



MICRO PERSPECTIVE OF TOURISM AND HOSPITALITY

Zenaida Lansangan-Cruz, PhD

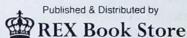




First Edition

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Contents

reface	,	vii
CHAPTER		
1	The Psychology of Tourism	1
	Push/Pull Model. Maslow's Theory of Motivation and Travel Motivations. Tourist Motivations. The Learning Process of a Tourist. Effect of Consistency and Complexity on Leisure Travel. Classification of Travelers Based on Purpose of Travel. Travel Constraints.	
2	The Sociology of Tourism	21
-	The Social Nature of Travel. The Social Effects of Tourism. Socioeconomic Variables and Their Effect on Travel. The Rise of New Travel Patterns. Preferences of the International Tourist. Types of Tourist Roles. Social Tourism.	
3	Tourism and Culture	31
	The Effects of Culture on Travel. The Importance of Cultural Tourism. Cultural Factors with Tourist Appeal.	
4	Transportation Sector	40
	Transportation and Travel Evolution. Pre-Industrial Travel System Era. Early-Industrial Travel System Era. Mature-Railway System Era. Express-Travel System Era. Automobile-Based Travel System Era. Modern-Tourism Travel System Era. Post-Mobility Adjustment Era. Historical Development of Transport System. Selection of Transportation Mode. Airline Regulation.	,

		60
5	Accommodations History of the Accommodations or Lodging Industry. Types of Accommodation. Classification of Hotels. Rating Systems. Organization of the Lodging Industry. Management Methods. Hotel Terminology. Room Rates. Hotel Profitability. Accommodation Reservation. Accommodation Promotion.	
_	Food and Beverages Sector	78
6	History of the Food and Beverage Service. Types of Restaurants. Franchising. Restaurant Profitability. Airline Catering. Food Quality. Logistics. Airplane Galleys. Flight Kitchens. Difference Between Airline Catering and Restaurant Catering. Restaurant Promotion.	
7	Meaning of Recreation and Leisure. Recreational Activities. Varied Views of Recreation and Leisure. Recreational Participation. Motivations for Recreational Participation. Factors Promoting the Growth of Recreation. Types of Organized Recreation. Two Major Recreation Service Components. Theme Parks. The Need for Professional Leadership. Emerging Professional Identity. Challenges Facing the Recreation and Leisure	92
	Sonder Field in the Twenty-First Century	

8	Tourist Attractions and Theme Parks	104
	The Nature and Scope of Tourist Attractions. The Evolution of Tourist Attractions. Definition of Attractions. Classification of Attractions. Physical Environment. Ownership. Admission Policy. Appeal. Size and Capacity. Composition. Degree of Performance. Number of Visitors. Amusement Parks and Theme Parks. Main Issues in the Management of Tourist Attractions. Management Planning. Environmental Impacts. Visitor Numbers. Destination Planning. Diversification. Renewal and Innovation. The Future of Tourist Attractions. Management: Revenue Generation. Marketing. Product Development: Creating World-Class Destinations. Interpretation and Communication. International Association of Amusement. Parks and Attractions.	
9	The MICE Industry: Meaning and Importance	118
	The Evolution of the Meetings, Incentives, Conventions, and Exhibitions. (MICE) Industry. Meetings, Incentives, Conventions, and Exhibitions. Key Players in the MICE Industry. Convention and Visitors Bureau (CVB). Event Management. Convention and Special Events Management Companies. Destination Management Companies (DMCs). Independent Meeting Management Companies. Travel Management Companies. Major Event Producers. Special Events Market. Types of Events in the Special Events Market. Emerging Trends. Employment Opportunities in the MICE Industry.	
10	Tourism Marketing	132
10	Definition of Marketing. Uniqueness of Tourism Marketing. Marketing Orientation. Marketing Segmentation. Product Life Cycle. Strategic Marketing Process. Market Planning Process. Target Markets.	

Behavioral Characteristics of Target Markets. Selecting

a Marketing Strategy. Marketing Mix.

11	Meaning of Tourism Promotion. Promotion and Communication. Promotion and Traveler's Buying Process. Relationship of Promotion to Marketing. Promotion Planning. Goals. Market Targets. The Message. Promotion Mix. Budgeting. Major Issue of Promotion.	140
12		158
12	Meaning of Tourism Distribution Channel. Travel Intermediaries. Distribution Channels. Relation of Distribution to Marketing. Strategies.	
13	Tourism Planning	169
13	Meaning of Planning. Reasons for Tourism Planning. Consequences of Lack of Tourism Flaming or Poor Tourism Planning. Tourism Planning in Developed Countries. Tourism in Developing Countries. Roles and Responsibilities for Tourism Planning. Barriers to Planning. The Tourism Planning Process. Background Analysis. Detailed Research and Analysis. Synthesis. Goal Setting, Strategy Selection, and Objective Setting.	
14	Tourism Development	184
	The Relation Between Tourism Planning and Tourism Development. The Roles of the Government and the Private Sector in Tourism Development. Characteristics of Individual Tourism. Steps in the Tourism Project Evaluation and Analysis System. Role of Government Financial Incentives in Tourism Development. Private Sector Financing for Tourism Development. Detailed Design and Construction.	

15	Employment Opportunities and Qualifications in the Tourism and Hospitality Industry	200
	Employment Opportunities in Tourism. Airlines. Travel Agencies. Hotels and Motels. Cruise Lines. Motor Coaches. Car Rental Companies. Gaming Entertainment Industry.	
Glossary		217
- Charles of the Control of the Cont		221

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

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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 TESCU; 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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