

Tour Guide

Level-II

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Acronyms

WTO-----world tourism organization

IRNTO -----International Regional & National Tourism Organizations

ICAO-----International Civil Aviation Organization

IATA ---- International Air Transport Association

WTTA----- World Travel & Tourism Council

APE-----Accreditation for prior experience

DMO-----Destination management organization

EIA-----Environmental impact assessment

IATA----International Air Transport Association

IMS-----Information management system

MICE----Meetings, incentives, conferences, and exhibitions

NGO----non-governmental organization

NTO-----National Tourism Organization

OTA-----Online travel agent

PPP-----Public-private partnership

PPV-----Public passenger vehicle

PTD-----Package Travel Directive

SCBT----Sustainable Community-Based Tourism

SME-----Small and medium enterprises

SMS----Safety management system

VFR--- Visiting friends and relatives

Introduction to the module

The tourism industry is the largest industry in the world with significance benefits and costs to region. The global competition for the tourism dollar is significant within the US and between countries.

Tourism is an activity done by an individual or a group of individuals, which leads to a moment from a place to another. From a country to another for performing a specific task or it is a visit to a place or several places in the purpose of entertaining which leads to an awareness of other civilizations and cultures, also increasing the knowledge of countries, cultures, and history.

Tourism has a direct impact on the national revenue for all touristic countries, it creates work opportunities, industries, and several investments to serve and raise nations performance and cultures, also distributes their history, civilization, and traditions.

Module units

- General information on 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 the module the trainee will be able to:

- Determine General Information about Tourism Industry
- Differentiate Legal & Ethical Issues and impacts of tourism
- Implement Technology in Tourism Industry.
- Maintain Updated Tourism Industry Knowledge.

Module Learning 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:

- Introduction to tourism industry
- Sources of information
- Tourism industry Relevance information
- Knowledge of the tourism industry

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

- Explain Tourism Industry
- Identify and Select Sources of Information
- Explain And maintain Industry Relevance Information
- Implement Tourism Industry knowledge
- Determine the Relationship of Tourism and other sectors
- Preform quality work performance

1.1 Introduction to tourism industry

1.1.1 Meaning and Nature of Tourism

According to **World Tourism Organization (UNWTO)**: “Tourism is the activity of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or any other purpose.”

The UN definition pulls together the three main elements of travel and tourism:

1. Because of the stress on the words “outside the usual environment.” Visitor activity is concerned only with aspects of life other than normal routines of work, sustenance and social commitments, and outside the locations of those normal daily routines.
2. The activity necessitates travel and, in nearly every case, some form of transport to the destination.
3. Specific destinations are the focus for a range of visitor activities, and a range of facilities required to support those activities. Such activities and facilities have a combination of economic, social and environmental impacts that are the basis for tourism policy and visitor management programs as well as marketing.

Leisure: It is most often regarded as the measure of time; the time remaining after work, sleep and essential household or personal chores have been completed. It is the time available for doing as one chooses or ‘discretionary time’.

Recreation: The wide variety of activity undertaken during leisure time. These activities may be:

- Participatory (like; playing sports, sightseeing, hobbies and pastimes) and
- Non participatory (like; watching sports, listening to radio, watching TV, home entertainment and public entertainment)

Growth of leisure: The increase in amount of leisure time available is due to variety of factors:

- Working hours have been reduced.
- Now, there is a provision of holiday with pay.
- Life expectancy has increased.
- Technological development like washing machines, dishwashers, computers, telephone, Internet and automobiles is widely used.

The important points are stressed in relation to the definition:

- There is nothing in it that restricts the total market to overnight stays; it includes same-day visits.
- There is nothing in it that restricts the total market to travel for leisure or pleasure. It includes visits for business, social, religious, educational, sports and most other purposes
- Provided that the destination of travel should be outside the usual routines and places of residence and work.
- All tourism includes an element of travel but not all travel is tourism. The definition excludes all routine commuter travel and purely local travel, such as to neighborhood shops, schools, or hospitals.
- Travel and tourism absorb large elements of individual leisure time and encompasses many recreational activities, but it is not synonymous with either because the bulk of all leisure and recreation takes place in or around the home.
- All travel and tourism visits are temporary movements; the bulk of the total market comprises trips of no more than a few hours or nights' duration.

It is clear from the above definitions that conceptually tourism is a composite phenomenon involving dynamic elements, like movement of people to various places and a static one like their stay in those places.

Thus, the tourism embraces the incidence of a mobile population of travelers, who are stranger to the place they visit and are a distinct element from the resident and working population. Most importantly, tourism implies the temporary movement of people with an intention to return a few days, week or months. As such tourism is distinct from migration, which involves the long-term movement of people. Thus, tourism is essentially a pleasure activity in which money earned in the place of normal residence is spent in the place visited.

Traveler – Any person on a trip between two or more countries or between two or more localities with in his/her country.

Visitor - person who travels to a country other than that in which he has his usual residence but outside to the usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

International Visitor is anyone who visits a country that is not his usual place of residence. It includes (overnight visitor) tourist and (same day visitor) excursionist. The people on holiday, visiting friends and relatives (VFR), business trip, conference, attendance, pilgrimage, educational, for international events – all falls under this definition.

Visitors are classified in to two:

- Same day visitor, day trippers, excursionists – Do not spend at least one night.
- Tourist – Stay for at least one night in the place or country visited.

Tourist is a person travelling to another location, away from their usual social environment, for business, pleasure or social reasons. By most accepted definitions, to be classed as a tourist, a person needs to stay at that location for longer than 24 hours, but for no longer than one year.

Tourists may be motivated to travel by a range of different factors, such as refreshment of body and mind, or the pursuit of excitement, entertainment or pleasure. Alternatively, travelers may be driven by cultural curiosity, self-improvement, business, or by a desire to visit friends and family, or to form new relationships.

While business travelers are usually classed as tourists, it is worth noting that many definitions of the word exclude those who travel with the intention of making an income in the place that they travel to. League nations in 1934 defined tourism in the following way.

“Any person visiting to a country, other than that in which he usually resides, for a period of at least 24 hours.”

“**Temporary visitor** stays at least 24 hours in the country visited and the purpose of his/her journey can be classified under one of the following Heading.

- (a) Leisure (Recreation, health, study, religion and sports)
- (b) Business, family, mission and meeting.

The 19th century dictionary defines ‘tourist’ as “a person who travels for pleasure of traveling out of curiosity, and because he has nothing better to do.” The term tourist, the oxford dictionary tells us, was used as early as 1800. According to the dictionary universal, the ‘tourist’ is a person who makes a journey for the sake of curiosity, for the fun of traveling, or just to tell others that he has traveled.

League of Nations in the year 1937 gave the definition of foreign tourist as, “Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours.”

Domestic Tourist: Any person who travels within the country where he resides to a place other than his usual place of residence for at least 24 hours or one night, for a purpose other than taking

employment and which may be related to leisure (recreation, holiday, health, study, religion or sports), business, family, mission, meeting

1.1.2 Purpose of travel and tourism

1. The people on holiday-To get out of routine life because tourism is a source of happiness, joy and wonder
 - a. To lend their life peoples, engage in different activities. In most cases these activities are the same each day. So, this makes life similar and redundant.
 - b. Tourism helps peoples to change this repetitive way of living by introducing those individuals to new places that have different way of living and by taking out them from the normal routine working and living environment. Tourism make peoples feel new by engaging in different pleasure activities and by being out of the usual environment.
2. To get knowledge or educational
 - a. When peoples travel to a new place they face new peoples, new way of life, culture, religion and infrastructure. This gives individuals an opportunity to learn new habits, skills and ways of life.
 - b. Travel and tourism broaden people's insight towards the world culture, environment, society, political situations, infrastructure, geography and economy.
 - c. People may travel to places to study or undertake scientific research.
3. visiting friends and relatives (VFR),
4. business trip,
5. conference,
6. pilgrimage,
7. for international events

The only people who do not come in visitors preview are people who get some salary or payments in the country visited, commuters, immigrants, refugees, military men, consulate office workers and diplomats are not tourists.

1.1.3 Forms of Tourism

In relation to a given country (say Ethiopia), the following forms of tourism can be distinguished:

- **Domestic Tourism:** is the tourism of resident visitors within the economic territory of the country of reference. E.g., residents of Ethiopia traveling only within their country. From Gondar to Bahar Dar, or from Addis to Mekele

- **Inbound Tourism:** is the tourism of non-resident visitors within the economic territory of the country of reference. E.g., It involves non-residents (e.g., Italians, Germans, British) traveling in Ethiopia.
- **Outbound Tourism:** is the tourism of resident visitors outside the economic territory of the country of reference. E.g., It involves Ethiopian (residents) traveling in another country.
- **International Tourism:** It consists of inbound tourism and outbound tourism in Ethiopia.
- **National Tourism:** is the tourism of resident visitors, within and outside the economic territory of the country of reference. E.g., it consists of domestic and outbound tourism in Ethiopia.
- **Internal Tourism:** is the tourism of visitors, both resident and non-resident, within the economic territory of the country. E.g., comprises of domestic and inbound tourism in Ethiopia.

1.1.4 Types of Tourism

Tourism attractions determine different types of tourism.

- **Pleasure Tourism:** This is concerned with leisure and rest and to recover physical and mental stamina. It includes holiday for change, to take rest, to witness folk dance, songs or to taste different cuisines.
- **Cultural Tourism:** This is concerned with learning habits, language and customs of the people in the foreign lands, visiting places rich in historical monuments, ancient civilization or paying a visit to art galleries, Museums or to participate in music, art, dance and festivals.
- **Sporting Tourism:** These are of two types
Visiting places to witness sports like Olympics or world cup football or
Visiting places that have specialized facilities, such as winter sports, mountain climbing, hunting, fishing etc.
- **business Tourism:** All tours undertaken by businessmen, industrialist or professionals to a place of their interest for selling, buying, or taking orders etc. of the products related to business.
- **Conference Tourism:** Traveling to participate in trade fair, conference, meetings and exhibitions.
- **Social Tourism:** It is practiced by the low-income group and is rendered possible by the help of third party or governments or association by means of subsidies, holiday with pay and other measures.

- Water based tourism: This type of tourism is based on water transportation e.g. cruises tourism, yachting tourism, River tourism.
- Nature based tourism: This type of tourism is based on nature related activities, e.g. ecotourism, Wildlife tourism.
- Adventure Tourism: Here risk, danger and spirit of adventure is involved e.g., White water river rafting, mountain biking, Para sailing etc.
- Agri tourism: farm-based tourism, helping to support the local agricultural economy.
- Armchair tourism and virtual tourism: not traveling physically, but exploring the world through internet, books, TV, etc.
- Audio tourism: includes audio walking tours and other audio guided forms of tourism including museum audio guides and audio travel books.
- **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.
- **Bookstore Tourism:** is a grassroots effort to support independent bookstores by promoting them as a travel destination.
- **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.
- **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.
- **Drug tourism:** travel to a country to obtain or consume drugs, either legally or illegally.
- **Ecotourism:** sustainable tourism which has minimal impact on the environment, such as safaris (Kenya), Rainforests (Belize) and hiking (Lapland), or national parks.
- **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.

- **Extreme tourism:** tourism associated with high risk.
- **Free Independent Traveler:** a sector of the market and philosophy of constructing a vacation by sourcing one's own components e.g. accommodation, transport.
- **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.
- **Garden tourism:** visiting botanical gardens famous places in the history of gardening, such as Versailles and the Taj Mahal.
- **Heritage tourism:** visiting historical (Rome, St. Petersburg, Athens, Cracow) or industrial sites, such as old canals, railways, battlegrounds, etc.
- **Health tourism:** usually to escape from cities or relieve stress, perhaps for some 'fun in the sun', etc. often to Sanatoriums or "health spas".
- **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.
- **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.
- **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.
- **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
- **Mystical tourisms:** Tourism for people that believe feel energy and travel to places to meditate, yoga, special events, ceremonies, mystical rituals.
- **Pop-culture tourism:** tourism by those that visit a particular location after reading about it or seeing it in a film.
- **Perpetual tourism:** individuals always on vacation; some of them, for tax purposes, to avoid being resident in any country.

- **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.
- **Sex tourism:** traveling solely for the purpose of sexual activity, usually with prostitutes.
- **Shopping tourism:** promoting shopping festivals as tourist draw cards such as the Dubai, Singapore, and Hong Kong.
- **Space tourism:** traveling in outer space or on spaceships.

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.

1.2. Sources of Information

Sourcing information is about knowing where to get the information. Fortunately, we live in an ‘information age’. That is, most of the information we need is readily accessible through a variety of channels.

- **Media** Local and national newspapers, trade magazines and journals, specialist magazines, and travel programs on television and radio provide information about destinations and the facilities and services available at those destinations, emerging trends, significant events and issues that may impact our industry.
- **Reference books** Travel guides and textbooks can provide in-depth coverage of specific destinations, sites, costs, how to get there, places to stay, the main attractions, historical context, local identities and a raft of other information to assist



Figure 1 guide books

- **Unions** Unions are employee industry bodies and a valuable source of information about a worker's rights and obligations. Unions are discussed in detail later in the chapter.
- **Industry associations and organizations** These are valuable sources of information primarily concerned with the interests of employers and organizations. They collect and compile up-to-date tourism data that they make available to their members and other industry professionals. They are discussed in detail later in the chapter. Refer also to 'A few useful contacts' at the end of this book.
- **Libraries** Access to newspapers, magazines, the internet, reference books and computer databases relating to the tourism industry is frequently available in local libraries, schools and academic institutions
- **Visiting attractions** Site visits and personal experience provide opportunities to experience at first hand the value of a tourist facility. But if we can't physically get to an attraction, a virtual tour is often an excellent option
- **Leaflets and brochures** Many destinations/regions/venues/attractions provide information about the area or facility including what to see and do and places to stay. Tourism companies and organizations also advertise their own individual products through this medium



Figure 2 Brochure

- **Tourist offices and tourism bodies** These organizations provide up-to-date information on tourist numbers, attractions, infrastructure, strategic plans for the region and other tourism-related information

- **Internet** Almost anything you ever wanted to know about the tourism industry can be found on the **World Wide Web**
 - **Personal experience** Throughout our lives we participate in a range of activities and events that may be classified as tourism-based. These experiences give us a valuable insight into the tourism industry and how it operates
 - **Colleagues and associates** Our colleagues and associates are valuable sources of information and are usually willing to share their knowledge. Networking is the term used to describe meeting with colleagues and associates with the intention of finding information, making contacts and developing our careers
 - **Industry contacts, mentors and advisers** Throughout our careers, we can develop a vast network of contacts. They may be people we have worked for or with, and who can help us in a variety of ways including development of our industry knowledge and career opportunities. These contacts may be in professional organizations, in the form of a mentor or someone whose advice we value
 - **Familiarization trips** Familiarization trips are free trips offered by airlines, tour organizers and hospitality venues, and other tourism providers to industry professionals to Sample (often free of charge) the products offered by those companies
 - **Industry seminars and training courses** There are frequent opportunities to attend seminars and courses that help develop our knowledge and skills. Our employers offer some, while unions or industry associations offer others. Seminars and courses are frequently subject-specific: they focus on a particular topic, such as a change to legislation or operating procedures
- We need to know not only where to find information (sources) but, for our research time to be effective and efficient (and to ensure we eventually get the information we want), we need to identify the sort of information we want and what we want to do with it.

1.3 Tourism industry Relevance information's

The tourism industry, also known as the travel industry, is linked to the idea of people travelling to other locations, either domestically or internationally, for leisure, social or business purposes. It is closely connected to the hotel industry, the hospitality industry and the transport industry, and much of it is based around keeping tourists happy, occupied and equipped with the things they need during their time away from home.

Not every establishment is in a position to offer every conceivable service or facility available

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in tourism. Many establishments and organizations choose not to offer every- thing but instead specialize in a given area, while others are not able to offer certain services or products because of factors outside their control Factors that can influence an operation are either internal or external. **Internal factors**, such as pricing policies and marketing strategies, allow for some control by the enterprise, whereas **external factors**, for example government regulations and seasonal influences, are beyond the control of the enterprise. How organizations respond to the factors that impact on them can determine their level of success.

1.3.1 Factors affecting the Tourism industry

- **Internal factors**

- ✓ **Standard of service/working conditions:** The standard of service and working conditions are determined internally (although some working conditions are externally deter- mined, such as those governed by an award). Failure to consistently achieve a high standard will negatively influence customer expectations and repeat business. See also ‘accreditation’ later in this chapter.
- ✓ **Pricing structure:** Pricing structure, while usually determined internally, is also influenced by demand (for the service or product), supply costs, competition and location of the enterprise, among other things.
- ✓ **Financial support:** this may be by the owners of the enterprise or government funding
- ✓ **Products and services offered:** These are selected by the individual enterprise but may be influenced by other factors such as location of the business and therefore availability of services and products, and the enterprise’s target markets.

- **External factors**

- ✓ **Trends :** Trends in tourism are external factors that can impact an enterprise positively or negatively. Why is it, for example, that two resorts, located in close proximity to each other and offering similar tourist services and facilities at similar prices, may have varying degrees of success as a business? It may be that one venue has responded to new and emerging activities while the other has not. Trends, fickle though they may seem, have a significant effect. A business must never forget that the customer has a choice. Trends influence that choice. For example, we have seen a significant shift in our dining-out habits, which have taken us away from more conventional, formal styles of dining to the ‘café’, as the tables and chairs have tumbled out of the restaurants and onto the

pavements. The onslaught of the fast-food industry, changes in drinking habits and a new consciousness about what we consume in terms of health and diet are all trends that can have us frequenting one side of the street this week and crossing the road the next.

- ✓ **Competition:** Increased competition has forced competitors to offer better pricing and service levels and an increase in the range of facilities.
- ✓ **Market needs, expectations and demand:** Modern technology has increased customers' knowledge and understanding about what is available to them and thus influenced their choices of the products and services they buy. These external influences can, however, influence internal factors: change in policies, introduction of new services and so on.
- ✓ **Seasonality:** Many tourism-based operations are influenced by seasonality (weather conditions) and changing climate patterns that are out of their control.
- ✓ **Location:** The location of an enterprise or a destination may make it more vulnerable to trends. It might also be affected by increased competition in the area.
- ✓ **Environmental issues:** This is particularly relevant to tourism operations as the awareness of environmental issues increases. Environmental issues can also provide new marketing opportunities.
- ✓ **Economic variability:** Economics plays an important role in why and where consumers spend their money, and how much they spend, on tourism-based experiences.
- ✓ **Industry regulations and legislation:** Changes in regulations and legislation can affect a tourism enterprise both negatively and positively. It is important to understand how.
- ✓ **Suppliers:** Our suppliers (of products) are likely to dictate what products we can sell to our customers and the price we can charge for their products.
- ✓ **Availability of skilled staff:** The attractiveness and location (city or regional) of the enterprise can significantly influence the availability of skilled staff
- ✓ **Government/legislation:** Throughout this chapter we talk about government's involvement with tourism. The extent to which government supports tourism activities in a region or across Ethiopia, can impact positively on tourism in general. Similarly, legislation, such as the introduction of no smoking in all hospitality environments (bars, gaming venues, food outlets) and changes to industrial relations law, can have impact on a business. The impacts will be felt negatively by some sectors and positively by others.

1.3.2 Motivation Factors of the Tourists

Motivation of the tourists stems from the domain of human psychology. It is the satisfaction-forming factor. The factors of motivation can be categorized into two types

- **Internal Factors of Motivation**

Internal factors arouse, direct, and integrate a person's behavior and influence his decisions for travelling.

Intrinsic Motivation – For many people, tourism is a way of satisfying their psychological needs such as travelling, performing leisure activities, exploring novelty and capabilities, self-expression and self-assurance, creativity, competition, need for relaxation, and belongingness. The intrinsic motivations pertain to assuring one's capabilities on different emotional fronts. Intrinsic motivation drives the tourists to opt for tourism for intangible rewards such as fun, assurance, and other emotional needs. The other intrinsic factors of motivation are

- **Attitudes of Tourist** – Knowledge of a person, place, or object + Positive or negative feelings about the same.
- **Tourist's Perception** – By observing, listening, or getting knowledge, a tourist forms the perception about a place, person, or an object.
- **Values or Beliefs** – A tourist believes or values a specific mode of conduct which is acceptable personally or socially.
- **Personality of the Tourist** – The nature and physique of a tourist plays an important role towards motivation in tourism.

External Factors of Motivation

There are external motives in tourism that can influence tourists and pull them towards a certain motivation and subsequent decision.

- **Extrinsic Motivation** – Here, a tourist gets motivated by external factors such as money and the need to feel competent on the scale of expenditure and performance.
- **Place of Origin** – The grooming of the tourist depends upon the place of its origin. For example, for the Indian married women, the tourism might come last in the list of preferential things they wish to do whereas for American ladies, tourism would acquire much higher rank.

- **Family and Age** – The family matters when it comes to the structure and the income. Today, the families with nuclear structure and double income tend to opt for long distance, extravagant tourism more than joint families or families with single earning member who are interested in visiting domestic places. The tourists also have different preferences of places according to their age. For example, tourists in the age group of 5 to 45 years might enjoy visiting destination in the USA such as Disneyland more than the senior citizens.
- **Culture or Social Class** – Tourists of different cultures prefer different places, events, and different types of tourism. In addition, if friends and families who have visited a place earlier spread the first-hand information that motivates the others to visit the place too.
- **Market** – Ever-changing market variables alter tourism. Changes in value of currency, political situations, and economic well-being of the country influence the decisions of a tourist.

1.4 knowledges of Tourism Industry Sectors

The tourism industry is structured around sectors. 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.

The jobs available offer not just diversity and a career path, but the opportunity to be **multi skilled**. Positions available vary between organizations but are offered in any number of sectors that make up the industry. The services, too, will differ, even between similar categories within the same sector. 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

Accommodation

It is an essential element of tourism, given that any definition of tourism involves a stay away from home. Accommodation had become a psychological base for the tourist during his or her stay away from home.

The feature that distinguishes the WTO definition of a tourist from that of excursionist is that tourist must spend at least one night in the destination visited.

Any form of accommodation may be defined as an establishment whose primary business is providing lodging, food and beverage services.

According to WTO “tourist accommodation is used to denote the facilities operated for short term accommodation of the guest, either with or without service, against payment and according to fixed rates.”

Hotels

Hotels are traditionally an urban facility, which provides boarding and lodging. There are different categories of hotels based on location, plan, clients and services.

- On the basis of location

- + Downtown hotels or business hotels- located in the center of the town and used by business travelers and peoples from higher class.
- + Sub urban hotels – locate far from cities, neither in rural nor urban area. Mostly used by weekenders.
- + Resort hotels- mostly locate near beaches, shorelines, rivers, lakes and mountainous areas. Mostly used by tourists, scientists and researchers.

➤ On the basis of plan

- + American plan (AM) - full board plan; it contains three meal (breakfast, lunch and dinner) and lodging service/ room service.
- + Modified American plan (MAP) - it contains two meals (breakfast and lunch or dinner) and lodging service.
- + Continental plan (CP) - breakfast and room service.
- + European plan (EP)- contains only room service (bed)
- + Bermuda plan (BP) - room rate and morning tea.

➤ Based on types of facilities service-

- + no star to five stars

➤ On the basis of clients

Air Port Hotels- Transit Hotels

- + strategically located near airports
- + designed to provide convenience for air travelers
- + Services include parking and shuttle service to and from airport terminals.

Conference centers

- + Specially designate to provide all services and equipment's necessary for successful meetings

Economy hotel

- + Offers economic rooms and amenities and fewer services
- + Target cost conscious travelers.

Suite hotels

- + Accommodation is more than just a single room and includes: -
 - a living room

- a separate bed rooms
- In some cases, a kitchenette

Casino hotel

- + House gambling facilities, are quite luxurious, and offer top end entertainment, extravagant shows, specialty restaurant etc....

Floating hotels

- + Located on the surface of water, it may be sea or lake with old ships or house boats and cruise lines.

Motels

Locate along the high ways. It offers overnight stay for local motorists and foreign travelers by the road. Motels provide parking, garage, accommodation, restaurant and some recreational facilities etc.

Inns

Many inns have only a few rooms and limited food service. A variation of the inns is the pension. It means large home converted in to a guesthouse for travelers. In Europe inns are called pensions.

Bed and breakfast (b&b)

They provide overnight stay and breakfast to guests and are popular in England, Australia and USA. The owners live on the same premises and are responsible for serving breakfast. It normally has 20-30 rooms.

Paradors

Old historical buildings converted to lodging establishment by government or by the regional or local tourist office called paradors. It was originated in Spain.

Time- shares and condominiums

Inn case of condominiums, a tourist owns a suite or room with in hotel or condominium and uses it as he needed. This same unite can also be rented to other travelers. Units are owned but not completely. Owner purchase certain set of weeks to use the unites.

Camps

It refers to setting up sleeping arrangement on physical sited called camps where electricity, water, toilet, parking, tent pitching facilities are provided.

Youth hostel

During 1900 in Germany the concept of youth hostel originated to promote travel by youth for learning about new things, people, different culture and tradition. Youth hostel means a building that offers a clean, moderate and inexpensive shelter to young people exploring different areas.

Health spas

These are the specialized accommodation designed to foster good health and good spirit and these are popular in Germany, England and US.

Accessibility (Transportation)

Transportation: - is the means to reach the destination and also the means of movement at the destination.

This broad definition allows us to distinguish between the numerous types of transportation services. It also emphasizes the functional element of transportation service. Increasingly, as transport is viewed as a part of the leisure, the quality of the journey is at least as important as act of movement itself. For some categories of visitors, the trip is therefore seen as an attraction in itself and certainly as a part of the tourist experience. The view from the coach or the excitement of flying is both examples of utility of travel

Modes of transportation

The four modes of transportation are road, rail, air, and water (sea). In general, the choice of visitor for the mode of transportation is affected by: -

- Distance and time factor
- Status and comfort
- Comparative of services offered
- Geographical position and isolation
- Range of services offered
- Level of competition between services
- Flexibility
- availability

Attractions

Attractions of a particular area are the features and related activities of that area which draws the tourist to visit the area. Attractions can be divided in to two type's manmade attractions

(architectural, archeological and historical monuments) and natural attractions (climate, scenic views etc....)

Types of Tourist Attractions

- **Natural attractions:** attractions related to natural environment. like

Climate

- ✓ Generally, tourists from the colder climate especially cold winter seek warm/ sunny, relatively dry climates
- ✓ People from hot / humid may seek cooler climate.
- ✓ In many countries, seasonality of climate determines seasonality of tourist.
- ✓ Some tourist seeks different climate for health reasons

Landscape beauty, unusual character, and unique feature

- ✓ Natural landscape beauty and characters such as mountains, valley, rivers, lakes and deserts etc.... related to activities such as sightseeing, trekking, camping, rafting, boating and photography.
- ✓ Interesting landscape; agricultural landscape such as terraced rice fields, flower beds related to sightseeing and photography.

Beaches and shoreline:

Many of the world's famous resorts are located in beaches.

E.g., Miami Beach (USA) world's number one beach. Kovalum beach (India) worlds number two beautiful beaches.

Beach tourism is the activity such as sun bathing, swimming, surfing, corals, and beach walking and shell collection

Marine environment

Includes oceans, lakes, rivers, under water coral and fish and activities related to it are swimming, surfing, water skiing, all types of boating, fishing, scuba diving, coral viewing.

Tropical waters are especially important attractions for variety of coral colonies and fishes.

Flora and fauna

- ✓ Are interesting representative and sometimes unusual vegetations and animal life including birds
- ✓ Unique and endangered species to be preserved for scientific purposes

- ✓ Special feature types of development are zoo, including safari zoo and botanical gardens.
- ✓ Related to activities such as animal and bird watching, sightseeing and photography.

Parks and reserves (officially protected)

Conservation (preservation and protection) of important natural environment is essential for both scientific and tourism reasons. Common approaches for conservation are establishment of parks and reserves.

- **Manmade attractions:** attractions related to culture, entertainment and special manmade features.
 - ✓ Cultural patterns and life style
 - Especially interesting to many tourists as an experience of cultural tourism.
 - Includes traditional cultural patterns, life style and customs.
 - Include modern life style, which is different than that of the tourist.
 - ✓ Archaeological and historic sites and monuments

Archeology is studies of the societies and peoples of the past; by examining the remains of their buildings, tools and other art facts.

1. All types or archeological or pre historic sites including marine archeology and special features such as industrial archeology.
2. All types of historic buildings, structures and areas including buildings representing traditional and historic architecture and building techniques.
3. Sites of important historical events such as battle field.
4. Monuments to important historical events or peoples.
5. Unusual and striking manmade structures such as large dams and bridges.

The art

Includes visual art of paintings, carving etc.... and performing arts of dance, drama and music.

May be related to either traditional or modern cultures. Art special features, which exhibit and explain aspects of history, culture, arts and handicrafts technology, natural historical and other special areas of interest.

Sports activities and events

- A. Many sport events are of local tourists' interest and some of national and international interest
- B. Includes both speculation and participatory sports.

- C. Participatory sports such as snow and water skiing, tennis, golf, skiing and scuba diving are becoming increasingly popular although popularity of some specific changes as current fashion.

Entertainment

1. Includes dance/ drama/ films and music performance related to either traditional or modern culture.
2. Night life, especially night clubs and discos with dancing and music.
3. Gambling like casino.
4. Special entertainment includes amusement and recreation parks such as Disneyland.

Shopping

1. usually secondary attractions but in some areas may be primary attractions e.g., Dubai shoppers' paradise (important part of itineraries)
2. important means of tourist area to make money from tourism
3. It includes shopping for locally made clothing, arts and handicrafts, furniture and locally processed items such as gems and stones.
4. Duty free items such as cameras and electronic equipment's.
5. antiques
6. High fashioned items designed and produced in area.
7. Concentrated in certain areas with control and quality and prices of goods for locally made arts and artifacts, efficient marketing often needs to be emphasized.

Dinning and cuisine:

Most people/ tourists require good quality but no necessarily high priced food. Many and some tourists like to try local food at least once and some tourists consider good quality food as a major attraction. High quality restaurants can become important attractions in some areas.

Amenities /Ancillary Service

“Ancillary Services are facilities and secondary services that support the primary amenities in tourism sector. These are important for the success of the tourism business. These services are the ‘Extras’ that form the part of tourists experience and make them all more comfortable and enjoyable.” These services are the things that are needed to make any trip complete. Apart from doing the regular bookings in hotels or resorts, one needs these ancillary services to make the holiday a success as these are the small important things that are needed while being on the road. One may not recognize these

services in the first place but these services are needed to have a comfortable trip and also to be secured and safe while being outside the home town. Sometimes the travel agent receives much higher commission on these services rather than selling holiday packages and flight tickets. Hence, they are an important source of money to the agents. A number of companies are now becoming specialized.

All the ancillary services are an indispensable part of tourism. Although not being a primary part of this industry, they have a huge role in making this industry work and making the tour or a tourist more enjoyable and comfortable by providing the value for money. **These include:**

- Travel insurance
- Foreign exchange
- Car hire
- Airport packing
- Luggage transportation
- Tour Guides
- Tourist Publication and Information Centers
- Equipment hire
- Luggage
- Chauffeur drive services
- Passport and visa services
- Travel SIM Card

Amenities or facilities are a necessary aid to the tourist center. Amenities do not usually in themselves attract tourists, but the lack of amenities might cause tourists to avoid a particular destination because they provide the basic facilities which are regarded as contributing to the quality of a destination. Amenities harmonize and enhance the destination attractions. Some of the basic amenities required in a destination are restaurants, cafes, good communication systems, foreign exchange, travel agencies and tour operators, banking systems, and other entertainments like recreation and amusements etc. For a seaside resort, facilities like swimming, boating, yachting, surf-riding, and other facilities like dancing, recreation, and amusements are important for every tourist center.

• Travel and Tour operators

In the middle of 19th c, an English man called Thomas cook started selling excursions by train, he put together different services as transport and accommodation and sold them as a package at one inclusive price to the travelers. The providers of these services gave him a commission in all sales made and, in this way, the concept of travel agency came in to being. Thomas cook is internationally recognized as the founder of the modern travel trade.

• Travel agency

A travel agency is an intermediary, a business or person selling the travel industry's individual parts or a combination of the parts to the consumer. In marketing terms, a travel agent is an agent middleman, acting on behalf of the client, making arrangements with suppliers of travel (airlines, hotels, tour operators) and receiving a commission from the suppliers and/or a fee from the client.

Travel Agencies refer to the outlets through which people can obtain travel information, make reservations and pay for trips. A travel agency sells arrangements directly to the public. Some travel agencies combine retail and wholesale activities on the same premises.

A travel agent is thus an expert, knowledgeable in schedules, routing, lodging, currency, prices, regulations, destinations, and all other aspects of travel and travel opportunities. In short, the travel agent is a specialist and counselor who saves the client both time and money.

The principal functions of the travel agent are: -

- ✓ To provide access for a principal (hotel, transport companies, tour operators) to the market
- ✓ To provide professional advice about the travel and destination for the customer to buy travel services.

A travel agency is recognized by the main providers of services to sell such services to the traveling public for which they are paid a fee or commission. These main suppliers of services are called 'industry principals. These include: - Airlines/ cruise lines, Railways/ Motor Coach Company, Hotels/ resorts, Restaurants and entertainment centers, Tour operators etc....

General function of travel agents

- ✓ To provide updated travel information
- ✓ To prepare itineraries
- ✓ To liaison with providers of service
- ✓ To arrange reservation and ticketing

- ✓ To provide package tours
- ✓ To provide services as regards foreign exchange, travel insurance etc...

- **Tour Operators**

It is an organization, firm or company who buys **individual** travel **components separately** from their suppliers and **combines** them in to a package tour, which is sold with their own price tag to the public directly or through the middlemen. It is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operations. Because they buy in large quantities, they receive discounts. Wholesalers make a profit by marking up the price of the products and then selling them through retail travel agencies.

Tour operators offer a number of benefits to tourists. These include:

- Low prices: Bulk-purchasing means that tour operators can often secure significantly lower prices for transport and accommodation.
- Convenience: tour operators are, in a sense, a one-stop shop for a holiday.
- Reliability: the products that operators sell are, in principle, tried and tested.
- Consumer protection: the legal requirement that, at least in Europe, tour operators should be bonded and provide the scope and standards of service that they advertise means that tourists are protected against poor levels of quality/service or, in the extreme, tour operator failure.

The difference between Travel Agent and Tour Operator

While both tour operators and travel agents are involved in providing a tourist with relaxing and wonderful vacations, there are differences in roles and functions between the two.

A tour operator actually operates tours. A travel agent can only book you on to one. The jobs are not the same at all except that they are both connected with travel. A travel agent is like a waiter at a restaurant as he welcomes the guests and takes orders that are prepared by the tour operator.

So, think of it like this - a travel agent will have brochures from many different tour operators and be able to help clients by suggesting or recommending tour plans based upon their budgets and other requirements. However, once you have actually booked a trip, you are in the hands of the tour operator. With a tour operator taking up the bulk of the responsibilities, his fee is obviously much greater than that of a travel agent. It is important to notice that, travel agencies also involve in selling the travel industry's individual parts, which is not true for tour operators.

1.4.1 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.

1.4.2 quality of work performance

Quality work is service that is completed efficiently and with little direction and supervision. Employees who do quality work have beneficial characteristics, including professionalism, strong work ethic, self-motivation, positive attitude and confidence. Employees make jobs run smoothly when they are dependable, responsible, honest and have integrity.

To maintain a quality business, many elements are implemented, such as improved quality of new employees, recognize and preserve higher-ranked employees and expand employee growth. Accurate

job placement affects quality work as well. Staff underperforms when placed in the wrong position, or if a task has not been clearly communicated. When all options have been exhausted and the person is not producing quality work, the business may need to let them go.



Figure 3 quality of work result

The Five Qualities of High-Performance Organization

There are dozens of qualities that organizations must have in order to be considered high performers.

However, these qualities consistently appear in five categories:

- Quality of management.
- Continuous improvement.
- Openness and action orientation.
- Long-term thinking.
- Employee quality.

1. quality of management

In a high-performance organization, there is a designated leader or leaders who steer the ship and always keep an eye on what's ahead. These leaders help the organization achieve excellence by bringing out the best in people, helping them adapt to changing circumstances and promoting good and harmonious teamwork. Making the best use of the company's most valuable resource – its people – is key to delivering sustainable success.

Managers act with integrity and serve as role models for their reports. They are credible and consistent and exhibit a strong set of ethical standards that gain the trust and respect of their teams. They are people-focused, and they are results-focused.

High-performance managers make swift and effective decisions instead of overanalyzing, and they encourage others to do the same. They give people continuous support, coaching and freedom to act in ways that are consistent with the organization's standards. Ultimately, they expect people to take risks, make the tough calls and hold themselves accountable for their own decisions.

2. continuous improvement and renewal

High-performance organizations integrate standards for excellence into their operating structures and introduce people to these standards from the moment they join the organization. These standards are more than just pretty words in a mission statement. Rather, they are a living document. People are encouraged to share their ideas and knowledge in order to bring fresh ideas to the table and ensure the organization is permanently focused on improvement.

As tempting as it is to stick with "the way we've always done things," there really is no way of avoiding change. High-performing organizations understand this and create a culture that is poised to adapt to changing circumstances. They also train leaders to manage the change process effectively in the best interests of the company and its people.

3. openness and action orientation

Have you ever worked in a place where communication is like the children's game "telephone," where everyone whispers a message to the person next to him, and the person at the end of the line has to shout out the message and see if it is right? When communication happens this way, it results in people not hearing the message that was intended to be delivered. This is frustrating since it creates extra work and uncertainty for everyone involved.

High-performance organizations do the exact opposite of the "telephone" game. They establish open, multidirectional lines of communication so that messages flow freely around the organization – top to bottom, bottom to top and laterally between peer groups.

With solid communication channels in place, the organization can focus on action. This takes the form of continuously striving for excellence – innovating products and services, staying ahead of the market and looking for ways to create new sources of competitive advantage. The company will also evolve its core competencies by sticking to what the organization does best and finding ways to do it better and/or more cost effectively over time.

4. long-term thinking

High-performance organizations have well-defined visions that convey the reason for the organization's existence. The vision is focused on long-term outcomes, which are much more important than short-term gains. Relationships are central to this vision. High-performance organizations work hard to understand what stakeholders want, what they stand for and how the organization can add real value for them. The idea is to build win-win relationships for life.

People within these organizations are not only clear about the vision, but they also understand what they have to do to help the company deliver its version of success. They understand the connection between their individual job roles and the organization's vision, mission and values. A high-performing organization is like a team rowing in the same direction where everyone is focused on the same goal.

5. quality of employees

The fifth and final quality centers around the quality of the workforce. Companies that adopt high-performance habits work hard to assemble a diverse and balanced team where individual personalities do not dominate, and everyone works together in partnership to achieve the mission-critical aspects of the company's strategy.

Training is the foundation of a high-performance organization. Every individual is trained and encouraged to be flexible and resilient. Leaders motivate employees to achieve their full potential and apply entrepreneurial thinking to their job role. The result is a highly creative workforce where everyone is proactive, solutions-focused and comfortable with taking risks

Self-check-1

Part-I: Write true if the sentences is correct Write false if the sentence is incorrect.

1. Excursionists do not spend at least one night.
2. Ancillary services are primary motivations for a tourist to travel

Part-II: Choose the correct answer among the given alternatives.

1. If Ato Melaku from Addis Ababa has been to London to visit the city, which form of tourism does it describes?
 - A. Out bound tourism
 - B. In bound tourism
 - C. Domestic tourism
 - D. International tourism
2. Which one is correctly matched
 - A. Visitor = Overnight visitor + Half Day visitor
 - B. National tourism = Inbound tourism + out bound tourism
 - C. International tourism = In bound tourism + National tourism
 - D. Internal tourism = Domestic tourism + out bound tourism
3. which One is not traveler.
 - A. Diplomat
 - B. Military persons
 - C. Merchants
 - D. Nomads
 - E. None

Part-III: Fill in the blank space for the following questions

1. _____Are features and related activities of a particular area which draws tourists to visit that area.
2. _____The means of reaching the destination and the means of movement at the destination

Part-IV: give short answer for the following questions.

1. Define Amenity services in tourism. Why they are important?
2. What are various services available at Airport for the tourist?

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:

- Legal and Ethical issues
- Tourism organizations
- Industry rules & regulations

This unit will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Explain Legal and ethical Issues
- Explain different organizations in Tourism industry
- Apply rules and regulations in Tourism industry

2.1 Ethical and Legal Issues

While the subject of ethics is one that is being taught in business schools, its translation into everyday workplace practices remains contentious.

When we speak of ‘**ethics**’ we generally are referring to a system of principles and values that govern the way we behave and act. Thus, we may think a person is ethical or unethical by the way they conduct themselves.

Unlike other behaviors, the source of our ethical behavior may not just be determined at the individual level (influenced by our family, culture, education and friends) or by the work environment (the culture of the workplace and, indeed, individuals with whom we work). Indeed, it is clear that we each make different ethical choices even if we have similar backgrounds. For the purpose of this discussion, we suggest that ethical behavior constitutes the proper following of legal and accepted moral imperatives in our daily life.

Unethical practices may have legal implications. For example, a business may substitute a cheaper quality product for a higher quality product but sell the product at the higher quality price. An example of this is selling cheap whisky in a Black Label bottle. This is generally considered unethical and is a breach of the Trade Practices Act.

Perhaps the most common unethical behavior is lying—to customers, colleagues and supervisors. Some might rationalize that they are only telling small lies, perhaps to keep the customer happy, but this is lying nonetheless.

While there are many ethical issues we encounter in a tourism environment, here are some of the more common ones that raise ethical consideration.

- **Confidentiality:** In the tourism industry we frequently come into contact with high-profile people or overhear things that may or may not have been meant for public airing. In addition, how the business operates and how well it is or isn’t performing is generally no-one else’s business. What we see and hear in the workplace should, arguably, remain in the workplace.
- **Money matters:** large sums of money are handled every day in many tourism environments. In addition, many tourism-based enterprises maintain substantial physical

assets in the way of fixtures and fittings, tickets, and food and beverage supplies. Some businesses have good systems of control while others do not. The temptation to steal (from the organization, colleagues or suppliers) raises not only ethical issues but also has legal implications.

- **Overbooking:** Most accommodation venues and transport companies (airlines, tour coaches and so on) overbook. The practice of overbooking has its foundations in maximizing occupancy. By taking reservations for more rooms or seats than are available, the enterprise can counter potential losses resulting from late cancellations, early departures (in accommodation venues) and no-shows. Both customers and employees may view the practice of overbooking as unethical.
- **Product recommendations:** The practice of recommending certain products over others is generally thought of as promoting and selling businesses' services and facilities. It raises potential ethical concerns when product recommendations favor one to the detriment of another because of the potential to earn greater revenue and because it may not be done in such a way that leaves the buyer with all the information needed to make an informed and unbiased buying decision.
- **Pricing:** Particularly during high demand periods a venue can be tempted into pricing products higher than usual. For example, a motel's usual room rate is \$100. An unexpected demand for rooms on a particular weekend may tempt the venue to increase room rates to \$150 when the operators know that there is no alternative for the guest but to stay at that venue and pay the increased price. Of a more serious nature is the practice of price fixing. Price fixing: occurs when a business enters into an agreement with its competitor(s) to fix the price of a good or service. This practice is anti-competitive and therefore unfair for consumers. It is also a breach of the Trade Practices Act.
- **Commission procedures:** A commission is an amount of money received as payment for making a booking. The booking may be for accommodation, a tour, car hire, a flight, a theatre ticket or another tourism or hospitality product (this is the principal way in which travel agencies make money). The commission is usually built into the price of the product and disclosed to the customer at time of purchase. The customer does not pay extra for booking a product through a third party (a third party would be a travel agent or porter, for example).

Commissions become problematic (potentially illegal and/or unethical) when the commission arrangement is secret and undisclosed. For example, a porter may agree to buy tickets for a product from one supplier, rather than another supplier, and receive a special payment ('kickback') for doing so

- **Tipping:** Tipping is quite common in hospitality (particularly in food and beverage outlets) and occasionally in tourism (for tour guides or hosts and so on). Where a point of ethics may arise is when the standard procedure for the distribution of tips is not followed. For example, in some restaurant's tips are pooled (all tips earned throughout the shift are added together and then divided evenly among the staff at the end of the shift). This may also be true of a tour crew. One employee may secretly keep the tips they receive and take a share of the pooled tips. While there are no legal implications here, there are ethical implications:
- Many people who have behaved unethically (and been caught) have argued that others did it so why shouldn't they? Why not indeed! It is for our own conscience to decide what is appropriate behavior when tempted by unethical practices, but it is important to keep in mind that when caught, careers are put in jeopardy and there may be other more far-reaching consequences (such as legal proceedings) to our actions.

2.2 Tourism organizations

Ministry of Culture and Tourism (Ethiopia)

The **Ethiopian Ministry of Culture and Tourism** : is the ministry of the government of Ethiopia responsible for researching, preserving, developing, and promoting the culture and tourist attractions of Ethiopia and its peoples, both inside the country and internationally. In doing so the Ministry closely works together with different national and international stakeholders.¹

The Ministry of Culture and Tourism is responsible for developing and promoting tourism in Ethiopia, and to boost sustainable socio-economic and political values with popular and stakeholder's participation.

Subordinate bodies include the Authority for Research and Conservation of Cultural Heritage (ARCCCH), Ethiopian Wildlife Conservation Authority (EWCA), National Archives and Library Agency, and Ethiopian National Theatre.

The Ministry publicizes the country's resources of tourist attractions and encourages the development of tourist facilities. It also licenses and supervises establishments of tourist facilities such as hotels and tour operators, and sets the standards for them.

Ethiopia has abundant natural tourist attractions, including nine World Heritage Sites, but the Ministry of Culture and Tourism still struggles to attract tourists in decent numbers owing to poor investment, security, and does not have any cohesive tourism development or promotion strategy. As a result, most tourists fly over Ethiopia to Kenya, Uganda, Tanzania, South Africa to name a few countries. Nevertheless the Ministry puts out regular press releases every year claiming 800-950,000+ tourist have visited Ethiopia every year, despite Ethiopia having only about 3000 hotel rooms, and of that only 2000 are tourist class rooms.

- **National Tour Operation and Travel Agency**

Ethiopia is endowed with various combination of tourist attractions cultural historical natural & man-made and impressive scenery suitable climate rich flora & fauna and recognized archaeological find sites. Tourism as an economic activity in Ethiopia was started in the early 1960's. by the time, the government established some important Organization because of the increased number of inbound tourists consecutively in the late 1950's and early 1960's.

- ✓ In 1964, Ethiopia's Tourist organization was established.
- ✓ In 1966 the first Tourist master plan was prepared.

✓ In 1971 the Ethiopian Tourist Trading S.C. was established

✓ In 1982 National Tour Operation and travel Agency Enterprise (NTO) was official established

After the announcement of mixed economy in 1989 and the free market economy a few years later by EPRDF government, Ethiopia became open for tourists from all parts of the world. The policy also allowed the participation, of private investors in the tourism sector.

Since then many tour operators and travel agencies mushroomed in the service, and NTO no more had the monopoly power. However, NTO is not only the precursor in the tourism sector in Ethiopia, but also considered by many as a national tourism service identity and pride for more than 30 years.

NTO generates 80% of its income in foreign exchange and thus has been given due attention by PPESA and privatized since January 2010. Currently there are more than 169 licensed & qualified tour operators in the market and of them were established after 1998.

With three decades experience in the tourism sector and its worldwide corporate image, NTO has a vision to be one of the leading tour operator's travel agencies in East Africa. Privatized in 2010 and wholly Ethiopia owned by the biggest car rental company in Ethiopia ABC plc. NTO is now equipped with the following type of brand new vehicles: 4 4's, luxury, vans, buses and trucks. NTO's vision is to become one of the leading tour operators in East Africa offering a high quality service and building a long term business relationship with its international partner. NTO's mission is to offer high level services in order to achieve total client satisfaction and promote the image of Ethiopia as an unequaled tourism destination in the world.

Ethiopian Tour Operators Association

Ethiopian Tour Operators Association (ETOA) is a professional association representing the legally registered tour operators in Ethiopia. Currently, ETOA is composed of more than 220 individual tour and travel agency companies that are actively engaged in providing tour and tour operation related services.

The ETOA was established in 2003 to make sure its members provide services with high level professionalism and ethics encouraging the highest standard in all aspect of tour operating.

Membership Category

Ordinary Members/OM: - Licensed Tour and Travel agents, accreditation from the Ministry of Culture and Tourism.

Associate Members/AM: -Recognizing the importance of international meetings and congresses to international association life, ETOA offers collaboration and partnership with industry entities in the format of an Associate Membership. The main focus of this collaboration is promoting the networking between association and industry bodies.

Honorary Member/HM: - shall be a Individuals/Institutions who has made “distinctive contributions” to engineering, science, industry, research, public service, or other pursuits allied with and beneficial to the profession.

Student Members/SM: -This annual membership is available to any student enrolled in a tourism-related educational program in Ethiopia. Students do not receive voting privileges at ETOA, but do receive member discounts to events

2.3 Tourism Industry rules & regulations

In general terms, rules and regulations serve as a governance structure for various sectors. They are 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.

Compliance with industry

Compliance typically means the action of obeying (complying) with a wish or demand. However, what does this mean when it comes to business travel? 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.

First things first, make your company policies accessible to everyone. The basics should be visible from day one of staff onboarding. 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. So, your team can focus on what they do best.

Travel Perk 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. The future of business travel is here.

The Criteria for Selection

Until the end of 2004, World Heritage sites were selected on the basis of six cultural and four natural criteria. With the adoption of the revised Operational Guidelines for the Implementation of the World Heritage Convention, only one set of ten criteria exists.

To be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria.

These criteria are explained in the Operational Guidelines for the Implementation of the World Heritage Convention which, besides the text of the Convention, is the main working tool on World Heritage. The criteria are regularly revised by the Committee to reflect the evolution of the World Heritage concept itself.

Selection criteria are: -

(i) to represent a masterpiece of human creative genius;

- (ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
- (iii) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- (v) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- (vi) to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
- (vii) to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
- (viii) to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
- (ix) to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
- (x) to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

Operational (year)	Guidelines Cultural criteria						Natural criteria			
2002	(i)	(ii)	(iii)	(iv)	(v)	(vi)	(i)	(ii)	(iii)	(iv)
2005	(i)	(ii)	(iii)	(iv)	(v)	(vi)	(viii)	(ix)	(vii)	(x)

The protection, management, authenticity and integrity of properties are also important considerations. Since 1992 significant interactions between people and the natural environment have been recognized as cultural landscapes.

World Heritage List Nominations

Only countries that have signed the World Heritage Convention, pledging to protect their natural and cultural heritage, can submit nomination proposals for properties on their territory to be considered for inclusion in UNESCO's World Heritage List.

Nomination process

1. Tentative List

The first step a country must take is to make an 'inventory' of its important natural and cultural heritage sites located within its boundaries. This 'inventory' is known as the Tentative List, and provides a forecast of the properties that a State Party may decide to submit for inscription in the next five to ten years and which may be updated at any time. It is an important step since the World Heritage Committee cannot consider a nomination for inscription on the World Heritage List unless the property has already been included on the State Party's Tentative List.

2. The Nomination File

By preparing a Tentative List and selecting sites from it, a State Party can plan when to present a nomination file. The World Heritage Centre offers advice and assistance to the State Party in preparing this file, which needs to be as exhaustive as possible, making sure the necessary documentation and maps are included. The nomination is submitted to the World Heritage Centre for review and to check it is complete. Once a nomination file is complete the World Heritage Centre sends it to the appropriate Advisory Bodies for evaluation.

3. The Advisory Bodies

A nominated property is independently evaluated by two Advisory Bodies mandated by the World Heritage Convention: the International Council on Monuments and Sites (ICOMOS) and the International Union for Conservation of Nature (IUCN), which respectively provide the World

Heritage Committee with evaluations of the cultural and natural sites nominated. The third Advisory Body is the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), an intergovernmental organization which provides the Committee with expert advice on conservation of cultural sites, as well as on training activities.

4. The World Heritage Committee

Once a site has been nominated and evaluated, it is up to the intergovernmental World Heritage Committee to make the final decision on its inscription. Once a year, the Committee meets to decide which sites will be inscribed on the World Heritage List. It can also defer its decision and request further information on sites from the States Parties.

5. The Criteria for Selection

To be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria. These criteria are explained in the Operational Guidelines for the Implementation of the World Heritage Convention.

Self-check-2

Part-I: Say **true** if the sentence is correct say **false** if the sentence is incorrect.

1. A business may substitute a cheaper quality product for a higher quality product but sell the product at the higher quality price refers to Unethical practices.

Part-II: Choose the correct answer

1. which one the following is role, and functions of

- A. conducts research studies on tourism.
- B. organizes marketing programs.
- C. Provides detailed and up-to-date information.
- D. Organize events in the Pacific region.
- e. ALL

2. -----is an amount of money received as payment for making a booking.

- A. Tip
- B. Profit
- C. Commission
- D. Revenue

UNIT THREE: Technology in Tourism industry

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

- Technologies and impacts on tourism
- Technology and day-to-day work activities

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

- Maintain Technology and explain impacts on tourism
- Apply Technology in Day -to- day activities

3.1 Technologies and impacts on Tourism

Technology is the application of scientific knowledge to solve a practical problem. The problem can be of industry or every life. That means whatever we use applied math or science to achieve a purpose or goal is Technology. It can be the discovery of a needle to the airplane.

Technology includes old things such as ships, calculators, chariots to advanced things such as artificial intelligence, computers, etc. The future technologies can be quantum computers, smart cities, advanced artificial intelligence, etc.

Technology has played a vital role in the tourism industry for over a decade now by helping businesses minimize costs, improve efficiency, and enhance the customer experience. Businesses, as well as customers, can highly benefit from technology trends for improved reservations, guest services, and communication. 'Key Technology Trends Emerging in the Travel & Tourism Industry' is an informative guide that explains the key tech trends in the tourism sector.

- **Revenue Management & Tourism Industry**

Revenue management is highly relevant in the tourism industry as well as in airlines, restaurants, coaches, railways, cruises, and car rentals. This concept is about increasing profits and generating more revenue. Income growth can be multiplied in the hospitality sector if revenue management is adopted by all the company's departments. After all, it's all about selling the service to the right customer at the right time. The best examples of revenue management and its importance can be found in this article, 'Revenue Management; clearly explained!'.

- **Sustainable Development in the Tourism Industry**

Tourism development is the process of creating and maintaining a functioning tourism industry within a particular place, and sustainable tourism development takes this concept a step further, by focusing on environmental, social and economic concerns and taking steps to reduce any negative consequences associated with the 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 Healthwise, 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 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.

- **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**

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

3.2 Technology and day-to-day work activities

3.2.1 Everyday Uses of Technology

we have provided detailed information about the essential uses of technology in everyday life. Technology has changed our world to a great extent. It did a lot to make our life enjoyable, easier, and convenient. Today, we use smartphones, computers, air conditions, artificial intelligence, and many other advanced gadgets in our day-to-day life. We can't 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.

These days, 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: -

- **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.

- **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.



Figure 4 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.

- **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 lifespans 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.

- **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.

- **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.

- **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.

- **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.

- **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.

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.

3.2.2 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 any time, 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.

B. Business /organizational Benefit

Business is one of the most beneficial areas of technology. The manager makes his decisions in a short time and he can easily solve problems, with the help of technology. Information technology and its applications in the business world have facilitated the use of computers and allowed the use of the Web, thus making work more flexible. The most important advantages of technology in this area may include:

1. Easy access to reports: There are many companies that have many branches locally or globally. Technology allows them to communicate between their multiple branches to obtain reports on the progress of the work and financial capabilities of each branch, and it provides an opportunity to connect to competing markets and provide reports that are available. Thus, technology can be relied on to carry out these tasks rather than sending delegates and reviewers for information.

2. Increased organizational productivity: Technology has contributed to a significant increase in the productivity of workers, both at the level of clerical work or manufacturing work, as most industries are now using machines instead of the human element; This means saving time and effort. Despite the high cost of using technology in the industrial field, its usefulness was greater than its cost; It saves the labor cost required in the production process, while at the business level related to customer service, it increases employee productivity so that all data and information are reviewed in a short time rather than manually.

The following points address some of the benefits and importance of using technology in business:

- Technology provides many mechanisms that contribute to increasing the efficiency of work and productivity entrusted to it, in addition to accelerating and facilitating the work process.

- There are many software programs that help to achieve accuracy in financial transactions and related salaries of employees, or pay bills or other, and make the implementation of these tasks easier.
- The technology achieves a high degree of competition between companies or institutions, and provides a number of mechanisms to help, including marketing and selling online, as well as communicating with the right customers in the right place and time.
- Technology facilitates communication between co-workers or even with customers and consumers.

3.2.3 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

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:

- updating knowledge of the tourism industry
- Tourism Industry current issues
- updated information with colleagues.

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

- Identifying updated knowledge of the tourism industry
- Assessing current issues of the industry.
- Exchanging and sharing updated information with colleagues.

4.1 updating knowledge of the tourism industry

By identifying and using a range of opportunities to update our general knowledge we are able to monitor what is going on in the industry and monitor those events that may affect our industry (such as natural disasters, terrorist activities and changes in customer preferences). Monitoring means keeping an eye on and being alert to changes that may affect our workplace, career, living conditions, and legal and ethical obligations, such as:

- emerging markets (such as the increase in ecotourism and wine tourism)
- government initiatives (such as those relating to assisting problem gambling, changes to tobacco legislation preventing smoking in hospitality venues, and tourism-focuses marketing initiatives)
- environmental and social issues (such as the growth in cultural tourism and increased awareness of the pressure to reduce waste)
- labor issues (such as changes to industrial relations legislation and the availability of skilled employees in some areas)
- industry expansion or retraction (such as the entry into the airline industry of new airlines and the demise of others, and changes in destination preferences immediately following a significant terrorist attack or natural disaster)
- economic issues (such as fluctuations in destination economies)
- Current and emerging technology. With the exception of those working in technology fields, it is difficult to anticipate emerging technology likely to affect all sectors of the tourism industry. Computer technology is emerging so rapidly that no sooner have we installed the latest hardware and software, bought the latest Black Berry, iPod, i-mate, i-gizmo, that the next faster, better, more technologically savvy piece of equipment land

in the stores. A mobile phone is no longer just a mobile phone. And a mobile phone is no longer also just a camera. A mobile phone is a miniature communications network. It can SMS, email, connect to the internet, download and play music and pictures, play games, play movies and, in general terms, keep track of practically everything in our lives. And it can make and receive phone calls! The software available today can help a business in more ways than most business owners realize. The implications of this for tourism enterprises are far-reaching. It is no longer sufficient

for us to be able to do our jobs well; we need to be technologically savvy. We need to understand that instead of organizations employing more people to keep up with an expanding business, they are employing better technology. When business contracts, it's not the technology that business owners cull, it is employees. It's no longer sufficient to be computer-literate in a specific computer program or software package; we need to learn how to operate a range of packages or at least be willing to learn. Remember, too, that our customers are technologically savvy. Never before have they known so much about our industry, its sectors, and its products and services, all thanks to technology.

There are many secondary sources of information that can assist us in researching and monitoring the tourism industry to update our knowledge and observe likely trends. Many of these sources were discussed in this chapter. Many other sources are discussed in other chapters and more sources are listed in 'A few useful contacts' at the end of this book.

4.2 The Tourism Industry current issues

We now have a general idea of the information needed in the tourism industry to perform effectively in the workplace. But as indicated at the beginning of the chapter, tourism is a dynamic industry facing daily challenges and shifts in customer preferences, social and economic trends, technology, legislation and business practices. We need to be able to identify and use a range of opportunities to update our knowledge of the tourism industry in order to remain informed.

Trends develop for a variety of reasons. A favored destination, a particular attraction or even a special event may be a trend. Next year, those trends may change. Marketing plays a significant role in creating and sustaining trends, as does demand by the target market. That is, once a trend is created, it is only sustainable through demand. And demand will only be maintained while expectation is met (or until a new trend begins).

Identifying trends is often a confusing aspect of the industry that can make the difference between success and failure for an enterprise. Keeping in touch with trends, innovation, change and other influences on the industry requires staying in touch with the sources that report on the industry.

Working in the industry will give us access to certain information that keeps our knowledge current. Membership of industry bodies, such as those listed at the end of this book, will also keep us up to date. If unsure, ask questions. Someone will know the answer.

Other substantial sources of timely and relevant information are the industry sector associations which publish regular newsletters, and various trade magazines and the daily newspapers in each capital city. Many newspapers dedicate a section to tourism and/or travel on a weekly basis.

It would not be a practical exercise to source and read every available piece of information relevant to tourism. However, to stay in touch and gain benefit from what we do have time for, it is necessary to identify and analyze the relevant information for the sector in which we work and how changes impact on our area of expertise.

4.3 updated information with colleagues.

The information collected is used in a number of ways by tourism and hospitality enterprises, primarily for planning future activities, and is usually shared with customers and colleagues.

For example, a tour operator offering guided tours to Lalibela may want to know how many tourists visit Lalibela each year, from where they originate, how much they spend, how long they stay, their demographics, and their accommodation and transport preferences. This information can assist in the planning of future tours to the region, the prices charged, how long each tour will be, frequency of departure, accommodation options, staffing levels, market segments to target and a number of other factors. By contrast, an enterprise failing to monitor trends and changes or use the information they researched that can affect their workplace are likely to be reactive (take action only after a trend or change has emerged) to those changes and therefore risk potential loss of business.

At the individual level, our skills and knowledge about the tourism and hospitality industries is most useful when we have an opportunity to share it and use it positively to achieve our career goals. In hospitality, our customers and guests are seeking as much information about services and facilities as possible in order to make informed decisions about the destinations and attractions they visit, the types of accommodation venues they stay in and the types of activity they are likely to participate in. Our role is to provide the knowledge and information to help them with these decisions.

By the time this book is published, some of the information, particularly that pertaining to statistics and legislation, may be out of date. For this reason, it is important that you maintain up-to-date knowledge on those things that can affect your work performance. You’ve learned to identify key areas that affect work performance and you’ve learned how to research information—it is important to remember to access those sources to ensure currency. When our information is current, we are able to use our knowledge confidently to enhance the quality of our work performance.

Opportunities to update tourism industry knowledge

Opportunities are:

1. **Employment opportunities:** When there is an increase in tourism, a number of employment opportunities will be created. Because of the increase in tourism promotion, there will be an increase in the restaurants, hotels, and many other shops which will earn a profit. Due to the increase in the shops and many other resources, there will be an increase in employment opportunity.
2. **Sustainable tourism** develops like eco-tourism, agro -tourism, medical tourism which attract foreign tourist and foreign currency increases in our economy.
3. **Cultural exchange** which leads to exchange of ideas, cooperation etc.
4. **Social development** Some specific social programs can be accomplished through tourism. If facets like rural lifestyle, tribal life and culture are included in tourism, tourism gets a social dimension and the neglected components of the society can be included in development.

Self-Check 4

Part I: Say true or False

1. update tourism industry knowledge does not contribute the development of tourism industry.
2. Monitoring means keeping an eye on and being alert to changes that may affect our workplace, career, living conditions, and legal and ethical obligations,
3. our skills and knowledge about the tourism and hospitality industries is most useful when we have an opportunity to share information.

Part II: choose

1. What are the opportunities to update tourism industry knowledge
 - A. Employment opportunities
 - B. foreign currency increases in our economy
 - C. to exchange of ideas, cooperation
 - D. Social development
2. What are the legal and ethical obligations to update tourism industry
 - A. Emerging technology
 - B. Government initiatives
 - C. Industry expansion or retraction
 - D. All

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Developers Profile

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