

FOOD AND BEVERAGE CONTROL

LEVEL – III

November, 2022, Curriculum Version



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Acronyms/ Abbreviation

TTLM - Teaching, training and learning material.

EEO - Equal Employee opportunity

ADL - Anti-discrimination legislation

WTO-----world tourism organization

IRNTO -----International Regional & National Tourism Organization

I ATA ---- International Air Transport Association

WTTA----- World Travel & Tourism Council

PATA -----Pacific Asia Travel Association

APEC----Asia – Pacific Economic Cooperation

OAS----- organization of American state

APE-----Accreditation for prior experience

DEFRA----Department for Environment, Food and Rural Affairs

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DMO-----Destination management organization
 EIA-----Environmental impact assessment
 IATA----International Air Transport Association
 IMS-----Information management system
 MICE----Meetings, incentives, conferences, and exhibitions
 NTO-----National Tourism Organization
 OTA-----Online travel agent
 PPP-----Public-private partnership
 PPV-----Public passenger vehicle
 PTD-----Package Travel Directive
 SMS----Safety management system
 VFR--- Visiting friends and relatives

Introduction

The tourism industry is the largest industry in the world with significance benefits. it is an activity done by an individual or a group of individuals, which leads to a movement from a place to another country to another for performing a specific task and visit to a place or several places in the purpose of entertaining which creates to an awareness of others and share cultures, also increasing the knowledge of countries, cultures, and history.

Obtaining legal information, conducting tourism based day-to-day organization activities, applying industry ethical practices, following legal and ethical obligations, maintaining industry rules and regulation, accessing reliable current information, identifying emerging of technologies on impacts the tourism industry, gathering sources information, identifying potential technologies on tourism, maintaining tourism industry profitability by using productivity and pricing

flexibility, create government and industry initiatives, improving product and industry skills, developing professional knowledge of tourism industry, accessing current and reliable information emerging technologies, emerging tourism markets by using technology, identifying potential effects of technologies on tourism industry, applying current and emerging technology knowledge in day-to-day work activities, using opportunities to update of knowledge tourism industry, identifying range opportunities, concerning and monitor current issues of tourism industry, sharing updated information with colleagues and incorporates day-to-day work procedures activities.

Module units

- General information of the tourism industry.
- Legal and ethical issues and impacts of tourism industry.
- Tourism industry technology information's & Sources
- Update tourism industry knowledge.

Learning objectives of the module

At the end of this session , the students will able to:

- Obtain legal Information.
- Conduct tourism based day-to-day organization activities.
- Apply industry ethical practices.
- Follow legal and ethical obligations.
- Maintain industry rules and regulations.

- **Learning Module Instructions:**
 1. Read the specific objectives of this Learning Guide.
 2. Follow the instructions described below.
 3. Read the information written in the information Sheets.
 4. Accomplish the Self-checks.

Unit One: General information of the tourism industry

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Obtaining legal Information.
- Conducting tourism based day-to-day organization activities.
- Applying industry ethical practices.
- Following legal and ethical obligations.
- Maintaining industry rules and regulations.

This unit will also assist you to attain the **learning outcomes** stated in the covered. Specifically, upon completion of this learning guide, you will be able to:

- Obtain legal Information.
- Conduct tourism based day-to-day organization activities.
- Apply industry ethical practices.
- Follow legal and ethical obligations.
- Maintain industry rules and regulations.

1.1 Obtaining legal Information.

Discuss tourism

Tourism- involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes. "The temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs." Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements – destinations, attractions, sites, accommodation, and all ancillary services.

Tourism was mainly been traditional in its early form. With the evolution of cultures, economies, and knowledge, tourism took a different form called sustainable tourism with the aspect of well-planned tour, well-studied destination, and conservation of destination.

The most common reasons for the people to travels:

- To spend holidays leisurely
- To visit friends and relatives
- To attend business and professional engagements
- To get health treatment
- To undertake religious pilgrimages
- Any other personal motives

Traditional and Niche Tourism

A. Traditional Tourism

The tour is decided and planned a number of days or weeks ahead of the actual travelling day. The tour operators generally suggest famous places and there is comparatively less study done on the destination place. It generally takes the form of social activity being large number of people involved. The tourists mainly desire for souvenirs and site-seeing. The tourists may or may not care for local economics, culture, and environment.

B. Niche Tourism

The tour is decided and planned spontaneously as well as ahead of the date of travelling. In this tourism, local language preparation and the study of local culture and norms is recommended. It is a personal, family, or friends' activity being small number of people involved. The tourists desire for experience and knowledge. The tourists are keen to cooperate in keeping local economy, culture, and environment thereby generating a positive experience for the locals, the tourism business, and the tourists themselves.

Tourism Management

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

A subtle difference between just travelling and tourism.

- **Travelling** is going from the place of residence or work to another distant or a neighboring place by any means of transport. Routine commutation can be termed as travelling.

Tourism is travelling with an objective. All tourism necessarily include travel but all travel does not necessarily include tourism. We can say, travelling is a subset of tourism.

One similarity between travel and tourism is, they both are temporary movements.

1.1.1 Forms of tourism

Domestic Tourism:- It involves residents of Ethiopia traveling only within their country. E.g. From Gondar to Bihir Dar, or from Addis to Bale

Inbound Tourism:- It involves nonresidents (e.g. Indians, Italians, Germans, British) traveling in Ethiopia.

Outbound Tourism:- It involves Ethiopian (residents) traveling in another country.

International Tourism:- It consists of inbound tourism and outbound tourism in Ethiopia.

National Tourism:- It consists of domestic and outbound tourism in Ethiopia.

Internal Tourism:- It comprises of domestic and inbound tourism in Ethiopia.

Types of Tourism

Mass Tourism

It involves tourism of organized large groups of people to special tourist locations. It is a traditional way where the daily program is fixed by the tour organizer. It is a social activity. The tourists

generally desire for souvenirs and site-seeing. For example, religious places, theme parks, boat cruises, resort towns.

Alternative Tourism

It includes individually organized tours to find first-hand information about a place, local culture, and environment. For example, biking tour planned by an individual while accommodation is catered for on the go.

Business

It is touring for conducting business transactions, attending business meetings, workshops, or conferences. The objective of business tourism is mainly professional.

Pleasure

It includes tourism for improving one's physical or spiritual well-being. For example, vacation at a Yoga or rehabilitation center.

Nature

It is tourism at places famous for pristine nature and serene beauty. The main objective is to experience and enjoy nature such as farms and wildlife. Ecotourism is a part of nature tourism.

Cultural

This type of tourism has an objective of understanding the local history of the place, foods, local productions, and local culture.

Conference

Tourism: Traveling to participate in trade fair, conference, meetings and exhibitions.

Social

It includes tours conducted among relatives, friends, and others.

Recreational Tourism

It includes travelling to escape from routine life. This is often done for enjoyment, amusement, or pleasure. For example, Camping or beach visit.

Active Tourism

It is conducted with a clear objective such as climbing a mountain, touring around the world, or learning local culinary arts or languages.

Sports Tourism

It is tourism for attending some sports event such as World Cup Cricket Match, FIFA, or Olympics.

Religious Tourism

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It involves travelling to places of religious significance such as Vaishno Devi in Jammu-Kashmir and Golden Temple at Amritsar (India), Mecca in Saudi Arabia, Bethlehem, and other such places.

Health or Medical Tourism

It involves travelling to improve one's health. It is with the objective of visiting weight-loss camps, naturopathy centers, and health resorts.

Adventure Tourism

It involves tourism for adventurous activities such as rock climbing, bungee jumping, sky-diving, hiking, horse-riding, surfing, rafting, or skiing.

Water based tourism:

This type of tourism is based on water transportation e.g. cruises tourism, yachting tourism, River tourism.

1.1.2. Special forms of tourism

The past few decades, other forms of tourism, also known as niche tourism, have been becoming more popular, particularly:

1. **Agri-tourism:** farm-based tourism, helping to support the local agricultural economy.
2. **Ancestry tourism:** (also known as genealogy tourism) is the travel with the aim of tracing one's ancestry, visiting the birth places of these ancestors and sometimes getting to know distant family.
3. **Armchair tourism** and virtual tourism: not traveling physically, but exploring the world through internet, books, TV, etc.
4. **Audio tourism:** includes audio walking tours and other audio guided forms of tourism including museum audio guides and audio travel books.
5. **Backpacker Tourism:** is a term used to denote a form of low-cost independent international travel, differentiating it from other forms of tourism notably by the following typical attributes: minimal budget use, longer duration traveling, use of public transport and multiple destinations/countries. The origin of the name comes from the backpacks that budget travelers generally carry in the interests of mobility and flexibility.
6. **Bookstore Tourism:** is a grassroots effort to support independent bookstores by promoting them as a travel destination.

7. **Coastal Tourism:** involves tourist products located along Coastal Environments - due to the limited extent of coastal environments they often are amongst the first places to experience tourist congestion for a region.
8. **Dark tourism:** is the travel to sites associated with death and suffering. The first tourist agency to specialize in this kind of tourism started with trips to Lakehurst, New Jersey, the scene of the Hindenburg airship disaster.
9. **Drug tourism:** travel to a country to obtain or consume drugs, either legally or illegally.
10. **Ecotourism:** sustainable tourism which has minimal impact on the environment, such as safaris (Kenya), Rainforests (Belize) and hiking (Lapland), or national parks.
11. **Educational tourism:** may involve traveling to an education institution, a wooded retreat or some other destination in order to take personal-interest classes, such as cooking classes with a famous chef or crafts classes.
12. **Extreme tourism:** tourism associated with high risk.
13. **Free Independent Traveler:** a sector of the market and philosophy of constructing a vacation by sourcing one's own components e.g. accommodation, transport.
14. **Gambling tourism:** e.g., to Atlantic City, Las Vegas, Palm Springs, California, Macau or Monte Carlo for the purpose of gambling at the casinos there.
15. **Garden tourism:** visiting botanical gardens famous places in the history of gardening, such as Versailles and the Taj Mahal.
16. **Heritage tourism:** visiting historical (Rome, St. Petersburg, Athens, Cracow) or industrial sites, such as old canals, railways, battlegrounds, etc.
17. **Health tourism:** usually to escape from cities or relieve stress, perhaps for some 'fun in the sun', etc. often to Sanatoriums or "health spas".
18. **Hobby tourism:** tourism alone or with groups to participate in hobby interests, to meet others with similar interests, or to experience something pertinent to the hobby. Examples might be garden tours, amateur radio DX-perditions, or square dance cruises.
19. **Inclusive tourism:** tourism marketed to those with functional limits or disabilities. Referred to as "Tourism for All" in some regions. Destinations often employ Universal Design and Universal Destination Development principles.
20. **Mass Tourism:** is an ecotourism policy to minimize the footprint of tourists by concentrating them into a small area. Mass tourism also maximizes the utilization of tourist infrastructure.
21. **Medical tourism:** e.g.

- ✓ for what is illegal in one's own country, such as abortion or euthanasia
- ✓ for advanced care that is not available in one's own country in the case that there are long waiting lists in one's own country
- ✓ for use of free or cheap health care organizations

23. Mystical tourisms: Tourism for people that believe feel energy and travel to places to meditate, yoga, special events, ceremonies, mystical rituals.

24. Pop-culture tourism: tourism by those that visit a particular location after reading about it or seeing it in a film.

25. Perpetual tourism: individuals always on vacation; some of them, for tax purposes, to avoid being resident in any country.

26. Pilgrimage Tourism: pilgrimages to ancient holy places (Rome and Santiago de Compostela for Catholics, temples and stupas of Nepal for the Hindus and Buddhist, Mount Athos or Painted churches of northern Moldavia for the Orthodox), religious sites such as mosques, shrines, etc.

27. Sex tourism: traveling solely for the purpose of sexual activity, usually with prostitutes.

28. Shopping tourism: promoting shopping festivals as tourist draw cards such as the Dubai, Singapore, and Hong Kong.

29. Space tourism: traveling in outer space or on spaceships.

30. Wine tourism: the visiting of growing regions, vineyards, wineries, tasting rooms, wine festivals, and similar places or events for the purpose of consuming or purchasing wine.

1.1.3. Factors Affecting Tourism

There are many factor that influence the running of the tourism industry. Some show immediate effect while, there are also factors which affect in the long run.

Environment at Destination

Tourism is in its best form when the destination boasts of conducive climate. In contrast, any undesired changes in the environment such as high winds, flash floods, drought, and extreme climate can affect tourism adversely.

For example, during harsh summer months in India, people prefer to travel to colder climate regions like hill stations.

Economy of the Country

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When a country is undergoing economic turbulence and when people are facing unemployment issues, tourism is affected adversely. On the contrary, when a country's economy is doing well and people can afford to spend money on leisure, tourism progresses.

Historical or Cultural Importance of Destination

The place or destination of travel affects the tourism business to a great extent. If the destination is of great historical or cultural significance then tourists will certainly like to visit the place for seeing monuments, castles, forts, ancient architecture, sculptures, caves, antic paintings and utensils, clothes, weapons, ornaments, and other allied heritage.

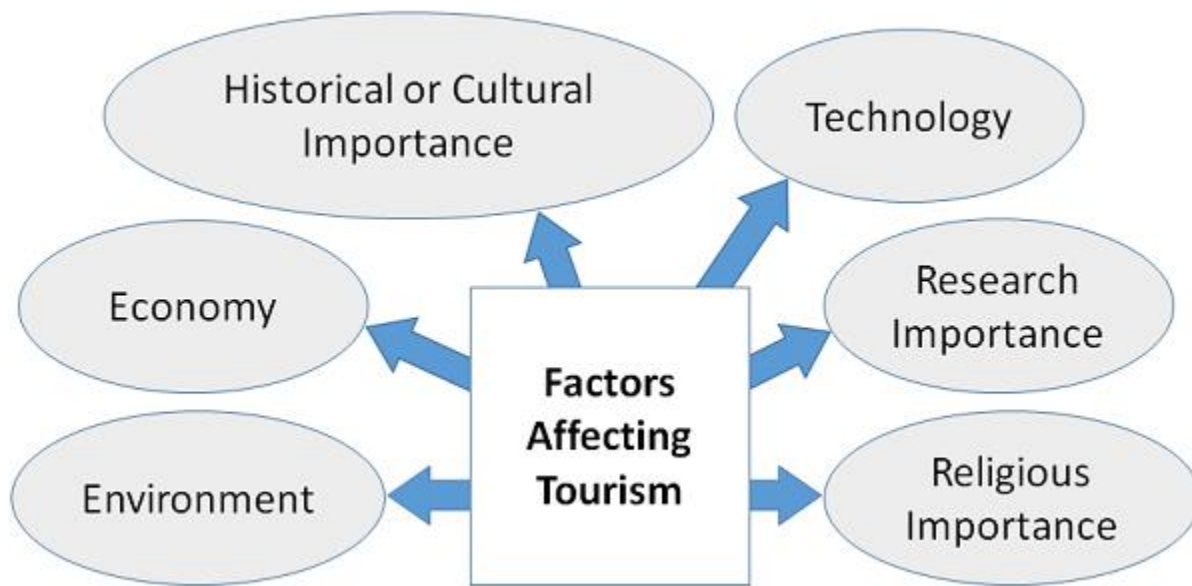
For example, the world famous places of historical and cultural importance are Taj Mahal (India), Pyramids of Giza (Egypt), Bagan City (Burma), Acropolis (Athens, Greece).

Research Importance of Destination

There are tourists who visit places with the objective of studies and exploration. Need for research promotes tourism. Archeologists, Geologists, Oceanographers, Biologists and Zoologists, Architects, and People researching Arts and Cultures seek places that have great significance in the field of research.

Religious Importance of Destination

The places of religious importance or worship are always flooded with tourists. At these places, tourism is at its peak at particular time periods in a year. The tourists often go on pilgrimage to find inner peace and invoke blessings of the deities they worship and to cleanse their sins before death. For example, Mecca, Bethlehem, Kashi.



Technology

Internet has penetrated to almost every corner of the world. Tourists are enjoying the benefits of Internet. While planning a tour, the tourists try to get the idea about the places they are going to visit, the quality of amenities and services, and the attractions at the destination. After visiting a destination, the experienced tourists share their opinions on various platforms of the Internet.

Thus, the reviews of experienced tourists shared on the internet work as guidelines for the following tourists. Hence, just like a double-edged sword, the Internet can boost as well as bring down the tourism business.

Tourism Terminology

Attraction – It is a physical or cultural feature of a place that can satisfy tourists’ leisure based need.

Cultural Heritage – It is an expression of the manner of living developed by a community and passed on from one generation to the next. It includes customs, practices, places, objects, artistic expressions and values.

Dark Tourism – (Black or Grief tourism) It is the tourism involving travel to places historically associated with death and tragedy.

Destination – It is a place the tourist visits and stays there for at least 24 hours. The destination supports staying facilities, attractions, and tourist resources.

Ecotourism – It involves maintenance and enhancement of natural systems such as water, air, woods and forests, and flora and fauna through tourism.

Excursionist – Persons traveling for pleasure in a period less than 24 hours

Foreign Tourist – Any person visiting a country, other than that in which he/she usually resides, for a period of at least 24 hours.

Hiking – A long and vigorous walk on the trail.

Intermediaries – they are the intermediate links between the form of goods and services tourists do not require and the form of goods and services the tourists demand.

Itinerary – A documented plan of the tour.

Leisure – The free time when obligations are at a minimum and one can relax.

Recreation – The activities carried out during leisure time.

Site – It is a particular place bound by physical or cultural characteristics

Skiing – It is a recreational activity and competitive winter sport in which the participant uses skis to glide on snow.

Snorkeling – It is the practice of swimming on or through a water body while being equipped with a diving mask composed of a shaped tube called a snorkel.

Terrain – It is a stretch of land, especially with regard to its physical features.

Tourism Carrying Capacity – The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment, and an unacceptable decrease in the quality of visitors' satisfaction.

Travel – The act of moving outside one's home community for business or pleasure but not for commuting or traveling to or from usual places.

United Nations World Tourism Organization (UNWTO) – It is the United Nations (UN) agency responsible for the promotion of responsible, sustainable, and universally accessible tourism.

Visitor – A non-residential person visiting the place.

WTO – World Tourism Organization.

1.1.4. Factors Affecting Tourist Behavior

The following factors immensely change tourist behavior:

Geographical Factors – Some physical factors like geographical and climatic conditions, facilities and amenities available at the destination, advertising and marketing conducted by tourism business alter the decision making of the tourists.

Social Factors – A few social factors such as a person's social network, which provide first hand information that can alter a person's decision of visiting or not visiting a particular place.

Place of Origin – There can be a broad spectrum of tourist behavior depending upon the place they belong to. North Americans like to follow their own cultural framework. Japanese and Korean tourists like to visit places in groups.

Tourism Destination – It is a major contributing factor altering tourist behavior. If a destination has all basic provisions such as electricity, water, clean surroundings, proper accessibility, amenities, and has its own significance, it largely attracts tourists.

Education of Tourist – The more educated the tourist is, the wider range of choices, curiosity, and the knowledge of places he would have. This drives the decision making when it comes to choosing a destination.

Tourism products

The tourism industry as a whole survives because of **various tourism products and services**.

Tourism industry is flexible. The products of tourism cannot be easily standardized as they are created for the customers of varied interests and demands. That's making the marketing strategy of companies very difficult but the tourism products very strong. As the tourism products are mainly **the tourists' experience**, they can be stored only in the tourists' memories. Yet, souvenir products can keep some parts of the memories in them!

Shaping the value offerings for tourism we need to consider -apart from the marketing strategy- the **5 A's of tourism**:

These are:

1. **Attraction:** It includes all those factors which attract a tourist. It could be a place, nature, lakes, beach, monuments etc.
2. **Accessibility:** It is how to access or reach to that place of attraction. Ways to reach.
3. **Accommodation:** Place to stay or accommodate while travelling for rest or overnight stays.
4. **Amenities:** All the other services which we require while travelling for good and comfortable living while travel such as food, drinking water, sanitary, etc.
5. **Activities:** It includes activities which a place or attraction holds such as nature walks, history & architecture, boating, views, health, etc.

Categories of Tourism product' covers:

Accommodation, i.e. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, camping, caravanning and home stay

Hospitality, i.e. food and beverage serving services, e.g. pubs, restaurants, cafes, private dining for groups/conferences

Transport services, e.g. rail, road, water, air networks and rental Guided tours and tourist guides

Travel agencies and other reservation services, including tour operators and destination management companies (see travel trade section) Cultural services, e.g. museums, attractions

Sports and recreational activities and Retail

1.1.5. Legal requirements for tourism businesses

It explains a range of legal requirements that tourist accommodation businesses must consider includes rules on health and safety, employment and data protection. also explains planning permission

and business rates for tourism businesses. For more details on the licenses you need for your tourism business, see get the right licenses for your accommodation business.

Tourism operators must consider their exposure to unintentional torts, primarily negligence. negligence can be defined as “the omission to do something which a reasonable man, guided upon those considerations which ordinarily regulate the conduct of human affairs, would do, or doing something a prudent and reasonable man would not do” In other words, if the **safety** standards of a business fall below an established standard and injury occurs as a result, the injured person may sue for negligence. Pursuing legal action against an operation for negligence is a process that needs to be initiated by the party who has been injured or plaintiff. To be successful, four elements have to be proved: injury, duty to care, breach in the standard of care, and causation. The injury means that it must be shown that the person suing did, in fact, receive an injury that resulted in damages. This might be physical damage, such as a bodily injury, or it may be damage to property. The concept of duty to care refers to the relationship between the plaintiff and the defendant, a relationship requiring the defending party to care for the plaintiff. For example, in tourism, duty to care relationships exists between hotels and guests, tour guides and tour participants, and instructors and students. Is it expected that the person or organization in the relationship is responsible for ensuring the other person is safe from reasonable harm.

Benefits of tourism

A. Sustainable Economic Growth

1. Stimulates GDP Growth
2. Increases International Trade:
3. Boosts International Investment
4. Drives Infrastructure Development:
5. Supports Low-Income Economies

B. Social Inclusiveness, Employment, and Poverty Reduction

6. Creates Jobs Efficiently
7. Promotes Inclusive Growth:
8. Strengthens Rural Communities:

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9. Revitalizes Urban Areas:
10. Improves Access to Income via Travel Tech
11. Benefits Women:
12. Bolsters Artisans
- C. Resource Efficiency, Environmental Protection, and Climate Change
13. Facilitates Conservation
14. Raises Climate Change Awareness
- D. Cultural Values, Diversity, and Heritage
16. Protects Cultural Sites
17. Sustains Intangible Culture
- E. Mutual Understanding, Peace and Security
18. Spreads Philanthropy
19. Cultivates Intercultural Understanding
20. Aids Post-Conflict Recovery

1.2 Conducting tourism based day-to-day organization activities.

The tourism and hospitality industry comprises three main areas of activity they are accommodation, restaurant services and tourism planning or management and marketing. The tourism and hospitality industry boosts the development of other sectors such as land and air transport as well as the cultural and leisure industries.

Nature-based tourism Activities:

- garden and forests
- cycling and mountain biking
- walking and hiking
- fishing
- canoeing and water sports

Types of tourism activity:

A. Activity tourism generally combines:

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1. Physical activity or adventure
2. Cultural exchange or interaction
3. Engagement with nature

B. The market is commonly made up of:

1. Hard adventure activities such as climbing, trekking and mountain biking
2. Soft adventure activities such as walking tours, city bike tours, canoe hire or camping

C. Soft activities

1. Appeal to a wider range of people
2. Require less physical output than hard activities
3. Generally have lower perceived or real risks
4. are easily adapted for different visitors, e.g. families

1.3 Applying industry ethical practices.

Ethics

Ethics is explained as differentiating between ‘good and bad’, ‘right and wrong’ or ‘morally correct and incorrect’. The word is derived from the Greek word ‘ethos’ that signifies character, morality, honorable code of conduct/ behavior. Ethics are imbibed by the individual, groups in society and businesses/organizations. As ethics encourage responsible conduct and accountability, they need to be embedded into every sphere of an individual’s life and every aspect of an organization’s operations for the interest of universal welfare.

1.3.1. Ethical Tourism

Ethical tourism and responsible tourism mean thinking about the consequences of your actions as a tourist on the environment, local people and local economy. Some places in the world really benefit from tourism and for some communities the tourist trade is the main source of income and jobs. Ethical tourism is becoming more important in the tourist industry, with campaigns to raise awareness of the benefits of responsible holiday making and treating your area of visit with respect.

1.4 Following legal and ethical obligations

Ethical issues involve rules or standards governing the conduct of members of a profession, while legal issues involve rules governing the conduct of persons within a community, state, or country. Ethical tourism and responsible tourism mean thinking about the consequences of your actions as a tourist on the environment, local people and local economy. Top challenges confronting tourism are taxation, travel marketing, infrastructure issues, and security and cross border regulations. Too many tourism destinations are not prepared for visitors. Tourists or travelers can at times deem travel marketing to be exaggerated.

Below, I have briefly outlined some of the most common ethical issues in tourism.

- Distribution of income. Photo by Volker Meyer on Pexels.com.
- Access to services and facilities.
- Exploitation of children.
- Exploitation of women.
- Sex tourism.
- Animal welfare.
- Environmental destruction.
- Cultural impacts of tourism

1.5 Maintaining industry rules and regulations.

The State declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange, and employment, and to continue to mold an enhanced sense and developed with different purposes, including economic benefit, social and health improvement, environmental risk reduction, equity and fairness, and political expediency. They are formulated and enforced by a variety of institutions, including local or national governments, state and private bodies, as well as professional organizations such as legal and auditing agencies.

. The most common reason for not having sufficient capacity is age. In most cases, a person who has not reached the legal age of majority cannot contract with someone else. Other requirements for capacity include having sufficient mental capacity, and being the authorized signatory (the person with the authority to sign on behalf of an organization) The implications of contract law to the

tourism and hospitality industry are extensive; any contract signed needs to have unambiguous terms, be clearly accepted, have an exchange of value, and be signed by an adult with full mental capacity or by an authorized signatory of the organization. Failing to adhere to any of these conditions will likely result in the contract being considered void.

Tourism laws in Ethiopia- to ensure concretely the country's full benefits by sustaining competitiveness in the international tourism market, by turning Ethiopia into a particularly preferred destination in Africa, and by maximizing direct and indirect economic benefits. tourism as an “indispensible element of national economy and an industry of national interest and importance.” In the law, tourism is seen as an industry that must be harnessed to stimulate socio-economic growth

1.5.1. Compliance with industry

Compliance typically means the action of obeying (complying) with a wish or demand. However, it mean when it comes to business travel and Business travel compliance means employees agree to a business’ corporate travel policies for business trips. In this brief article, we’ll take you through different types of travel compliance you need to consider, as well as why your business needs compliance processes for all business travelers.

Businesses in the travel industry must comply with many regulations and laws. In addition to legal compliance in the location where they operate, travel businesses must also be familiar with laws in host locations. Every state and country has different regulations that companies must comply with if they offer services within their borders.

Employees to comply with travel policies?

The truth is, travel policies help both parties. They align employees and employers on everything around their travel policies, so nothing goes overlooked or misunderstood. Once business travelers understand this, there’s rarely a problem getting them to comply. The issue comes technically. Make your company policies accessible to everyone. The basics should be visible from day one of staff on boarding. Anyone who plans on traveling with the business needs clear access to the policies that include them. Next up, automate your compliance travel process. Save the endless email chains, and minimize the risk of overlooking critical information. The bottom line is, a travel management app does all of the logistics and compliance process for you—in real-time.

Travel benefit can help your company prepare for the business travel of tomorrow. Going forward, travel policy compliance will be more important than ever before. We can help you through our integrated policy feature. Set up automated approval processes and workflow in less than two minutes. Grant unrestricted or strict access when it comes to budget and bookings. Give each employee the autonomy they deserve.

Unit two: Legal and ethical issues and impacts of tourism industry.

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Accessing reliable current Information
- Impacts of technologies in tourism industry
- Gathering sources information
- Identifying potential technologies on tourism
- Maintaining tourism industry profitability by using productivity and pricing flexibility
- Create government and Industry initiatives

This unit will also assist you to attain the **learning outcomes** stated in the covered. Specifically, upon completion of this learning guide, you will be able to:

- Accessing reliable current Information
- Identifying potential technologies on tourism
- Gathering sources information
- Identifying potential technologies on tourism
- Maintaining tourism industry profitability by using productivity and pricing flexibility
- Create government and Industry initiatives

2.1 Accessing reliable current Information

Identifying and accessing information

- Talk to customers about industry-specific events, trends and happenings
- Plan your career as opportunities present themselves
- Know when you need to update your training (knowledge and skills) in-line with
- changes in legislation, equipment, technology, trends and industry best practice
- Cultivate and maintain a professional interest in what is truly a profession
- Communicate effectively with colleagues and management who have themselves kept up-to-date
- Learn new techniques and integrate fresh knowledge and skills into everyday workplace practice
- Develop a broader appreciation of the industry – so your work can be placed into a better context.

2.2 Impacts of technologies in tourism industry

Technology has already altered the way we conduct operations; it has aided our businesses and our culture and allowed us to develop more quickly as individuals, especially in the travel industry. Technological advancements, social networking, and the rising simplicity with which services can be acquired digitally have contributed to the companies being even more competitive.

Furthermore, technology has significantly altered the travel and tourism business, which will not occur; it has already happened. Technology has made it simpler for people to plan their vacations as it saves time and makes planning more effective. The travel and hospitality industry are no longer run using traditional methods anymore. Travel and hospitality business owners have long been automating their processes to improve productivity and customer satisfaction. The outcome has been a massive improvement in efficiency in service delivery across the world and a more standardized way of dealing with clients. Technology has impacted these sectors in the most positive.

Business operation automation

More businesses have turned to automation to improve production and services delivery with little to no human participation. Everything from organization, coordination, communication can be and is automated across businesses in the travel and hospitality industry. Customers can reach out to hotels or travel agencies anytime, night or day and there will always be someone to attend to their needs. Systems that facilitate self-service are available and easy to use. Reservations can easily be made without human interaction. This has reduced **cost** and **labor** for the businesses while improving customer service delivery.

Improved hotel and travel technology

The whole point of improving travel and hotel accommodation conditions is to appeal to the customers who will use these services. Technology has helped make that even more achievable. Travelers can expect a much safer, reliable, and comfortable transit from their service providers. While in hotels, guests want to stay connected to the world. A strong and reliable Wi-Fi takes care of these. Guests can work online from the comfort of their rooms. They can also relax in their rooms, enjoying hi-tech amenities, streaming their favorite shows and play online casino games on sites like Novibet, if they prefer not to go down to the game rooms that the hotels typically provide. A cleaning system also ensures that the guests feel safe Health wise, especially during this pandemic. It all makes for a rich and relaxed experience.

Check -in convenience

Checking in, whether at travel stations or hotels has been greatly improved with technology. People like the idea of being able to check-in by themselves without having to encounter so many people to do so. Digital platforms are now available in airports, restaurants, and even hotels, that enable people to have an easy and contactless experience as they use their services. The convenience of these systems makes it so much easier to enjoy themselves.

Improve staff services

Technology has also impacted the way employees in the travel and hospitality industry carry out their duties. Staff can use automated systems to execute certain tasks like laundry, cleaning, and even cooking. Automatically saved customer information helps them cater to the needs of specific customers ensuring they get the best and most satisfactory services.

Improve Communication

This applies to both staff and customers. Technology has provided more efficient methods of communication between a member of these two sectors and their clients. Information is more easily accessible and transferred between them and this often limits or even eliminates the chances of mistakes and errors in customers servicing customer's needs.

Conclusion

Technology has changed the way the world works, travels, and enjoys itself by making things easier, safer, and more efficient to work with. It is easier to be more specific with expectations and be assured that they will be met when there are hi-tech systems in place to reduce the chances of human errors.

Disadvantages of technology

Despite many advantages, technology has several disadvantages. Some of the main draw backs of technology are: -

- Social Isolation and Loneliness
- Weapons and Mass Destruction
- The low value of human workers
- Negative Impact on Students
- Time Disburse
- Addiction

2.3 Gathering sources of information

Information sources can be categorized into two:

A. Internal sources

- Experienced staff – such as chefs, cooks, cellar staff, senior F&B service staff, purchasing officers, bottle shop sales assistants, managers and owners
- Operational manuals – for details relating to the way things should be done in the room/property
- Policies and procedures manuals – for background information about the venue
- Wrapping and packaging material – many items are delivered in packaging that contains information about the product
- Doing a tour of the premises – to meet staff, find the locations of departments and facilities, and to generally learn about the property
- Talking to customers – to benefit from their experience/s, what they have learned and their preferences.

B. External sources

Outside the venue you can obtain product knowledge information from:

- Product suppliers – by asking direct questions to the sales office or sales representatives, or by asking them to send you product information sheets
- The media – it must become standard practice for you to read, watch or listen to anything that relates to food and beverages: this should include reading, watching and listening to the general media as well as obtaining and reading trade magazines and journals
- Books – see what your local library has, check out the newsagents, visit the local library
- Internet – loads of information is available through targeted searches.
- Trade shows, exhibitions and F&B festivals – keep an eye on the media and invitations sent to your employer. Make the time to go – many shows/exhibitions are free to industry personnel and they are a great way to establish industry networks and keep abreast of what is happening in the industry

- Food and cooking demonstrations – you can always learn something from these events even where they are conducted by a company with a vested interest in promoting their range of products.
 - A library- is a collection of materials, books or media that are accessible for use and not just for display purposes. A library provides physical gateways to knowledge and culture; libraries play a fundamental role in society. The resources and services they offer create opportunities for learning, support literacy and education, and help shape the new ideas and perspectives that are central to a creative and innovative society.
 - Promotional activities – many suppliers run promotional events to advertise their products and you should attend these whenever possible. Trade magazines, local media and invitations sent direct to your workplace are the best sources of when and where these are conducted.
 - Unions- A trade union is an organization that represents its members (employees of a trade or industry) and aims to protect and improve their working conditions.
- Formal and informal research
 - Legislation or Ethiopian publications describing the law and responsibilities to comply
 - Industry associations and organisations
 - Industry journals
 - Computer data, including internet
 - Personal observations and experience
 - Informal discussions and networking with colleagues
 - Industry seminars
 - Training courses
 - Familiarisation tours of tourism destinations and facilities
 - Participation or membership in professional industry associations
 - Participation in industry accreditation schemes
 - Use of industry codes of conduct or ethics
 - Brochures, price lists and schedules – most venues, attractions, suppliers and service support industries provide some form of printed material to assist with learning about their:
 - ✓ Products and services
 - ✓ Contact details for their business, including hours of operation

- ✓ Prices
- ✓ Terms of trade

2.3.1. Tourism related information generated by governments:

Tourism related information is being largely generated by governments, both at center and at state levels, at Centre; Department of Tourism has a Statistical and Implementation Division to collect, compute, administer and manage the information collected. This information generated is used by the Department in planning, production and development of tourism goods and services both at national and international level. The information generated by Department of Tourism broadly focuses upon:

- I. Destination Information,
- II. Booklets on availability of hotels, restaurants and other services both primary and ancillary available at destination.
- III. Tourist guides and maps showing sites and their accessibility.
- IV. Procedural formalities for international tourists, permits for entry in restricted areas, etc.
- V. Specially developed tourism products like heritage properties,
- VI. Tourist profiles and other related data, etc.

2.3.2. Legal and ethical issues for the tourism industry

Law in Ethiopia is made in several ways: Acts of federal or regional parliament and the legislative assemblies of the territories; common law as applied and modified by the courts; and by-laws, regulations. Multiple federal, regional and local government laws and regulations govern the operation of every hospitality-based operation including the sale of alcohol, managing a gaming facility, venues' hours of operation, occupational health and safety, hygiene, workplace relations, consumer protection and trade practices.

Legislation and ethics play the most important role in the travel and tourism sector as it is linked with the different form of regulations on the basis of which activities are carried out in the particular sector. Further, the impact of every legislation on the travel and tourism sector is direct like in case of equality act it is necessary for the firms to deliver proper opportunities to the individuals who are working in the industry. The health, safety and security related legislation have the direct impact on individuals working in the firm as through this proper safety environment is provided to the employees of the company, and in turn, they are able to operate efficiently through this. The role of

regulatory bodies in the Travel and Tourism sector is to ensure that all the business practices are conducted in the right manner, rights of employees are protected and in turn, all the safety measures are taken for the benefit of the staff along with the service users also. The present study carried out focuses on highlighting the importance of legislation and ethics in the travel and tourism sector. It covers the different safety and security legislation.

The laws bind employers and employees, which means that penalties can be imposed on both the organization and an employee of that organization for breach of any law.

2.3.3. Most common laws and regulations that impact on Tourism and Hospitality industry.

Duty of care- is the responsibility one person has for the safety and wellbeing of another. Where an employer has a duty of care towards the public, their liability is extended to the actions of their employees. This is called **vicarious liability**. In other words, the employer is responsible for employees' behavior and therefore ensuring that the actions of employees meet legal requirements and are in no way detrimental to the safety or welfare of, or discriminatory towards, guests, customers or colleagues.

Listed below are the most common **laws** and **regulations** that impact on **tourism**-based enterprises and employees working in those businesses. For more specific information, please refer to the relevant legislation and regulations.

- Building and construction
- Food & beverage liability cases
- Franchise disputes and resolutions
- How to avoid negative publicity and liability by learning what "not to do"
- Fair labor standards act (minimum wages, overtime pay, child labor, equal pay for equal work).
- Tip pool issues
- Contract disputes
- Insurance matters
- Trademark and copyright violations

- Licensing requirements
- Spa lawsuits and more
- Occupational health and safety
- Public health
- Equal opportunity and anti-discrimination
- Other legislation
- Industrial relations.
- Consumer protection
- Industrial Relations: refers to the management of relationships between employers and employees.
- Consumer Protection - a consumer is someone who uses (consumes) a good or service for non-commercial purpose (personal use). Consumer law is concerned with protecting the rights of consumers.
- Fair trading and sale of goods legislation has as its **main purposes**:
 - ✓ to promote of fair trading practices and competitive fair market.
 - ✓ to provide for the safety of goods and services supplied and for the information that must accompany goods and services.
 - ✓ To regulate trade practices.
- **Equal Opportunity And Anti-Discrimination** - Equal opportunity legislation takes many forms. The legislation affects industry on two levels: in employment and in the provision of goods and services.
- **Equal employee opportunity (EEO)** is designed to ensure people are not discriminated against because of irrelevant characteristics. In other words, employment opportunities must be granted on merit, irrespective of gender, race, sexual preference, disability, nationality or other irrelevant characteristics. Similarly, in the provision of goods and services, we cannot discriminate against people based on these characteristics.
- **Anti-discrimination legislation (ADL)** - This legislation extends to the provision of goods and services and makes it illegal to discriminate based on factors such as race, pregnancy, physical and mental impairment, marital status, gender, sexual preference, political convictions and religious beliefs, except where allowable under legislation.
 - ✓ Racial Discrimination

- ✓ Sex Discrimination
- ✓ Disability Discrimination.

2.3.4. Legal consequences of a tourism industry

- Negligence in the maintenance of its premises
- Failure to comply with the Fair Labor Standards Act (minimum pay, overtime pay, equal pay, child labor)
- Discrimination against employees based on minority status
- Denial of services to guests perceived as illegal discrimination
- Contending with internet reviews, disagreements with a franchisor
- Overstepping bounds with unions
- Misapplying tip pools
- Eradicating bed bugs and other pests
- Dram shop violations
- Food issues
- Security concerns
- Insufficient insurance
- Trademark and copyright violations
- Securing and maintaining necessary business licenses
- Tax obligations
- Sanitation issues in spas
- Contract disagreements with suppliers
- Guests' rights to privacy
- Managing employees to ensure compliance with all of the above, and much more.

Below are some of the most common ethical issues in tourism.

- Distribution of income. Photo by Volker Meyer on Pexels.com
- Access to services and facilities
- Exploitation of children
- Exploitation of women

- Sex tourism
- Animal welfare
- Environmental destruction
- Cultural impacts of tourism

2.4 Identifying potential technologies on tourism.

Some of the technologies trending in the travel and tourism industry providing convenience, safety and fewer touch-points.

Mobile apps and Smart-phones -are an integral part of many people's lives. Smart-phones are communication devices, planners, maps, personal travel guides and restaurant locators, among other things. That's why many businesses have made mobile technology part of their business plans. People can book and check in for flights, check a flight's status, and access their boarding pass and rewards account. Some companies, such as Hilton, even offer the option for digital room keys using an app.

Virtual queues- enable travelers to join a line without physically waiting with other people for what can sometimes be hours. Harry Potter New York is one such store that offers this type of queue. To join the queue, visitors scan a QR code with their smart-phone at the store and enter their group's details. Visitors then get a text when it's their turn to enter the store.

Contactless payment- methods have also become increasingly popular in the tourism industry. The pandemic made it almost a necessity, as people shied away from physical card and cash exchanges. Contactless payments work by holding a credit card – or other device such as a smart-phone, watch or key fob -- near a card reader. The user's device communicates with the reader using RFID technology, instead of swiping a magnetic strip or inserting a credit card into a machine.

Chat-bots- simulate human conversation via phone and text interactions. They can alleviate congestion in contact centers and provide customers with real-time responses 24 hours/7 days. Most commonly, chat-bots answer frequently asked questions, such as hours of operation and how to pay a bill. They can be found on company websites and social media. Airline Air Asia provides a chat-bot called AVA on its website. AVA can help travelers book flights, pay bills, choose seats, reset

passwords, answer questions about COVID-19 restrictions and more. AVA is also available on Facebook.

Robots- have also become more widely used especially in the food service industry. Again, robots eliminate the need for human interaction and the potential for spreading germs. In the main media center, diners ordered food from their phones, and robots cooked it. When it was ready, robots delivered the meals using tracks on the ceiling, dropping it down to where guests were sitting. Robots also roamed the media center halls, keeping the floors clean.

Virtual tours- enable potential travelers to explore locations before making the trek there. Virtual tours -- not to be confused with virtual reality -- are 360-degree views of rooms designed to give potential bookers a glimpse of vacation destinations. This can come in handy when choosing a hotel so as not to be disappointed.

David's Vacation Club Rental is one travel company that provides virtual tours for potential guests. On its website, users can take 360-degree virtual tours of villas around the Walt Disney World Resort. This lets travelers see the layout and amenities of rooms before they book. These tours can be viewed on smart-phones, tablets and computers.

2.5. Maintaining tourism industry profitability by using productivity and pricing flexibility.

Increase revenue with up-sell and cross-sell in the travel sector. When you give information for travel, what inspires your next destination, and how do you choose the right accommodation, where to eat when you get there, which activities you can't miss. And, when you get home (or even during the trip), how will you share your experience with customer and concerned.

Gives an idea of the **level of change that the Travel & Tourism industry has experienced and is experiencing currently**, and it all starts from **digital transformation**. This is the point of origin of the revolution (read more about the impact of digital transformation on the sector in this article).

Today, we no longer make choices solely based on the suggestions of the hotel concierge or the **travel agency**. Several very popular platforms exist, such as Booking,

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Expedia and Airbnb (to name a few), that base their success on simplicity and on the endless audience they intercept. In this way, users become the first marketing agents, through their reviews; from consumer, we have all turned into producers. There are new industry applications and start-ups, there are **travel influencers**. Destinations have multiplied and travel has become something that is increasingly tailored to the traveller, both for individuals or customers.

Contribution of price flexibility in tourism

Price is- part of the marketing mix: "A product's price is that which consumers exchange with the market in order to purchase the product. Consumers consider price to be an important criterion in their evaluation of alternatives, both before and after making a purchase.

Price shows the published or negotiated terms of an exchange transaction for a product, between a producer who aims to achieve a predetermined sales volume and revenue objectives, and prospective customers who seek to maximize their perceptions of value for money in the choices they make between alternative products. It is one of the variables of the four "P's": product, price, place and promotion (Middleton, 1988: 58-60). "Pricing is one of the most important elements in the tourism marketing mix. Tourism customers rate the product at a price and without a price there is no indication of value. Pricing decisions are therefore essential for the profitability of the tourist establishment, as it has a tremendous impact on demand and sales volume. Pricing is also often considered an indication of quality. Although the pricing element is the most important one of the marketing mix in terms of profitability, pricing cannot be seen in isolation from the other elements". Therefore it must be viewed as an integral part of the marketing process, and the interrelationship with the other elements in the mix must also be taken into consideration.

2.6 Create initiatives with government and Industry.

Government initiation

“The strong growth in Ethiopia’s travel & tourism sector over the recent past is a testament of the sector’s potential as well as the effectiveness of the government policies introduced to support and promote the sector. Sector is one of the major growth driver’s economies. Infrastructure development has been a key focus area for the GoI over the past several years. The GoI’s increasing investments in strengthening of the country’s road and rail networks and promoting port development is a significant driver for the growth of the travel & tourism (T&T) sector. Recognizing the contribution of foreign tourists, the government introduced the concept of e-tourist and e-medical visas which have helped increase inbound tourists to the country.

The tourism sector by using cutting-edge ICT to innovate products, services, and business models, is an urgent issue for improving Ethiopian's tourism competitiveness. It is also indispensable to improve the productivity and add value to the tourism business through in order to rebuild the local economy that has been seriously damaged by the novel. has been working to make it easier for foreign tourists visiting Ethiopia to obtain information about the country. By providing information on visas and other requirements for visiting Ethiopia, promptly disseminating information in times of disasters, strengthening digital marketing, improving data analysis, and utilizing data for promotion, they are trying to provide accurate information and conduct effective promotion based on the attributes and interests of the customers.

The government is aiming to advertise Ethiopian to the world, and is targeting Eastern countries, large emerging markets, the young, and the wealthy to cultivate a Ethiopia segment. To achieve this, overseas Ethiopia government establishments disseminate content on Ethiopia (tourism, culture, history, trends, etc.) provided by the Ministry of Foreign Affairs.

Industry initiation of tourism

The tourism industry has already been feeling the impact of global warming. Rising temperatures increase the risk of natural disasters, putting tourist sites in danger. More frequent forest fires, floods, rising sea levels, food insecurity, coastal erosion, loss of ecosystems such as coral reefs and disruption to cultural and natural heritage sites all impact the long-term sustainability of the tourism industry. On 9 November 2021, at the UN Climate Conference in Glasgow (COP26), UNEP and the World Travel and Tourism Council (WTTC) launched ‘A Net Zero Roadmap for Travel and Tourism’ – an ambitious plan for the tourism industry to reach net zero by 2050. The tourism sector has widespread economic impact. In 2019 it was estimated it accounted for 10.4 per cent of global GDP and one in 10 jobs. Its revival and longevity will be critical to ensure its continued contribution to livelihoods and economies – but only if it can be made sustainable.

The new roadmap sets targets and benchmarks for the travel industry and offers practical recommendations for businesses on how they can achieve their net-zero targets.

For instance, moving away from fossil fuels to sustainable energy sources could greatly reduce tourism-related emissions. Hotels could bring in measures to improve energy efficiency, while new ones can be built using sustainable design practices. Airlines can improve existing aircraft technology by retrofitting and reducing weight, which increases fuel efficiency and lowers emissions. The cruise industry can reduce emissions by upgrading existing ships (through HVAC and lighting upgrades) and designing new ships to maximize energy efficiency.

Unit three: Technological Sources of information in Tourism industry.

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Improving product and industry skills.
- Developing professional knowledge of tourism industry.
- Accessing current and reliable Information.
- using tourism markets
- Identifying potential effects of technologies on tourism industry
- Applying current and emerging technology Knowledge in day-to-day work activities

This unit will also assist you to attain the **learning outcomes** stated in the covered. Specifically, upon completion of this learning guide, you will be able to:

- Improve product and industry skills.
- Develop professional knowledge of tourism industry.
- Access current and reliable Information.
- use tourism markets
- Identify potential effects of technologies on tourism industry
- Apply current and emerging technology Knowledge in day-to-day work activities

3.1 Improving product and industry skills.

In the past decade, destination management has also only hardly adjusted to completely change environmental and competition structures and processes. Existing destination strategies can no longer satisfy market requirements. Especially small-sized and fragmented alpine tourism companies must face increasing competition and are confronted with declining numbers of tourists this holds also true for coastal tourism. The tourism and hospitality management industries demand for a very specific set of skills. The field is growing all around the world and in most countries, it is an industry that brings in foreign currency to the country. Knowing how to ensure that the people who come to your establishment have a good time and have no problem recommending you to others is key. Skills you develop for a successful career in hotel management or tourism a brief guideline on you need are:

Customer service skills

The one skill that literally towers over all else, is your ability to meet the expectations of the customer. You could be simply serving them drinks or you could be in charge of the entire hotel but either way, you need to make sure that your customers are happy with the service that they receive.

Hotel management for instance is a field that looks for individuals with high customer service skills all around. You will need to be both positive and proactive and even if you happen to be dealing with a challenging customer, smile, be polite and try to go the extra mile for that patron.

Having cultural awareness

In hospitality, or hotel management, a large percentage of the customers you face (and, indeed, people you work alongside) will be from abroad; this means working with people from a variety of cultural backgrounds. As a result, your ability to be culturally aware and adapt to attitudes and norms that are different from your own is crucial to building a successful career. Your customers may not always share the same values, beliefs or perceptions. It is important that you have cultural sensitivity and awareness when you try to make them comfortable.

Communication skills

In any industry, strong communication is highly valued. But when it comes to tourism and hospitality it is more so. Every day you will work with people from many different backgrounds and ages, nationalities and temperaments so you need to communicate clearly and well. Remember that you will be representing your brand. It is equally important that you are able to communicate well with your fellow staff as well.

Multitasking skills

One of the reasons why hospitality can be so difficult to work in is because it's almost always hectic. In most cases, there's no such thing as a quiet day in the office and, therefore, the ability to multitask and handle several tasks at once will serve you well. This means learning how to prioritize and manage your time effectively, while you'll also need to be able to handle pressure and remain calm when things get chaotic. Even if it's just a part-time role while you're studying, these are key soft skills that are highly sought-after in any workplace.

Work ethics

You will need to work really hard if you are in this field regardless of your role. You will spend most of your time on your feet and you will be working really long shifts. Even then you will have to ensure that you maintain a positive and vibrant outlook when it comes to customers.

Maintaining Professionalism

Most employers in the hospitality industry rely on their customer-facing staff to uphold the reputation of their brand; therefore, it's important that, at all times, you remain highly professional. Usually, this means ensuring that you look tidy and well-groomed, are on time for your shifts and are not caught doing anything you shouldn't be, such as smoking outside the main entrance or not washing your hands before handling food. It also means keeping your cool and not reacting negatively when dealing with an angry or irate customer, especially at the end of a long and tiring shift.

Qualifications and education

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You can easily opt for hotel management online programmes that can help you get the right qualifications needed to establish yourself in this industry.

Flexibility skills

Compared to other professions, hospitality and tourism jobs often demand that employees work odd hours like nights and weekends. It is also necessary to be able switch rapidly from one task to another as the situation may arise. Thus, flexibility is an essential attribute to succeed in the hospitality and tourism sector.

Organizational skills

Organizational skills are at a premium in the hospitality and tourism trade. Given the need to multi-task and respond to spur-of -the-moment requests, it is necessary to maintain an organizational structure so as to be able to accomplish daily tasks in an efficient manner. One piece of advice: plan each day ahead keeping a checklist of things that need to be done. This will also help you develop strong time management skills.

Language skills

Language skills are a particular plus in the hospitality field as they increase one's value as an employee. Speaking clients' language enables one to establish a more intimate relationship with them which promotes customer satisfaction and loyalty.

Commitment skill

It may sound trite to mention this one, but it can be noted that many young people start out in the hospitality field with an enthusiastic outlook, but don't realize how demanding the work is and consequently get bored quickly. If they fail to understand that their job is to keep clients happy no matter the cost, such individuals will never progress beyond entry-level jobs.

Can-do attitude

It is essential that hospitality professionals be prepared to accept challenges in the workplace no matter how difficult the task may appear. Resolving a difficult situation for an employer boosts one's chances of getting a pay rise and /or a promotion. Exuding enthusiasm for one's job, instead of being sour, will enhance one's esteem both from customers and employers.

Improve tourism product

A **tourism sector** refers to one area of the industry, often a specialist area that is part of and contributes to the entire tourism industry. Each sector is composed of businesses that provide goods and services to tourists, visitors and all types of travelers while they are travelling.

Each sector offers different products and services.

Products- are the tangible aspects of tourism, the things our customers can touch or consume.

Service or services refers to an action or an experience. It is a task performed by employees that contributes to the customer's comfort and enjoyment of the tourism experience. It is something we *do* for the customer. Unlike goods or products, a characteristic of service is its intangibility: we cannot physically touch or hold a service, and it is not something that can be stored for future use. It is the provision of goods and services to clients and customers by individuals.

Each sector also offers services that may vary between enterprises even within the same sector. These will depend on the market each enterprise is trying to attract, its location and the infrastructure already in place in that location.

There are different sectors in tourism industry. It includes:

- Accommodation
- Attractions
- Transport:
- Retail travel
- Tour wholesaling
- Inbound tour operators
- Outbound wholesalers
- Tour operations
- Meetings, incentives, conventions and events

- Tour guiding
- Information services and promotion:
- Visitor information centers, regional, state and national tourism offices
- Coordination
- Industry associations, councils, taskforces, research bodies

3.2 Developing professional knowledge of tourism industry.

Travel & Tourism professionals help tourists to plan and organize their tours, book and reserve accommodation, recreational, transportation and other facilities, as well as assist guests when they go on tour. Tourism industry professionals play an important role in today's service industry.

While most people have at least heard of the phrase "tourism professionals", many are unfamiliar with the term and exactly what it means. Today we'll take a closer look at what is a tourism professional and the role that they serve in business.

3.3 Accessing current and reliable Information.

Official Statistics Government Sources: Department of Tourism, State Tourism Departments, Airlines, Railways, WTO, WTTC, etc. Publications Trade and Government specialists' media: Travel magazines for leisure and business travelers. Tourism information is primarily retrieved from internal sources such as past experiences and memories, or from external sources such as printed out- lets, internet-based platforms, and friends' advice.

Current trends in hospitality industry.

A. Be leisure travelers & hotel work spaces:- Working remotely has today become commonplace for many employees and is forecasted to become more than just a passing trend. A shift accelerated by the global public health crisis, an unprecedented number of high-profile companies – with big tech companies like Amazon leading the way – announced that they will adopt a hybrid or flexible approach to working remotely.

B. Holistic hospitality, health & well-being :- Preventative medicine and self-care are undisputedly trending right now due to the COVID pandemic. The wellness industry is transforming into a booming trillion dollar market and hospitality venues are well positioned to take a large piece of the pie, especially those with existing spa facilities. In addition to the usual beauty and relaxation spa offering, there is rapidly growing demand for health diagnostic technology and bespoke treatment plans delivered by experts who conduct personal or group sessions to develop vitality, healing, stress management, emotional balance, mindfulness and better sleep.

C. Digitalized guest experiences:- Apps are increasingly important in the way hoteliers manage the services they provide to their customers and can now control many aspects of the guest cycle and experience. Needless to say, the trend towards digital and contactless services has gained new momentum since 2020. Traditionally, customer-facing services are being given an overhaul thanks to the more widespread use of technology assisted options, such as mobile check-in, contactless payments, voice control and biometrics.

Consumers who have become accustomed or comfortable to unlocking their smart-phones and laptops using facial and fingerprint recognition will soon come to expect the same convenience in accessing their hotel rooms. Unfortunately for the establishments looking to welcome them, these upgrades may be costly to install and maintain. If you want to stay ahead of the curve, we recommend you dig deep and make the investment.

D. Personalization:- Today's guests have grown to expect to be recognized and treated as individuals. Establishments are going the extra mile to personally greet their guests. Made personalized e-mail marketing accessible to the masses, ensuring highly target audience-specific communications. Far beyond simply adding the customer's name to email greetings, data provides insight into past buying habits, enabling hotels to tailor their offers and promotions, and automatically provide similar services to previous stays. Technological platforms such as use big data to create one-to-one interactions between the guest and the host at scale.

E. Experience economy & essentialism:- Customers request both extreme personalization and unique experiences. Travelers are decreasingly seeking lavish displays of wealth, preferring instead to spend wisely, purposefully and make a positive impact on the world. Unique experiences that give back to local communities in meaningful ways are in demand, as are niche properties, adventurous holidays and relaxation retreats.

F. Asset management strategy:- The asset-light approach has become prevalent in the industry. The separation between the management of operations and real-estate assets now allows hospitality companies to focus on their core business, thus improving efficiencies.

G. Sustainability:- A hospitality trend that is both current and a hallmark of recent years: "sustainability" once again assumes its position. A natural extension of avoiding disposable plastics, eliminating unnecessary paper consumption thanks to opt-in receipts and reducing food waste, more far-reaching ethical and environmental considerations are shaping decisions made at the hospitality management level. Simple eco-friendly switches include replacing miniature toiletries with larger, locally sourced dispensers, choosing ethically produced bed-sheets made from organic materials and reducing energy consumption with smart bulbs, etc. Vegetarian and vegan options also harbor well-known environmental advantages.

3.4 using tourism markets

Tourism marketing is simply any marketing strategy used by businesses within the tourism industry. This includes hotels and other forms of accommodation, along with airlines, car rental services, restaurants, entertainment venues, travel agents and tour operators. Like any other marketing activity, the purpose of tourism marketing is to promote the business, make it stand out from rivals, attract customers, and generate brand awareness. It also uses the same marketing channels. Digital channels such as social media, search engine marketing, affiliate marketing, etc. Traditional channels like printed ads, billboards, radio, or TV. Tourism marketing different from other industries because Its marketing mix; what’s known as product, price, promotion, and place.

Tourism Marketing Mix of Four P’s

The first P stands for the **product**. Most of the time, the product in tourism marketing is a service, not a product. Services are not similar to physical products. Products need innovation to survive.

Tourism marketing professionals are not too envied when it comes to **pricing** strategies. There is no price list and no one-price show like. Most of the businesses in the industry either adopt a price-discrimination strategy or a time-based pricing strategy; both of which are never fixed. That makes the market extremely dynamic and a price war is always at play. From the consumer’s perspective, that’s quite confusing and sometimes frustrating.

A **price** discrimination strategy is when you set a different price for the same product based on the market status of the buyer. For instance, a hotel or a travel agency may charge a local citizen, senior citizens, or students a lower price than a global tourist for the exact same service. A business traveller may be charged more than someone travelling for leisure. A time-based pricing strategy is typically used by companies whose product or service has high seasonality or last-minute purchases.

Place- refers to where and how people buy your product. With traditional products, that requires a strong distribution network to increase the availability of your product and shelf share against competitors. In recent years, digital spaces became an essential part of ‘place’. That digital space includes all online outlets where consumers can purchase your product such as a web browser, a smart-phone app, or marketplace channels like Amazon or Wal-Mart. For tourism marketing, place varies a lot depending on the business.

The fourth P in tourism marketing refers to promotion. **Promotion** includes advertising, public relations, and **promotional** strategy. The goal of promoting a service is to reveal to potential clients why they need it and why they should pay a certain price for it. Tourism communication has its own challenges, even more so in the post COVID-19 age. Because the industry is competitive, fragile, consumers are price sensitive, and there are

so many things that consumers are looking for: value for money, a unique and memorable experience, safety and hygiene, luxury and comfort, and the list goes on and on.

When thinking of your **promotion** strategy, there are many questions to answer.

- messages that you want to communicate
- your brand positioning
- Who exactly is your target audience
- Where will you send your marketing messages to your target audience
- your competition promote their product Does that influence your own promotional activity
- best time to promote

3.5 Identifying potential effects of technologies on tourism industry

Effects of Technologies on Tourism

The travel and hospitality industry are no longer run using traditional methods anymore. travel and hospitality business owners have long been automating their processes to improve productivity and customer satisfaction. The outcome has been a massive improvement in efficiency in service delivery across the world and a more standardized way of dealing with clients. technology has impacted these sectors in the most positive ways as outlined below.

Technology has changed the way the world works, travels, and enjoys itself by making things easier, safer, and more efficient to work with. It is easier to be more specific with expectations and be assured that they will be met when there are hi-tech systems in place to reduce the chances of human errors.

Business operation automation

More businesses have turned to automation to improve production and services delivery with little to no human participation. Everything from organization, coordination, communication can be and is automated across businesses in the travel and hospitality industry. Customers can reach out to hotels or travel agencies anytime, night or day and there will always be someone to attend to their needs. Systems that facilitate self-service are available and easy to use. Reservations can easily be made without human interaction. This has reduced cost and labor for the businesses while improving customer service delivery.

Improved hotel and travel technology

The whole point of improving travel and hotel accommodation conditions is to appeal to the customers who will use these services. Technology has helped make that even more achievable. Travelers can expect a much safer, reliable, and comfortable transit from their service providers. While in hotels, guests want to stay connected to the world. A strong and reliable Wi-Fi takes care of these. Guests can work online from the comfort of their rooms. They can also relax in their rooms, enjoying hi-tech amenities, streaming their favorite shows and play online casino games on sites. If they prefer not to go down to the game rooms that the hotels typically provide. A cleaning system also ensures that the guests feel safe Health-wise, especially during this sweeping. It all makes for a rich and relaxed experience.

Check-in convenience

Checking in, whether at travel stations or hotels has been greatly improved with technology. People like the idea of being able to check-in by them without having to encounter so many people to do so. Digital platforms are now available in airports, restaurants, and even hotels that enable people to have an easy and contactless experience as they use their services. The convenience of these systems makes it so much easier to enjoy them.

Improves staff services

Technology has also impacted the way employees in the travel and hospitality industry carry out their duties. Staff can use automated systems to execute certain tasks like laundry, cleaning, and even cooking. Automatically saved customer information helps them cater to the needs of specific customers ensuring they get the best and most satisfactory services.

Improved communication

It applies to both staff and customers. Technology has provided more efficient methods of communication between a member of these two sectors and their clients. Information is more easily accessible and transferred between them and this often limits or even eliminates the chances of mistakes and errors in customers servicing customer's needs.

3.6 Emerging current technology Knowledge and day-to-day work activities.

Technology and day-to-day work activities

Technology has changed our world to a great extent. It did a lot to make our life enjoyable, easier, and convenient. Today, we use smart-phones, computers, air conditions, artificial intelligence, and

many other advanced gadgets in our day-to-day life, even imagine our lives without them. Hopefully, you got valuable information about the uses of technology from this blog. In case you need any technology homework help, you can discuss it with our experts. Everyone is using technology in some way or another. It has become a part of our daily lives. Some of the main uses of technology in our daily lives that have changed our lifestyle are as follows: -

A. Education

In old times, only food, clothes, and home are necessities of every human being, but today, Education is as important as these things. These days, technology is playing a vital role in education. Technology in education has enhanced teaching to an extraordinary level. New teaching methods are so effective that students easily understand things without getting bored.

Students can learn any skill from their home with a google search, you tube videos, or online courses. Some of the modern tools of technology in classroom are digital portfolios, educational games, electronic grade books, real-time feedback, etc. The primary goal of technology in education is to improve the educational quality and learning process. It helps students to understand anything without getting bored. Due to technology, the performance of educational systems has become better.

B. Communication

Communication is one of the main areas where the uses of technology have made a significant impact. In old times, communicating with people from another city or country was very slow. Businesses use telephone, fax machines, letters to communicate. It takes several days or even months to reach a message from one person to another. But now, the scenario is changed, all thanks to technology.

Today we all have access to email, SMS, online chat, conference call, and video call. As a result, every person on this planet can communicate with every other person in less than a minute. And for businesses, the older form of communications is replaced with new methods. For example, email is now the main mode of communication for businesses.

C. Storing and Retrieving Records

Keeping and retrieving records is another primary use of technology. Today, due to advancements in technology, the amount of data is very high. And to store and retrieve this data efficiently, we have electronic databases. Most companies have switched from paper files to electronic databases.

D. Healthcare

Healthcare is another one of the primary uses of technology. Improvements in healthcare tools have increased the odds of success in life-saving treatments. Modern medical technology has enhanced the

quality of life and life-spans of people. Today we have vaccines that are very effective and provide quick relief from any medical problem.

We have vaccines for diseases that have caused massive epidemics. The COVID-19 is the latest example of the epidemic whose vaccine has been discovered recently. All this becomes possible with technology.

E. Productivity

Technology has improved productivity to an extraordinary level. We can share and manipulate data very efficiently that speed up various tasks. Presentations, word processing, spreadsheets, and other office software have transformed office work and increased productivity.

Technology has also increased food production in Agriculture. Moreover, now we have technological alternates of most things that were time-consuming in the past.

F. Internet

The Internet has revolutionized our lives. It has become an indispensable part of our life. Every day we use the Internet for storing and retrieving information, communication, entertainment, banking and trading, job search, etc.

Before the Internet, one should go to the shop and buy newspapers to know the news. But, today, all the latest information is just a few clicks away from everyone.

H. Transportation

Transportation has become very easier with technology. Technologies like artificial intelligence and machine learning have made it possible to develop driverless cars. These cars use various sensors, algorithms, actuators, and processors to self-drive. Moreover, travelers can easily book tickets on the internet without visiting any broker.

I. Banking

The banking sector is crucial for every nation. Technology has changed the scenario of banking over the past few years. Customers are now using debit/credit cards, mobile banking, internet banking, chat box, and other digital banking services to a great extent.

All these digital banking services have become possible with Artificial Intelligence, Machine learning, and Robotics.

J. Shopping

Visiting the market for shopping is old. Today, people use their mobile phones and computers for shopping. Various e-shopping facilities attract people to buy from them from their homes.

You don't have to wait for a holiday to visit the market to shop because now you can use the internet and buy anything anytime. Some of the popular websites for online shopping are Amazon, eBay, Walmart, etc.

K. Connecting with Friends

Discovering and connecting with old friends and meeting new people are also crucial uses of technology. Technology has improved human relations. Moreover, technology is broadly used for matrimony purposes such as bride finding, groom finding, etc.

Benefits of Technology in the Workplace

- Business /organizational Benefit
- personal benefits

Technology has given many benefits for every person. these are: -

1. Efficiency and Increased Productivity

The modern workplace has experienced a complete shift in how we spend our time. Time management has been optimized, and the efforts put into every-day tasks have been lightened. Employee productivity and efforts have been improved, allowing them to place more emphasis on more important things such as precision and creativity. The level of expectation of clients and co-workers has also changed as a result of technology in the workplace, keeping everyone connected on a constant basis. Results are expected much faster than ever before based on this evolution of technology in the workplace.

2. Increased Collaboration

Technology in the workplace has given us a level of communication never seen before. We can literally connect to any one of our employees, leaders and co-workers anytime, anywhere. With this dramatic increase in collaboration comes a heightened level of flexibility in communication, allowing co-workers to facilitate continued partnership no matter where each individual may be. Team work is much more engaged, and boosted to a whole new level.

3. Improved Cost Management

The bottom line of any business is to achieve profitability. With the advent of technology in the workplace comes an encouraged productivity in finance. Businesses are much more fiscally healthy

as a result of innovative technological equipment and software entering the office scene. As employees are encouraged to optimize their time thanks to such technology, a lot less time is wasted, and a lot more time is used to hone in on the profitable tasks at hand. A productive workplace is a profitable one, which is just one of the important ways that technology has changed our workplace environment for the better.

4. Heightened Level of Security

The security of company information can be severely compromised without the implementation of proper channels of technology and software. Just as savvy hackers are using technology to try to gain access to a businesses' sensitive information, so should a company implement innovative technology as a safe haven against such breaches of security. Technology in the workplace helps to make sure that information is accessible only to the right people, and makes it nearly impossible for pertinent company information to be leaked.

5. A Better Employee Experience

While technology in the workplace is just one factor that contributes to an employee's overall experience, it's a significant one.

Self-check-3

Part-I: Choose the correct answer

1. ----- is the application of scientific knowledge to solve a practical problem. Tourism does it describes?

- A. Technology
- B. heritages
- C. Communication
- D. Art

2. Which one is Importance of Technology in Business?

- A. Easy access to reports
- B. Increased organizational productivity
- C. Increased personal productivity
- D. All

Part-II: Answer the following questions accordingly.

1. What are the main goals of technology in education?

2. Write the disadvantage of technology?

Unit Four: Update tourism industry knowledge.

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- Using update knowledge of tourism industry.
- Identifying range opportunities.
- Concerning and monitor Current issues of tourism industry.
- Sharing Updated information with colleagues.
- Incorporating day-to-day activities.

This unit will also assist you to attain the **learning outcomes** stated in the covered. Specifically, upon completion of this learning guide, you will be able to:

- Use update knowledge of tourism industry.
- Identify range opportunities.
- Concern and monitor Current issues of tourism industry.
- Share Updated information with colleagues.
- Incorporates day-to-day activities.

4.1 Using update knowledge of tourism industry

Relationship of Tourism and other sectors

Tourism as an industry is only sustainable through the existing mechanisms that support a community as a whole. That is, the tourism industry is reliant on and usually has a direct linkage to other industry sectors that supply part of the infrastructure and other goods and services for a destination. For example, hotels must be built and fitted out so that visitors have a place to stay. Other industries are then required to supply the hotel with furnishings for the rooms and other public areas, food and beverages, linen hire, cleaning, and kitchen equipment and utensils.

Tourism establishments are also large consumers of public utilities such as power, water and gas. The industry relies on the availability and suitability of all these industries in order to survive and prosper. Other services and facilities needed within the community to maintain appeal for visitors include local transport services, a labor market, theatres, events, retail shopping outlets, banks, chemists and doctors.

In addition to the more obvious relationships between hospitality, infrastructure development, government research and marketing (of tourism products), and public utility consumption, tourism facilitates the sustainability of many other industries and thus maintains important links to other industries.

Entertainment - The entertainment industry includes music, festivals and theatrical events, among other forms of entertainment that benefit from tourist patronage. Many people travel specifically for these events, benefiting many businesses in a region due to visitors' need for other tourism-related services (in addition to participating in the entertainment). Even if the entertainment is not the primary purpose of a visit, entertainment is frequently an aspect of the overall consumption experience in tourism activities.

Arts- Tourist activities in the arts industry can include visiting galleries, museums and the theatre, and the purchase of artwork and souvenirs. With increasing interest in niche markets such as art tourism and Indigenous tourism, the interrelationship between art and tourism gains considerable importance.

Conservation- One of the roles of government in researching and promoting tourism is

ensuring the conservation of our amazing country. While tourism is an economic imperative, it still needs to be considerate of conserving our natural features. Accordingly, the interrelationship between conservation and tourism focuses heavily on preservation. The features that make a destination attractive are often the very features that need protecting. Tourism therefore needs to be managed to ensure that the level of protection needed is provided to sustain the attraction.

Science and research- An interrelationship between tourism, science and research is not always apparent. The fact is that much research is undertaken with regard to tourism activities both by the private sector and government, particularly with respect the environment

Retail- Many retail businesses are hugely reliant on tourism. Retail businesses are those businesses that sell products and services to the end user—consumers; in these instances, tourists. Some of the retail businesses that benefit from tourism spending (and thus enjoy a relationship with the tourism industry) include fashion stores, souvenir shops, liquor outlets and supermarkets

The diverse nature of the tourism industry and its various sectors has seen a proliferation of tourism industry organizations and professional associations.

Many of these organizations provide employers (and businesses) in the tourism industry with industrial relations representation, legal advice, operational support, training initiatives and so on, and are commonly referred to as employer groups because they specifically represent employer interests. Others are industry bodies whose aims are to provide support for the industry as a whole or for a sector of the industry. These bodies frequently offer membership to both employers and employees. A third group is primarily concerned with the workers' rights. These organizations are known as trade unions.

4.2. Identifying range opportunities.

The Opportunities to update tourism industry knowledge

- formal and informal research
- media, unions
- reference books
- legislation or plain English publications describing the law and responsibilities to comply
- libraries
- industry associations and organizations
- industry journals

- computer data, including internet
- personal observations and experience
- informal discussions and networking with colleagues
- industry seminars
- training courses
- familiarization visits to hospitality facilities
- participation or membership in professional industry associations
- participation in industry accreditation schemes
- use of industry codes of conduct or ethics.

4.3 Concerning and monitor Current issues of tourism industry.

Current trends in tourism industry

A. Be leisure travelers & hotel work spaces: - Working remotely has today become commonplace for many employees and is forecasted to become more than just a passing trend. A shift accelerated by the global public health crisis, an unprecedented number of high-profile companies – with big tech companies like Amazon leading the way – announced that they will adopt a hybrid or flexible approach to working remotely.

B. Holistic hospitality, health & well-being:- Preventative medicine and self-care are undisputedly trending right now due to the COVID pandemic. The wellness industry is transforming into a booming trillion dollar market and hospitality venues are well positioned to take a large piece of the pie, especially those with existing spa facilities. In addition to the usual beauty and relaxation spa offering, there is rapidly growing demand for health diagnostic technology and bespoke treatment plans delivered by experts who conduct personal or group sessions to develop vitality, healing, stress management, emotional balance, mindfulness and better sleep.

C. Digitalized guest experiences:- Apps are increasingly important in the way hoteliers manage the services they provide to their customers and can now control many aspects of the guest cycle and experience. Needless to say, the trend towards digital and contactless services has gained new momentum since 2020. Traditionally, customer-facing services are being given an overhaul thanks to the more widespread use of technology assisted options, such as mobile check-in, contactless payments, voice control and biometrics.

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4.4 Sharing Updated information with customers and colleagues.

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Knowledge sharing plays a crucial role in how tourism organizations gain a sustainable competitive advantage. Employees' knowledge is an indispensable factor affecting the ways that organizations handle and manage fast-evolving customer demands and improve performance. Employees' knowledge often affects their creativity and innovative behavior, which have become essential across most job tasks. Tourism organizations, frontline employees with a high level of knowledge can effectively handle and cope with customers' increasingly heterogeneous and sophisticated needs and back-office employees can use their knowledge to find novel and innovative ways to market and develop new products or services. Thus, knowledge sharing in organizations clearly plays a critical role in acquiring a sustainable competitive advantage.

In the hospitality context, knowledge sharing can improve performance learning and effectiveness and strategic flexibility at the organizational level, as well as creativity. Hospitality organizations are eager to search for effective practices that enhance employees' knowledge sharing behavior in order to enjoy these benefits. Considering that knowledge is a crucial prerequisite for employees to be able to innovate, the majority of tourism studies exploring knowledge have focused on knowledge sharing behaviors.

4.5 Incorporates day-to-day activities in tourism.

Activities and nature-based tourism A growing activities tourism market. Its natural beauty and reputation for hospitality make it an ideal setting for this type of trip.

Some examples:

- garden and forests
- cycling and mountain biking
- walking and hiking
- fishing
- canoeing and water sports

Types of activity in tourism generally combine

- physical activity or adventure
- cultural exchange or interaction
- engagement with nature

The market is commonly made up of:

- hard adventure activities such as climbing, trekking and mountain biking

- soft adventure activities such as walking tours, city bike tours, canoe hire or camping

Soft activities make the majority of the market as they:

- appeal to a wider range of people
- require less physical output than hard activities
- generally have lower perceived or real risks
- are easily adapted for different visitors, eg families

Many activities, such as walking, hiking and cycling, are typically free to access and so do not have a value market size in their own right. However, they enhance the visitor experience and can increase opportunities for visitors to spend. this type of visitor will spend money on food, drink and accommodation.

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