



MICRO PERSPECTIVE OF TOURISM AND HOSPITALITY

Zenaida Lansangan-Cruz, PhD

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ABOUT THE BOOK

Micro Perspective of Tourism and Hospitality is an introductory book for students taking tourism and hospitality courses. This book describes the workings, operations, and integrative activities of major stakeholders in the tourism and hospitality industry; provides an in-depth study of the nature and distinctive characteristics of each sector of the entire tourism industry focusing on the management, organization, and planning of business strategies for various entities in the local setting; analyzes the possible impacts of external factors and trends on the different industry sectors; explains client profiling and travel motivations; discusses the management and marketing of service-oriented business organizations; and identifies the employment opportunities available in each sector and the corresponding qualifications for the jobs. This book follows an outcome-based approach, with learning outcomes presented at the beginning of each chapter, a summary, discussion questions, chapter activities, and a chapter quiz at the end of the chapter.

ABOUT THE AUTHOR



Zenaida Lansangan-Cruz, PhD is a pioneer in the Polytechnic University of the Philippines (PUP) Tourism and Transportation Department and was the head of the said department in 1978. She completed her elementary and secondary education at the College of the Holy Spirit, where she also finished her Associate in Music, Bachelor of Arts, and Bachelor of Science in Education. She earned her Master of Arts and Doctor of Philosophy in Educational Management at the Manuel L. Quezon University. She was a consistent honor student from elementary to college—salutatorian in high school and *magna cum laude* in college. She finished the Executive Development Institute for Tourism Executives (EDIT), a special professional course for tourism executives at the University of Hawaii, Manoa Campus.

Dr. Cruz is the first Filipino author who wrote books on tourism. She has written *Introduction to Tourism*, *Principles of Tourism Part I*, *Principles of Tourism Part II*, *Principles and Ethics of Tour Guiding*, *Convention and Events Management*, and *Tourism Planning and Development*. She is the Founding President of Tourism Educators of Schools, Colleges, and Universities (TESCU), now the Union of Filipino Tourism Educators (UFTE). She also received numerous awards, the most notable include: The Asia-Pacific Global Excellence Award, the highest award given by the Global Excellence Awards Committee and the Pacific Council; The Distinguished Achievement Award given by the College of the Holy Spirit Alumnae Foundation; Award of Recognition given by TESCO; UFTE Gawad Parangal given by the Union of Filipino Tourism Educators; and Plaque of Recognition given by the Association of Concerned Transportation Students.

Dr. Cruz has lectured on tourism both local and abroad and has written articles in different fields of studies. She is a Professor VI, the highest faculty rank at the Polytechnic University of the Philippines. At present, she is a Tourism Consultant of several higher education institutions offering tourism and other allied programs.



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