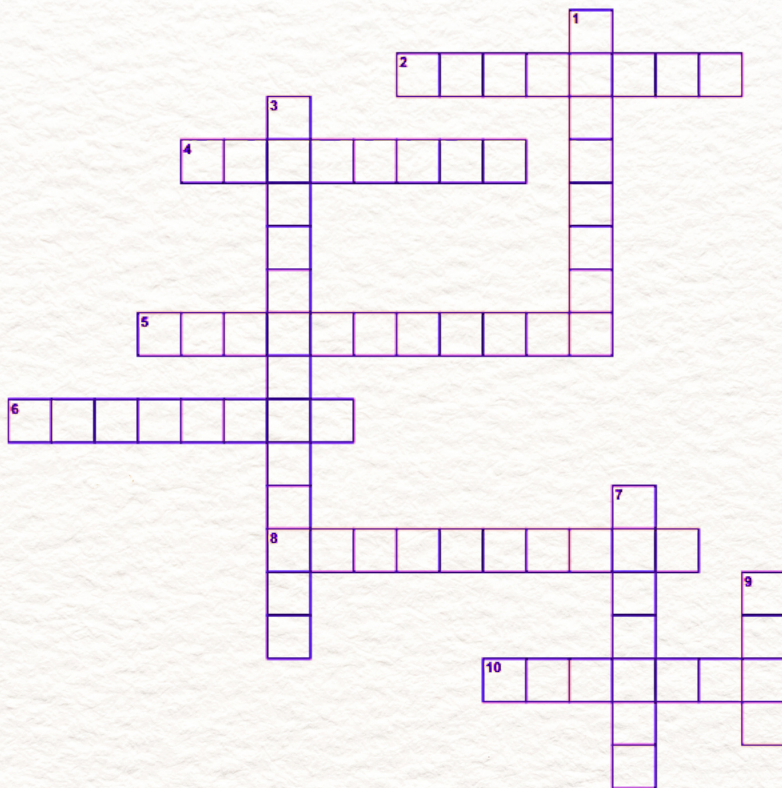
PSYCHO
CENTRIC

Tourists are self-inhibiting, nervous, and non-adventurous; they often refuse to travel by air for psychological reason



EXCURSIONIST

Terminologies Crosswords Puzzle



Across

- [2]** tourists leaving their country of origin to travel to another country.
- [4]** The motive of travelling is work.
- [5]** Tourists are outgoing, self-confident and adventurous
- [6]** Any person on a trip between two or more localities
- [8]** the pursuit of leisure activities during one's spare time
- [10]** Any person travelling to place other than their usual environment for less than 12 consecutive months

Down

- [1]** A tourist whose itinerary is confined to their own country or within the border of that country
- [3]** Tourists are self-inhibiting, nervous, and non adventurous; they often refuse to travel by air for psychological reason
- [7]** Any person coming to country for legitimate reason and who stays at least 24 hours and at most 6 months during the same year
- [9]** Visit to field in rural areas and see how villagers grow crops, add fertilizers in soil, irrigate their fields and finally reap their harvest.

CHAPTER TWO

sectors in tourism & hospitality industry

Sectors in Tourism & Hospitality Industry



I. Transportation



BY AIR

Flight (scheduled airlines /charter airlines)

Private jets

Malaysia: MAS & Air Asia.

- expanded route of network
- transit
- code sharing: two airlines sharing the same flight.
- hub and spoke system: passenger assembled at central point.



BY ROAD

E.g: Coaches, van, caravan and rental car help affiliated with the tourism industry.

Coaches- (bus) symbol of package tour facilitator.

Accompany for large group of tourist.

Van: may accompany a small group of tourist.

May have tour guide

BY RAILWAYS

Railway now play marginal role in tourism.

Allow unlimited access over a given period of time mostly for (FIT)

free independent traveler.

E.g: KTM, LRT, MRT



BY WATER

Cruise: high-end/prestige

-Will consider about status and nostalgia.

- allow long period journey on ship

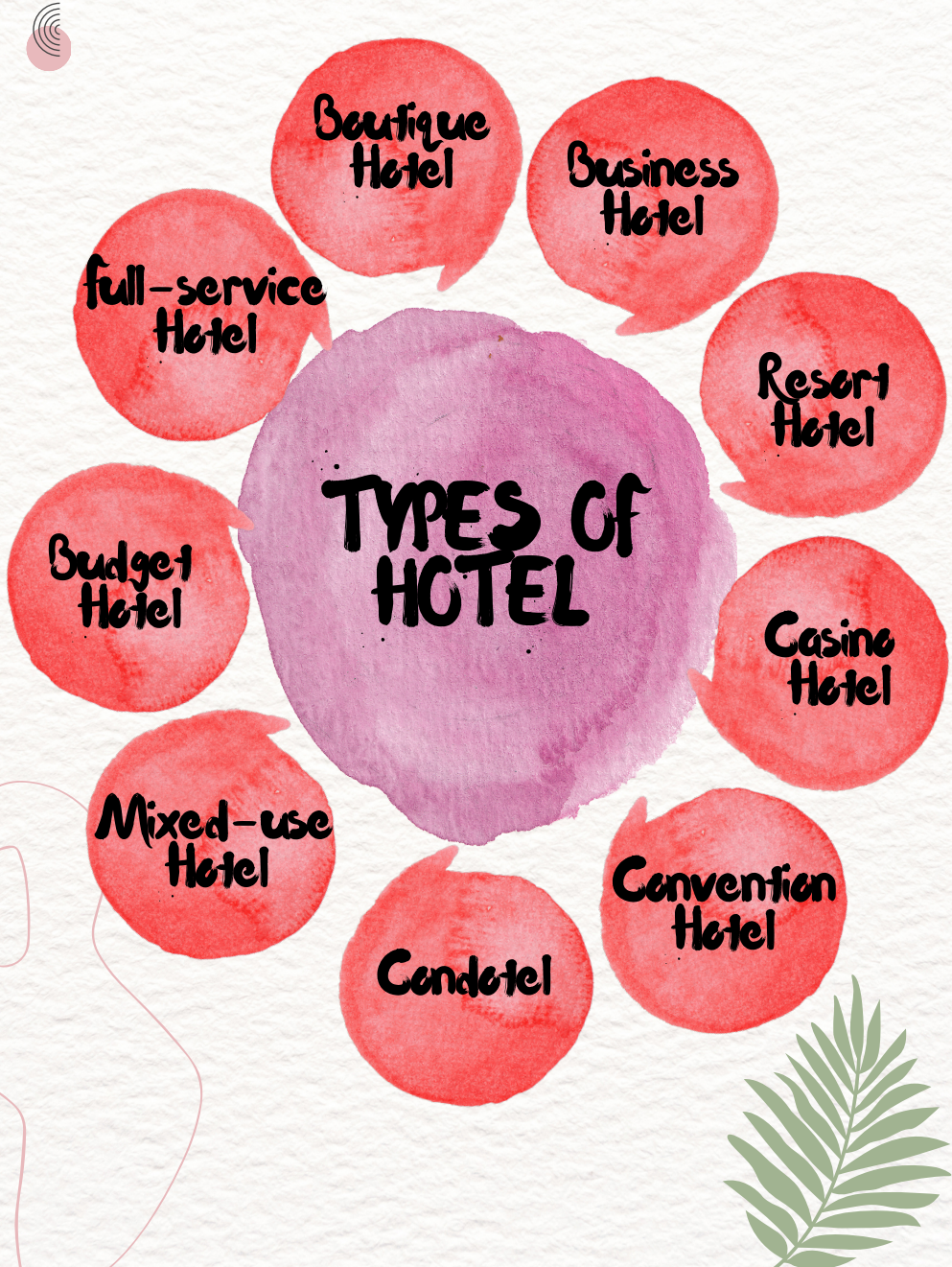
Ferry- usually for short distance

(diving/snorkeling)

Boat- short distance



2. Accommodation



- Provide facilities that meet the needs of group or convention.
- Usually has more than 500 rooms and large public area.

Convention Hotel

04



- Combination of hotel and condominium.
- Developer build hotel and sell as condo unit.
- Company can save money by renting out their condo to another guest instead of paying rent to the owner.

Condotel

05



Casino Hotel

03



- Segment of entertainment industry.
- Boost customer spending to create tremendous prosperity.

01 City Centre Hotel



- Virtue location
- Meets needs of traveler whether business or leisure purpose.

02



Resort Hotel

- More exotic location and pleasure experience.
- Could be located in an island, beach, mountain, lake and etc.

- The word full-service hotel refers to a hotel that provides a wide range of services to its visitors.
- It can relate to mid-priced, premium, or luxury hotels.

Full Service Hotel



- Different look feature /Boutique theme.
- Unique interior design styles.
- Soft attributes atmosphere to fulfill the desires of guest perceived as trendy, affluent, artistic.

Boutique Hotel



07



Economy/Budget Hotel

- Tremendous growth sector
- Price usually cheaper and more economic to attract large niche of customer.
- Offer clean, reasonable sized, furnished room.
- Reduce facilities e.g.: room service, concierge, F&B

06



Mixed-use Hotel

- Developed hotel that may have residences (people use) not for renting like condotel.
- Developer /company allocate own room for guest stay.

3. Food & Beverage

F&B division led by Director of Food & Beverage.

He/she is responsible for efficient and effective operation in these department:

- Kitchen/Catering/Banquet
 - Restaurant/Room Service
 - Lounge/Bar/Steward
-

F&B Director responsibilities:

- Exceeding guest expectation in F&B offering and service
- Leadership
- Identify trends
- Finding and keeping outstanding employees
- Training
- Motivation
- Budgeting
- Cost control
- Finding profit from all outlets
- Having detailed working knowledge of front-of-house operation



Kitchen

In charge by executive chef.

She/he ensures efficient and effectiveness in kitchen operation.

To exceed guest expectation in quality and quantity of food, presentation, taste, and portion size.

Ensure hot food is served hot and cold food is served cold.

Controlling Wastage in Kitchen

Essential part for operation running.

Control cost in terms of- food cost, staffing (labor cost)

Purpose: to avoid major wastage.





Food Operation

Hotel may have several numbers of restaurant or no restaurant at all.

A major hotel generally has two restaurants:

- signature or upscale formal restaurant
- coffee house type

These restaurants cater for both hotel guest and general public.

Duty of Restaurant Manager

- Exceed guest expectation
- Hiring, training, and developing employees.
- Setting and maintain high quality standard.
- Marketing
- Banquets
- Coffee house service.
- In room-dining.
- Present annual, monthly, weekly forecast and budgets for food and beverage.



Bar Operation

- Hotel bars allow guest to relax and opportunity to socialize for business or pleasure.
- Give advantageous to the guest and hotel.
- Profit percentage on all beverages is higher than F&B department.
- In contrast to restaurants, beverages can be stored even if they are not sold.

Duty of Bar Manager

- Supervising and ordering process or storage of wine, liquor, beer.
- Prepare wine list
- Overseeing staff
- Maintain cost control
- Assist guest when selecting their wine
- Proper service wine
- Knowledge of beers and liquors in their service



Cycle of Beverage

Bars are run by sommeliers whose duties along with wine stewards

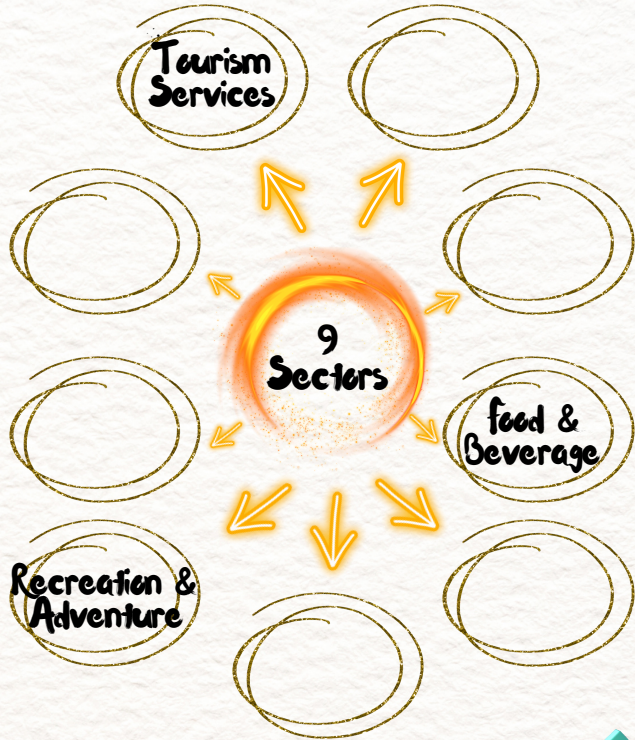


ARE YOU READY?

Exercise



**FILL IN THE
BLANK**



**YES or NO
ANSWER**



Resort hotel is providing a facility that meet the needs of group or convention.



Hotel bars allow guest to relax and opportunity to socialize for business or pleasure.



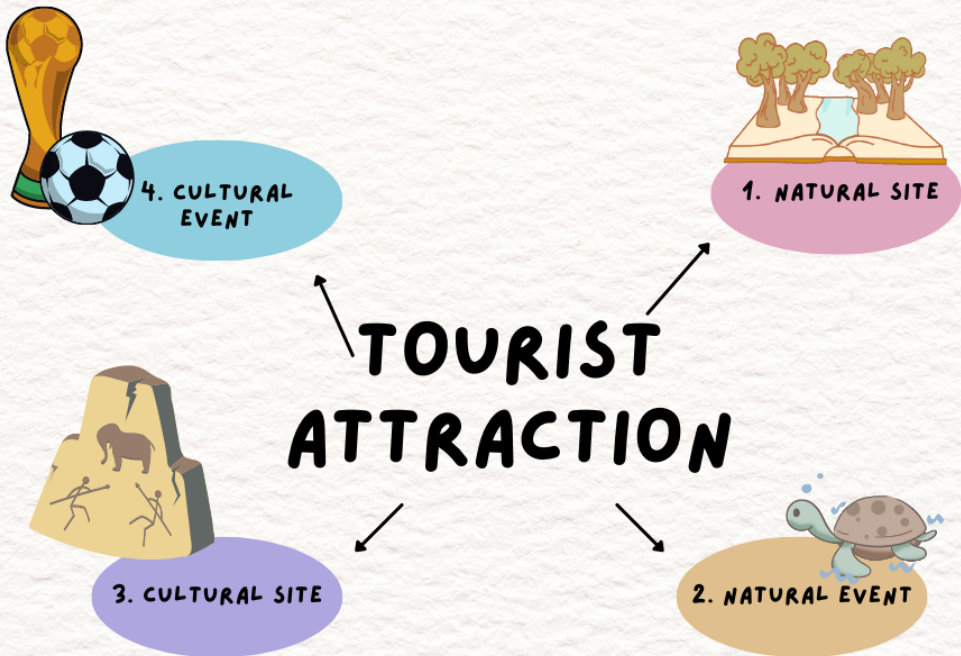
Ferry ride will consider about status and nostalgia. It also a long period journey on ship



4. TOURIST ATTRACTION



A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement.



A. NATURAL SITE

- Closely to natural environment
- Can be divided to:
 - i) Topography
 - ii) Climate
 - iii) Water
 - iv) Wildlife
 - v) Vegetation
 - vi) Protected Natural Areas
 - vii) Location



i. Topography

- Refer to geological features.
- Mountains- e.g.: Mt Kinabalu, Mt Everest, Mt Fuji. To certain individuals mountain may become symbolic value, aesthetic or religious or iconic attraction.
- Beaches- e.g.: Carribbean, Hawaii, Pantai Cahaya Bulan. Most stereotypical symbol of mass tourism.

ii. Climate

- In modern mass tourism climate can attract tourists.
- Depend to tourist interest.
- e.g.: Winter: downhill skiing, snowboarding





iii. Water

Water is significant to certain tourists who seek for water activities
e.g.: swimming, kayaking and etc.

criteria: good water condition, comfortable water temperature and
safe water conditions

E.g.: rivers and waterfall, geothermal waters

iv. Wildlife

- Tourists want to experience the wildlife environment.
- E.g.: zoo: tourist guaranteed can see animals and no thrill discovery
- E.g.: hunting and fishing: experience real life of wildlife (deep sea fishing)
- Famous wildlife attraction: Africa, Canada and etc.



v. Vegetation

- Vegetation exist interdependently with wildlife
- E.g.: trees, flowers or shrubs.
- Famous vegetation: Rafflesia (Sabah), Giant redwoods (California)



vi. Protected Natural Area

Protected natural areas such as National Parks or 'Hutan Simpan', that consist of topographical, zoological, vegetation, and wildlife resources.

Reasons to have protected natural areas:

- * protect integrity and attractiveness of natural resources.
- * have land available that is undisturbed by humans.



vii. Location

- Extreme or centralized location can fascinate people to come.
- E.g.: Kuala Lumpur, Sydney and etc



B. NATURAL EVENT

- Natural events frequently occur randomly and without regard to specific areas.
- Natural events- sunsets, sunrise, volcanic eruptions, animal migrations, autumn leaf color, spring bloom displays
- E.g.: Volcanic eruptions (beauty and danger)
- E.g.: Turtle in Terengganu



C. CULTURAL SITE

Cultural sites known as 'built', 'constructed', or 'human made' sites.



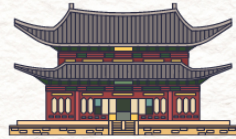
Retail



1. Prehistorical



Recreational



Historical



Economic Activity



Contemporary Culture

CULTURAL SITE



i. Pre-historical

Pre historical attractions including rock painting, rock etching, middens, mounds and other sites associated with indigenous people.



ii. Historical

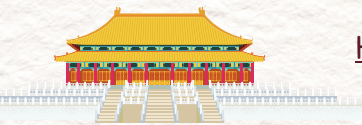
Historical sites are distinguished from pre historical and fall under the scope of 'recorded history'. Consensus within a local community or among scholars.



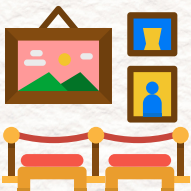
Monuments and structures: ancient monument structures. E.g.: pyramid (Egypt), Colosseum (Rome), Angkor Wat (Cambodia).



Battlefields: also called dark tourism, most popular among tourist attractions. Long term war on tourism. E.g.: Thermopylae (war within Spartans and Persians)



Heritage district: historical building. Such as: Forbidden city in China



Museums: place where the community can augment their tourism resource inventory and present collection of local significant artifacts

iii. Contemporary Culture

- Architecture, ethnic neighborhoods, modern technologies or arts.
- Tourists want experience on local cultures and their local food and drinks.
- E.g.: Homestay.



iv. Economic Activity

Living economic activities such as mining, agriculture, and manufacturing done by the local community.
E.g.: Visit Kedah (paddy field)



v. Recreational

- Unique because recreational activities can meet the demands of tourism market.
- E.g.: Golf Course, Casinos, Theme Parks, Ski Resorts

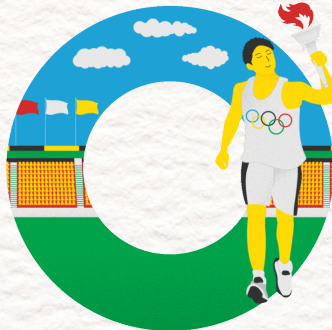
vi. Retail

In certain conditions, retail is one of the tourist attractions.
Mega-malls: large shopping centre, design to maximize amount of time tourist spend.(Hong Kong, Singapore, K.L)
Markets and Bazaar: usually colorful, 'exotic', are generic tourism icons in their respective region. E.g.: Jonker Walk (Malacca)



D. CULTURAL EVENT

- Regular or irregular in occurrence (e.g. The Summer Olympics every 4 years versus one-time-only special commemorations).
- Location (e.g. British Open tennis tournament held at Wimbledon versus the changing Olympics site).
- Range in size from a small local arts festival to international mega-events such as the football World Cup.
- Events may be 'single destination' or 'multiple destination'.
- Thematic classification assigns events to topical categories such as history, religion, music and arts.



Types of Cultural Events

Historical Re-Enactments and Commemorations

- Historical Re-Enactments and Commemorations
- Motivated by a deep-seated desire to connect with significant events of the past. E.g. Re-enactments of America Civil War battles such as Gettysburg.



Sporting Events

- Major sporting events are exceptional in the degree which they attract extensive media attention, and the number of television viewers. E.g. Olympic Games & World Cup.



World Fairs

- Less prestigious than the Olympics, world fairs also confer a significant amount of status and visibility to host cities. E.g. 1988 World Fair in Brisbane.



Festivals & Performances

- Destination have considerable ability to establish festival and performance type events, since these can capitalize on anything from particular local culture. E.g. Australia, host an extremely large festivals.



5. Shopping



To make shopping as convenient as possible, many resorts and hotels provide shops featuring gift items, particularly local handcrafts and artwork.

There are high-quality gift and souvenir shops featuring items of particular interest to visitors.

Chain hotel and motel companies have also organized gift shops as part of their operations.

Airport have virtually become shopping centers.



BE WISE!

RECREATION & ADVENTURE

The action and activities of people engaging in constructive and personally pleasurable use of leisure time. Recreation may include passive or active participation in individual or group sports, cultural functions, natural and human history appreciation, non-formal education, pleasure travel, sightseeing and entertainment.

● Government-Sponsored Recreation

- National Park. (e.g.: Hutan Simpan Endau Rompin)
- Public Recreation (e.g.: public swimming pool, public gym, zoo, picnic areas, game field, playground).
- Guest or tourist do have not to pay or maybe only small fee for the recreation services.

● Commercial Leisure

- Theme Parks. E.g.: Universal Studio, Walt Disney, Sunway Lagoon
- Magic kingdom, Disneyland

● Club

- Club is a place where members gather for social, recreational, professional or fraternal reasons.
- Private club- gather for social, recreational or professional reason.
- Country Club and City Club.
- E.g.: golf club, swimming course and etc

RECREATION & ADVENTURE

• Non-Commercial Recreation

- Includes voluntary recreation that is non-profit oriented.
- Campus, Armed Forces and Employee Recreation.
- E.g.: competitive sport, recreation trips and etc.

• Recreation for Special Populations

- Involve professional and organizations who serve groups such as, mentally ill, mentally retarded & physically challenged people.
- E.g.: Paralympics Sport (sport program for disabilities group).

• Gaming

- The gaming industry is a \$83.7 billion business.
- Employs directly and indirectly more than 1 million people.
- 87 percent of American view casino entertainment as acceptable for themselves or others.
- Indian reservation gaming is a growth industry.

MICE

Meeting, Incentive Travel, Conference, Exhibitions

People have to gather to attend meetings or convention for social, sport, business, politics or religious purposes.

MEETING

May involved business or social purposes.

E.g.: school or voluntary meetings

INCENTIVE TRAVEL

Traveler whose trips are paid for all or in part by their employer (as way rewarding staff performance)

CONFERENCE

Provide facilities that meet the need of group or convention. Have many banquet halls, meeting rooms, theater rooms and etc.

EXHIBITION

Exhibitions can be divided into trade and customer subtypes. Involve participants who attended such event for pleasure/business or leisure purpose.



TRAVEL TRADE

- ✓ Become familiar with tourism distribution systems organizations and their functions.
- ✓ Understand the role of travel agents and their dominance in the distribution system.
- ✓ Consider the impact of the Internet on the distribution system.
 - ✓ Examine the role of the tour wholesaler.
- ✓ Recognize that a combination of all channels of distribution can be used by travel suppliers.

TOURISM SERVICE

Tourism and travel-related services includes services provided by hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services and other related services.

Tourism Services Required

- Expected quality service
- Customer satisfaction
- Understand and meet guest need
- Builds services team
- Service guarantee

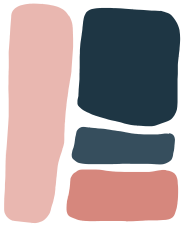
Tourism Service Distribution Channel

- Travel Agencies
- Computer system
- Tour operator
- Meeting/event planners

Tourism services including...

- Transportation
- Accommodations
- Food and beverage
- Attraction and entertainment
- Destinations





Importance & Contribution

TRANSPORTATION

- Help people to travel as a medium to carry people from one destination to another destination.
- Without technology of transportation people cannot travel for a long distance (save time).
- Help in support other sector.

ACCOMMODATION

- Place for guest/traveler stop by for relax, vacation, sleep, eat, do activities.
- Accommodate for business travelers or leisure purposes.
- As a place that is outside of the common environment.
- People can gather to do activity such as convention hotel.

RECREATION

- Basic component of our lives and well being.
- Reduce stress level.
- Recreation allow people having fun and form lasting relationship.
- Make people more active and direct result increased technology and productivity

MICE

- People to gather and do their activity.
- Exchange information and brainstorming ideas.
- Involved event planner, help event more organized and run accordingly.
- Safety and security is the main important things during event.



The Complexity of the Tourism & Hospitality Industry



Challenges Face in Bar Department

- Set strict policy and proper guideline.
- Responsible and well trained staff.
- Limit Bar Liability.
- Security surround
- Pilferage

Challenges in F&B Sector

Restaurant guest is not predictable.
TOO MANY GUEST- food delay and poor service.

TOO FEW GUEST- employee are underutilized.- increase labor cost

Challenges in Transportation

1. Congestion
2. Safety and security
3. Environmental damage
4. Seasonality




Trend in MICE

- Globalization
- Competition
- Technology



Trend in Recreation and Leisure

- Increase all fitness activity
 - Increase personal leisure time to computer activities.
 - Additional learning and adventure opportunities for elder.
 - Recreation program for youth and kids.
 E.g.: summer camp.
- 



The Interrelationship

MICE HOSPITALITY & TOURISM INDUSTRY

- Generate various range of income
- Encourage tourist to learn historic, cultural and recreational activities in surround area.
- Develop and promote the image of community.
- Represent various industry

RECREATION AND TOURISM AND HOSPITALITY INDUSTRY

- Tourist will find accommodation for stay (helping hotel business).
- Offer food and beverage services for basic consumption life.
- Related to transportation services for cater people movement.

TOURISM & HOSPITALITY

- Tourism is the activity by the tourists where they engage in travelling to destinations where they want to experience recreational and leisure activities and most of the time avails of accommodation, food and beverage.
- Tourism and hospitality go hand in hand, the hospitality industry offer services like accommodation, transportation, food and beverage, recreation and leisure.

LEISURE, RECREATION & TOURISM

Tourism is the practice of traveling to other places for enjoyment. The difference between leisure and recreation is subtler.

Leisure is the free time you have, recreation is what you do for fun during that free time. Leisure also includes rest, where recreation is inherently active.

**TICK THE
RIGHT
ANSWER**



Activity



Cultural events known as 'built', 'constructed', or 'human made' sites.



M.I.C.E means people have to gather to attend meetings or convention for social, sport, business, politic or religious purpose.



Guest or tourist who does not have to pay or only pay a small fee for the recreation services is called commercial leisure.



Natural events are often independent of particular locations and unpredictable of their occurrence.



Incentive travel is a traveler whose trips are paid for all or in part by their employer.



Topography is referred to as geological features.



Recreation is where people gather and do their activity.



Historical is where tourist want to experience local culture and their local food and drinks.

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