



1. The Travel and Tourism Industry

Tourism is the activity of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. **World Tourism Organisation 1993.**

- Tourist is a person who goes on holiday to visit places away from their home. But travel is long distance journey, far away.
- A “visitor” is defined as those people who travel to a country other than that in which they have their usual residence but outside their usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

In appreciation of its cultural side are taken into account the following.

Nine Components of Tourism Environment:

- a *Language*. Ability and willingness to learn and use a foreign language gives the possibility to be interested and appreciate the culture of another country;
- b *Traditions* that characterize a destination or a country is usually an element of interest to tourists who seek to know as much about the life and habits of the population of the country visited;
- c *Handicraft* is a source of interest for tourists who want to know the origins of popular artistic inspiration from visited country. Handicrafts objects are bought by tourists and as a reminder or a representation of places visited;
- d *Cuisine*. In most cases, experience a traditional cuisines at the tourist destination for visitors is a source of satisfaction and one of the most popular activities;
- e *Art*, whether it is specific to a country or a culture or heritage reflects the spiritual heritage of the host community;
- f *Historically*, spoken, written, printed in construction and architecture of region, major events;
- g *Activities and technology* – of a specific region, or as refers to past or present is a source of interest for tourists as it provides information on the economy and living standards of residents of tourist destinations;
- h *Dominant religion* in a country influences conceptions of life but also has tourist connotation by festivities and rituals organized by the host community. The

spirituality of a person as a whole becomes accessible to tourists;

- i *Architecture*. Provides architectural peculiarities of the material elements of cultural attributes in a given area. A particular architectural style is associated with a particular community or country or some concept of community aesthetic. Tourism can be an alternative to the old culture, crafts, traditions, holidays, authentic locations (host population), by organizing local festivals with proper management. Thus increases chance to develop sympathy, tolerance, and understanding between people. All of these events can lead to the acquisition of income with minimal effort while satisfying the needs of tourists, resulting in sustained economic growth, creating jobs and reducing migration from some areas, especially rural areas.

It is true that in this context, the evolution behavior of the host population may pass through several states of euphoria from increased revenues due to the presence of tourists, in their toleration under the material benefits they bring, irritation due to the presence of too many tourists, to hostility, residents, and tourists considering because of higher taxes, prices and crime, and finally acceptance, changes to the presence of tourists being accepted by the local population.

The structure of the international travel and tourism industry we begin by looking at all the main organizations involved in the travel and tourism industry. This forms the

foundation for all of the other topics covered in this book and explains some of the key terms that you will need to understand.

What is travel and tourism? To use the example of the World Tourism Organization (WTO) affiliated to the United Nations and recognized as the leading international body on global tourism. Tourism is the activities of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

World Tourism Organization, 1993

Tourist

Therefore the people who are considered to be 'tourists', are those who are:

- away from their normal place of residence for a period of up to one year (but will return home);
- taking part in activities that would normally be associated with leisure and tourism; on a visit that is temporary and short term;
- not necessarily away from home overnight as they could be on a day trip or excursion;
- away from home but not necessarily on holiday, as they could be away on business.

Types of Tourism

There are three main types of tourism: domestic tourism, incoming or inbound tourism and outbound tourism.

Domestic tourism

This is when people take holidays, short breaks and day trips in their own country. Examples would be:

- a couple taking a weekend break in their own country;
- the supporters of a football team going to an away game featuring their local team;
- a family visiting relations in another part of the country, even if they live only a few miles away

Incoming/inbound tourism

This describes people entering the country in question from their home country, so it is a type of international tourism. Examples could be:

- a party of Japanese visitors coming to Europe on a trip;
- teams from different countries entering a country for an international event, such as the Olympic Games;
- families from Pakistan entering England to visit relations

Outbound tourism

This term applies when people travel away from their home country to visit other international countries for leisure or business. Examples of this could be:

- a family from Indonesia going on holiday to Singapore;
- business people from the UK travelling to America to visit a major exhibition;
- a day tripper from southern Malaysia visiting Singapore.

Further to these forms, the United Nations also derived different categories of tourism which combine the three (3) basic forms of tourism. These categories are as follows:

- 1) **Internal tourism** which will comprise domestic and inbound tourism.
- 2) **National tourism** comprises domestic and outbound tourism .
- 3) **International tourism** – consisting of inbound and outbound tourism.

Type of international tourism. This describe people entering the country in question from their home country. Example, from Italy visit Indonesia (Bali, Lombok)

The following table summarizes the range of reasons for travelling:

Leisure Tourism	Visiting Friends and Relatives (VFR)	Business Tourism
Holidays	Visiting elderly Relatives	Business meetings
Health and fitness	Social visits to friends and relatives	Exhibitions and trade fairs
Sport Education	Wedding celebrations	Conferences and conventions
Culture and Religion Social and spiritual		Incentive travel (given by businesses as rewards for sales or achievement in that business)

Social and Cultural Impacts of Tourism

Tourism may have many different effects on the social and cultural aspects of life in a particular region or area, depending on the cultural and religious strengths of that region.

The interaction between tourists and the host community can be one of the factors that may affect community as tourists may not be sensitive to local customs, traditions, and standards. The effect can be positive or negative on the host community.

Positive impacts on an area include such benefits as: local community can mix with people from diverse backgrounds with different lifestyles which through 'demonstration effect' may lead to the development of improved lifestyles and practices from the tourists'. Examples;

- there can be an improvement in local life through better local facilities and infrastructure (developed to sustain tourism) which could lead to better education, health care, employment opportunities, and income;
- more cultural and social events available for local people such as entertainment, exhibitions, etc.
- improved sports and leisure facilities created for the tourists which local people may use, particularly out of the tourist season;
- conservation of the local cultural heritage of an area and rebirth of its crafts, architectural traditions, and ancestral heritage;
- urban areas which may be in decline can be revived and the movement of people from rural areas to urban areas for employment may be reversed as jobs will be available in the tourism industry;
- increase in youth exchange programmers, village tourism, home swap programmers, and voluntary work overseas.

Bali is a good example of a tourist destination where the development of tourism has had positive effects on the social and cultural life of the area. Considerable financial investment by both public and private sectors has led to improvements in the infrastructure and to job creation. Archaeological and heritage sites are preserved, and local traditions maintained. The hospitable culture of the Balinese and acceptance of others' lifestyles means that tourists are welcomed but do not threaten existing ways of life.

However, tourism may have negative effects on an area, such as:

- the infrastructure (roads, railways, health care provision) may not be able to cope with the greater numbers created by tourism;
- poor sanitation may lead to diseases for both tourists and local population;
- local population's activities and lifestyles may suffer intrusion from tourists leading to resentment towards tourists;
- the local population may copy lifestyles of tourists through the 'demonstration effect' and the result could be a loss to local customs and traditions as well as standards of behavior;
- there could be a loss of native languages and traditions leading to the area losing some of its original appeal;
- increased crime could develop through a decline in moral and religious values, leading to greed and jealousy of wealthier visitors;

In order to assist people with their travel arrangements, there are specialist travel service providers. These include travel agencies who retail travel products direct to the individual or groups and business travel agencies who specialize in providing travel for the business customer or promoting conference trade. Tour operators provide a package for the individual and principals provide the basic services required by the travel and tourism industry. It is possible to divide the components of the travel and tourism industry into six key areas.

We will look at each of these in more detail. Travel agents provide a customer with advice and professional guidance on the choice of a holiday or to purchase Travel products. The main aims of travel agents are:

- to sell holidays and associated products like insurance, car hire and currency exchange;
- to provide information;
- to advise clients.

Ordering in a Restaurant – Dialogues

1.

Waiter : Good afternoon, how can I help you today?

Customer : I'd like a table for one, please.

Waiter : Right this way. Here you are.

Customer : Thank you. Can I have a menu?

Waiter : Here you are. My name's John and I'm your waiter today. Would you like to hear today's specials?

Customer : Certainly.

Waiter : Well, our today's starter is chowder soup and today's main course is salmon and chips.

Customer : Salmon and chips? Is the fish fresh?

Waiter : Yes it is. It came straight from our own fishing vessels.

Customer : Alright, I'd like the salmon and chips.

Waiter : Would you like to have the starter soup?

Customer : Actually, I would like to have something else.

Waiter : Why don't you try our salad? Most customers order our fresh green salad.

Customer : Okay, I want to have the fresh green salad.

Waiter : Very good. Would you like something to drink?

Customer : Oh, I'd like a pineapple juice, please.

Waiter : OK. So that's a green salad, salmon and chips, and pineapple juice.

Customer : Yes, that's right.

Waiter : Here is your food. Thank you and enjoy your lunch.

Customer : Thank you.