



Develop and update tourism industry knowledge

D2.TCC.CL1.07

Trainee Manual



Develop and update tourism industry knowledge

D2.TCC.CL1.07

Trainee Manual



William
Angliss
Institute

Specialist centre
for foods, tourism
& hospitality

Project Base

William Angliss Institute of TAFE
555 La Trobe Street
Melbourne 3000 Victoria
Telephone: (03) 9606 2111
Facsimile: (03) 9670 1330

Acknowledgements

Project Director: Wayne Crosbie
Chief Writer: Alan Hickman
Subject Writer: Nick Hyland
Project Manager: Alan Maguire
Editor: Jim Irwin
DTP/Production: Daniel Chee, Mai Vu, Jirayu Thangcharoensamut

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States of the Association are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

The ASEAN Secretariat is based in Jakarta, Indonesia.

General Information on ASEAN appears online at the ASEAN Website: www.asean.org.

All text is produced by William Angliss Institute of TAFE for the ASEAN Project on "Toolbox Development for Priority Tourism Labour Division".

This publication is supported by Australian Aid through the ASEAN-Australia Development Cooperation Program Phase II (AADCP II).

Copyright: Association of Southeast Asian Nations (ASEAN) 2012.

All rights reserved.

Disclaimer

Every effort has been made to ensure that this publication is free from errors or omissions. However, you should conduct your own enquiries and seek professional advice before relying on any fact, statement or matter contained in this book. ASEAN Secretariat and William Angliss Institute of TAFE are not responsible for any injury, loss or damage as a result of material included or omitted from this course. Information in this module is current at the time of publication. Time of publication is indicated in the date stamp at the bottom of each page.

Some images appearing in this resource have been purchased from various stock photography suppliers and other third party copyright owners and as such are non-transferable and non-exclusive.

Additional images have been sourced from Flickr and are used under:

<http://creativecommons.org/licenses/by/2.0/deed.en>

<http://www.sxc.hu/>

File name: TM_Develop_&_update_tour_ind_knowledge_310812.docx



William
Angliss
Institute

Specialist centre
for foods, tourism
& hospitality

Table of contents

Introduction to trainee manual.....	1
Unit descriptor.....	3
Assessment matrix	5
Glossary	7
Element 1: Source current information on the tourism industry	9
Element 2: Source information on compliance and related issues which impact on the tourism industry	49
Element 3: Use sourced tourism industry information	63
Presentation of written work.....	69
Recommended reading.....	71
Trainee evaluation sheet.....	73

Introduction to trainee manual

To the Trainee

Congratulations on joining this course. This Trainee Manual is one part of a 'toolbox' which is a resource provided to trainees, trainers and assessors to help you become competent in various areas of your work.

The 'toolbox' consists of three elements:

- A Trainee Manual for you to read and study at home or in class
- A Trainer Guide with Power Point slides to help your Trainer explain the content of the training material and provide class activities to help with practice
- An Assessment Manual which provides your Assessor with oral and written questions and other assessment tasks to establish whether or not you have achieved competency.

The first thing you may notice is that this training program and the information you find in the Trainee Manual seems different to the textbooks you have used previously. This is because the method of instruction and examination is different. The method used is called Competency based training (CBT) and Competency based assessment (CBA). CBT and CBA is the training and assessment system chosen by ASEAN (Association of South-East Asian Nations) to train people to work in the tourism and hospitality industry throughout all the ASEAN member states.

What is the CBT and CBA system and why has it been adopted by ASEAN?

CBT is a way of training that concentrates on what a worker can do or is required to do at work. The aim of the training is to enable trainees to perform tasks and duties at a standard expected by employers. CBT seeks to develop the skills, knowledge and attitudes (or recognise the ones the trainee already possesses) to achieve the required competency standard. ASEAN has adopted the CBT/CBA training system as it is able to produce the type of worker that industry is looking for and this therefore increases trainees chances of obtaining employment.

CBA involves collecting evidence and making a judgement of the extent to which a worker can perform his/her duties at the required competency standard. Where a trainee can already demonstrate a degree of competency, either due to prior training or work experience, a process of 'Recognition of Prior Learning' (RPL) is available to trainees to recognise this. Please speak to your trainer about RPL if you think this applies to you.

What is a competency standard?

Competency standards are descriptions of the skills and knowledge required to perform a task or activity at the level of a required standard.

242 competency standards for the tourism and hospitality industries throughout the ASEAN region have been developed to cover all the knowledge, skills and attitudes required to work in the following occupational areas:

- Housekeeping
- Food Production
- Food and Beverage Service

- Front Office
- Travel Agencies
- Tour Operations.

All of these competency standards are available for you to look at. In fact you will find a summary of each one at the beginning of each Trainee Manual under the heading 'Unit Descriptor'. The unit descriptor describes the content of the unit you will be studying in the Trainee Manual and provides a table of contents which are divided up into 'Elements' and 'Performance Criteria'. An element is a description of one aspect of what has to be achieved in the workplace. The 'Performance Criteria' below each element details the level of performance that needs to be demonstrated to be declared competent.

There are other components of the competency standard:

- *Unit Title*: statement about what is to be done in the workplace
- *Unit Number*: unique number identifying the particular competency
- *Nominal hours*: number of classroom or practical hours usually needed to complete the competency. We call them 'nominal' hours because they can vary e.g. sometimes it will take an individual less time to complete a unit of competency because he/she has prior knowledge or work experience in that area.

The final heading you will see before you start reading the Trainee Manual is the 'Assessment Matrix'. Competency based assessment requires trainees to be assessed in at least 2 – 3 different ways, one of which must be practical. This section outlines three ways assessment can be carried out and includes work projects, written questions and oral questions. The matrix is designed to show you which performance criteria will be assessed and how they will be assessed. Your trainer and/or assessor may also use other assessment methods including 'Observation Checklist' and 'Third Party Statement'. An observation checklist is a way of recording how you perform at work and a third party statement is a statement by a supervisor or employer about the degree of competence they believe you have achieved. This can be based on observing your workplace performance, inspecting your work or gaining feedback from fellow workers.

Your trainer and/or assessor may use other methods to assess you such as:

- Journals
- Oral presentations
- Role plays
- Log books
- Group projects
- Practical demonstrations.

Remember your trainer is there to help you succeed and become competent. Please feel free to ask him or her for more explanation of what you have just read and of what is expected from you and best wishes for your future studies and future career in tourism and hospitality.

Unit descriptor

Develop and update tourism industry knowledge

This unit deals with the skills and knowledge required to Develop and update tourism industry knowledge in a range of settings within the hotel and travel industries workplace context.

Unit Code:

D2.TCC.CL1.07

Nominal Hours:

30 hours

Element 1: Source current information on the tourism industry

Performance Criteria

- 1.1 Identify sources of information on issues of economic, political and social significance, and obtain such information
- 1.2 Identify sources of information on tourism industry statistics and trends, and obtain such information
- 1.3 Identify sources of information on the relationship between the tourism industry and the role of the local communities, and obtain such information
- 1.4 Identify sources of information on tourism markets and their relevance to market segments, and obtain such information
- 1.5 Identify sources of information on the nature of the relationship between tourism and other industries, and obtain such information
- 1.6 Identify sources of information on different tourism industry sectors, their inter-relationships, the services available, and obtain such information
- 1.7 Identify sources of information on major tourism industry bodies, and obtain such information
- 1.8 Identify sources of information on specific features of the local and regional tourism industry, and obtain such information
- 1.9 Identify sources of information on environmental issues, and obtain such information
- 1.10 Identify sources of information on career opportunities within the tourism industry and the allied roles and responsibilities of staff, and obtain such information
- 1.11 Identify sources of information on work organisation and time management in the tourism industry, and obtain such information
- 1.12 Identify sources of information on quality assurance in the tourism industry, and obtain such information
- 1.13 Identify sources of information on current and emerging tourism industry technology, and obtain such information

Element 2: Source information on compliance and related issues which impact on the tourism industry

Performance Criteria

- 2.1 Identify sources of information on legal issues, and obtain such information
- 2.2 Identify sources of information on ethical issues, and obtain such information
- 2.3 Identify sources of information on industrial and workplace relations issues, and obtain such information
- 2.4 Identify sources of information on current issues of concern for the industry, and obtain such information

Element 3: Use sourced tourism industry information

Performance Criteria

- 3.1 Share information with colleagues and customers
- 3.2 Conduct work activities in accordance with legal requirements and ethical standards
- 3.3 Apply industry knowledge and information to the day-to-day operation of the tourism business

Assessment matrix

Showing mapping of Performance Criteria against Work Projects, Written Questions and Oral Questions

		Work Projects	Written Questions	Oral Questions
Element 1: Source current information on the tourism industry				
1.1	Identify sources of information on issues of economic, political and social significance, and obtain such information	1.1	1,2	1
1.2	Identify sources of information on tourism industry statistics and trends, and obtain such information	1.1	3,4	2
1.3	Identify sources of information on the relationship between the tourism industry and the role of the local communities, and obtain such information	1.3	5,6	3
1.4	Identify sources of information on tourism markets and their relevance to market segments, and obtain such information	1.2	7,8	4
1.5	Identify sources of information on the nature of the relationship between tourism and other industries, and obtain such information	1.3	9,10	5
1.6	Identify sources of information on different tourism industry sectors, their inter-relationships, the services available, and obtain such information	1.3	11,12	6
1.7	Identify sources of information on major tourism industry bodies, and obtain such information	1.1	13,14	7
1.8	Identify sources of information on specific features of the local and regional tourism industry, and obtain such information	1.4	15,16	8
1.9	Identify sources of information on environmental issues, and obtain such information	1.1	17,18	9
1.10	Identify sources of information on career opportunities within the tourism industry and the allied roles and responsibilities of staff, and obtain such information	1.4	19,20	10

1.11	Identify sources of information on work organisation and time management in the tourism industry, and obtain such information	1.4	21,22	11
1.12	Identify sources of information on quality assurance in the tourism industry, and obtain such information	1.4	23,24	12
1.13	Identify sources of information on current and emerging tourism industry technology, and obtain such information	1.2	25,26	13
Element 2: Source information on compliance and related issues which impact on the tourism industry				
2.1	Identify sources of information on legal issues, and obtain such information	2.1	27,28	14
2.2	Identify sources of information on ethical issues, and obtain such information	2.1	29,30	15
2.3	Identify sources of information on industrial and workplace relations issues, and obtain such information	2.2	31,32	16
2.4	Identify sources of information on current issues of concern for the industry, and obtain such information	2.3	33,34	17
Element 3: Use sourced tourism industry information				
3.1	Share information with colleagues and customers	3.1	35,36	18
3.2	Conduct work activities in accordance with legal requirements and ethical standards	3.2	37,38	19
3.3	Apply industry knowledge and information to the day-to-day operation of the tourism business	3.2	39,40	20

Glossary

Term	Explanation
Accommodation	To provide with a room and sometimes with food.
ASEAN	Association of Southeast Asian Nations.
Career	An occupation or profession, especially one requiring special training, followed as one's lifework
Colleague	An associate
Demand	The desire to purchase, coupled with the power to do so; the quantity of goods that buyers will take at a particular price.
Ethics	A system of moral principles; the rules of conduct recognized in respect to a particular class of human actions or a particular group or culture
Feedback	A reaction or response to a particular process or activity
Industrial Relations	The dealings or relations of an industrial concern with its employees, with labour in general, with the public; the administration of such relations, especially to maintain goodwill for an industrial concern.
Infrastructure	The basic, underlying framework or features of a system or organization .
Market Segment	A part of a market identifiable as having particular customers with specific buying characteristics
Package	To combine the various elements of (a tour, entertainment, etc.) for sale as a unit.
Statistics	Numerical facts or data
Supplementary	Added or serving as a supplement
Supply	To furnish or provide (a person, establishment, place, etc.) with what is lacking or requisite:
Sustainable	Pertaining to a system that maintains its own viability by using techniques that allow for continual reuse :
Technology	A technological process, invention, method, or the like.
Trend	Style or vogue

Term	Explanation
Tourist	A person who is travelling
Tourism	the activity or practice of touring , especially for pleasure; the business or industry of providing information, accommodations, transportation, and other services to tourists ; the promotion of tourist travel, especially for commercial purposes.

Element 1: Source current information on the tourism industry

1.1 Identify sources of information on issues of economic, political and social significance, and obtain such information

Introduction

In summary, tourism involves all activities that take people away from their usual place of residence for any reason. Common reasons include holidays, recreation, business, visiting and experiencing new cultures and to visit family and friends.

Any business that is utilised during any part of travel is associated with the tourism industry. Whilst the businesses incorporated within the tourism industry will be detailed later in this manual, it is easy to understand the diversity of the industry.

The tourism industry is one of the largest industries in the world and for many countries is its major economy and employer. Tourism has become a very significant global activity and as disposable income and the ease of travel continues to prosper, so will the tourism industry.

Industry knowledge is a vital pre-requisite for effective performance within the industry.

Each section in this manual will explore how and where to gather information regarding different aspects of the tourism industry and how to incorporate this knowledge to improve your service levels for customers.

There are many sources of information that can assist you. Some of these sources are generic in nature and others are specific to the industry.

The idea of obtaining industry information is so that you can use it for your benefit, the benefit of your organisation and the ultimate benefit of the customers.

It is important in the tourism industry to have up-to-date information so you can:

- Talk to customers about industry specific events, trends and happenings
- Plan your career as opportunities present themselves
- Know when you need to update your training (knowledge and skills) in line with changes in legislation, equipment, trends and industry best practice



- Cultivate and maintain a professional interest in the tourism profession
- Communicate effectively with colleagues and management who have themselves kept up-to-date
- Learn new techniques.

Sources of information

Whilst each section in this manual will detail specific sources of information relating to a particular aspect of the tourism industry, there are a number of sources that will be a great starting point to get an overview of the industry as a whole.



Colleagues, supervisors and managers

These people are your first-line sources of information. You should feel free to ask them questions whenever you need to find information. Get to know them and actively seek out their opinions, experiences and views. They can help you find out what is happening, where the business is heading, what they think of the industry and its various stakeholders and what they intend doing personally.

Talking to these people demonstrates your interest in the industry and the more you talk to them the easier it will become to ask subsequent questions.

Representatives

Many suppliers have sales representatives who call on the business on a regular basis.

Sales representatives, known also as 'sales reps' or just 'reps', visit the business for public relations (PR) purposes or to introduce new products. These PR calls are courtesy visits where they don't actually ask for anything but simply call in and 'have a chat'.

This talk can be useful in finding out what is happening at other businesses, trends in the industry, new products, blackout periods and impending price rises.

They are an excellent source of information, certainly about their products, but also about the industry in general because they visit so many businesses and speak to so many staff.

Developing your own industry network

As a member of the tourism industry, it is vital to build your industry network. This involves reaching out to all people in all aspects of the industry and discussing industry happening, trends and current information. The more people you meet and the more information you accumulate provides you with a sound understanding of the industry and will help your career progression.



To develop a useful and representative network of contacts you will need to make deliberate attempts to target and talk to people you respect within the industry including owners, managers and others.

Make yourself known and visible and keep yourself 'in the loop' which means:

- You need to contact your network when you find out something you think they might need to know. This highlights the two-way nature of the concept of networking
- You need to occasionally contact them just to 'keep in touch' even when there is nothing specific to pass on to them. Often they remember something they need to tell you and your call demonstrates you value them as a contact.



Conferences and seminars

You should attend these whenever possible and make an effort to attend a major one at least every two years. Let your employer know you are interested in attending and keep an eye in the media and trade publications about events that are coming up.

Conferences and seminars are extremely useful because they are:

- A great source of industry contacts. It is beneficial to begin 'networking' as soon as possible
- Good sources of new ideas, new products and new industry thinking
- A good opportunity to share and test ideas.



If you can't attend them, then make sure you read about them in the trade magazines or make contact with someone who has attended.

Product launches

You are in a good position to attend many of these by the virtue of being in the travel industry. Sales representatives may give you an invitation or an invitation may be given to all staff at your workplace. These events are good networking opportunities and they also provide product knowledge about the product being launched.



Economic issues

As previously mentioned, each section within this manual will explore different aspects that affect the tourism industry. In section 1.1 we will explore the 'big picture' – the global affect of tourism including:

- Economic issues
- Political issues
- Social significance.



Primarily an economy consists of the economic structure of a country or other area. It is a true measure of the success of a country and is the backbone for generic advancement.

An economy comprises the utilisation of resources including:

- Labour – amount of persons, with the necessary education, knowledge and skills, available to perform functions. The tourism industry is very labour intensive and requires people with a variety of skill sets to meet the needs of the local and international market
- Capital – financial means to pay for infrastructure to support tourism and to provide tourism related products and services
- Infrastructure – roads, bridges, airports, transportation systems, telecommunications, electricity, water systems and basic services
- Geography – land, features and its inhabitants
- Ecology – living organisms and how they interact
- Natural and land resources - especially important with eco-tourism
- Manufacturing – the level of production towards goods and services
- Trade – the strategic location and partnerships between countries is a major component of economic prosperity and the impact of tourism growth
- Distribution – transfer of products and services or items used to provide these. In the case of tourism this also relates to the ease of travel for people to get to the products and services, which are traditionally based in a set location
- Consumption of goods and services – based on supply and demand. This will be explained further in this section.



An economy is based on the concept of supply and demand.

Demand

When looking at the economy as a whole demand is driven by the need for people to travel, for whatever reason that may be. In addition they must have the financial means to do so.

Demand, in relation to the tourism industry, is influenced by:

- Necessity – the need to travel, whether for business or leisure
- Employment - is measured as the number of adult workers who have jobs
- Inflation - means undue expansion or increase of the currency of a country. The higher inflation, the more expensive items are compared with their wages
- Disposable income – how much money is available to spend on items after necessities have been paid for. Travel is generally not considered a necessity



- Costs of goods and services – how much it costs to purchase a product or service. Many tourism businesses now offer cheaper package deals including flights and accommodation, increasing demand for travel
- Opportunity costs – an evaluation of alternative options. Generally a travel consumer will compare offerings from competitors, in a specific location or from a global perspective when selecting travel
- Basic needs and wants – many people work hard and want to make the most out of their leisure time. They have specific goals towards travel and want these fulfilled. They may be a need for relaxation, adventure or learning of new cultures
- Marketing and promotions – with easier access to greater media sources, including the internet, many people are becoming aware of the tourism opportunities not only in their region but around the world.



Whilst a number of reasons for demand have been identified, if there is no demand, there is no need for tourism businesses to exist.

Whilst the world may be in the midst of economic uncertainty, tourism still seems to be a growth market throughout the world. People still need to travel, whether locally, regionally, domestically or internationally and therefore demand remains strong.

The world is becoming a smaller place and with a combination of cheaper and more accessible travel options, increased disposable income and the desire to travel, demand for tourism remains strong.

Demand for travel within the Asian region is strong, with many people seeing Asia as a growing tourism market for a number of reasons:

- Strong economic growth markets – greater business and supplementary leisure travel
- Ease of travel – ease of visa restrictions, improved infrastructure and transportation options
- Large population base – Asia comprises one of the world's largest population bases
- Greater demand for 'localised' travel – many people generally prefer to travel in their region than take longer and often more expensive travel
- Cheap package and transportation options – many tourist areas provide very attractive travel options for the leisure market
- Cheaper products and services within Asian countries – tourists enjoy getting 'greater value for money' for items than they would get at home.



Supply

If demand for tourism remains strong, therefore there is a need to supply resources to cater for the demand.

Some of these resources would be provided or funded by governments including:

- Roads, airports and other transportation
- Electricity, water and gas supplies
- Basic services including hospitals, waste management, post offices and police.

There are many types of businesses, directly associated with tourism that would need to be developed or funded through private resources including:

- Transportation – airlines, boats, buses and cars
- Accommodation – hotels, resorts, hostels
- Food and Beverage – restaurants, stalls, bars, catering services and food production
- Attractions - leisure activities.

There are also many businesses, whilst not directly associated with tourism, would need to be developed including:

- Retail shops
- Pharmacies and doctors
- Supermarkets
- Suppliers for tourism operations.

The most important aspect of supply is people. Without a readily available workforce many tourism businesses would not be able to operate.

Therefore there is a need for:

- Suitable quantities of workers
- Education and training providers
- Accommodation, meals and appropriate working conditions for workers.

Whilst it is easy to find large amounts of people willing to work, it is important that they have the necessary knowledge and skills to be able to not only perform the basic functions required of the tourism organisation, but also can provide them to a standard expected by an international guest.



Political issues

The influences of government, whether nationally or locally can certainly influence the demand and operations of a tourism organisation.

Each government collects taxes, licenses, rates and other levies to spend on services to the community. If the services were not required, government would not have to raise revenue. Likewise, because the community expects certain levels of services provided by government, there is a need for government to raise sufficient revenue to enable those services to be provided.

Hence policies are introduced to determine how and where revenues can be raised to pay for services to the community.

Some economic / political policies that would influence a tourism organisation include:

- Fiscal Policies – taxation and levies
- Monetary – interest rates
- Wages – minimum working wages and on-costs
- Exchange rates – the cost of exchanging one currency into that of another
- Ease of travel – into and out of a country, visa restrictions
- Legislative changes – new or amended laws.



Social issues

Social significance relates to how a society deems something to be important in their lives. What is deemed by the wider community today as important may be different from what our parents and grandparents deemed to be of significance in their lives.

In today's society, generally speaking, people tend to have greater economic and political freedoms than in generations past. Many people have access to improved economic conditions and enjoy a higher standard of living.

In terms of tourism, more people work harder and therefore want to enjoy their relaxation time. They also have greater financial means in which to do so.

Social trends show society has:

- A better quality of life – better accommodation, employment
- Greater need for tourism products – people eat out more, holiday more and travel more
- Greater community pride
- Great understanding and appreciation of the world – through technology we are learning more about the world which is building desire towards travel



- Increased appreciation of culture – people are being exposed to different cultures
- Greater understanding of other people – through multi-culturalism we are learning more about people from different backgrounds.

Generally speaking, social trends are indicating society as a whole is yearning to explore, learn and appreciate what the world has to offer, which can only be beneficial to tourism. There are some obvious environmental concerns associated with increased travel and tourism and this will be explored in later sections.

Finding information

To find out information relating to economic, political and social issues there are many sources in which to explore including:

- Local government websites
- Local community and council meetings
- Economic and business websites
- Legal journals
- Industry publications
- Newspapers
- Internet research.



1.2 Identify sources of information on tourism industry statistics and trends, and obtain such information

Introduction

Given the tourism Industry is one of the largest industries in the world, it is not surprising to learn that they are numerous publications devoted to industry news, trends and statistics.



Whilst most general media sources will contain travel and tourism related information, there are many sources specifically focused on the industry.

There are a number of publications available to the tourism industry which provides detailed updates on the events, promotions and concerns within the travel industry. These are available both in printed format and electronically.

Written materials

Trade magazines

Different sectors within the tourism industry will have their own publications.

Hotel School Publications

Tourism and Hospitality educational providers around the world often have a dedicated research or on-line library containing latest information specific to industry.

- Cornell University School of Hotel Administration – <http://www.hotelschool.cornell.edu/research/chr/pubs/>.

Newsletters

These usually come in electronic form and are mostly free of charge. They are often produced by industry suppliers or support services and made available as a marketing tool. They commonly contain a significant advertising component but also contain useful information that can be readily applied to working life. Examples include:



- Ehotelier - <http://ehotelier.com/hospitality-news/archive.php>
- Restaurant Hospitality – <http://restaurant-hospitality.com/newsletters/>
- Hotel Resource - <http://www.hotelresource.com/Newsletter-index.html>
- Hospitality Sales & Marketing Association International - <http://www.hsmi.org/resources/newsletter.cfm>
- 'Daily News for the International Travel and Tourism Industry' – www.traveldailynews.com/
- 'e-Global Travel Media' – <http://www.eglobaltravelmedia.com.au/mailindex>.

Brochures

Most suppliers and service support industries provide various forms of printed information that can assist with information in relation to:

- Product information
- Services provided
- Contact details for their business.



Advertisements

Whether in the newspaper or in other formats (brochures, TV, flyers) these are an excellent source of information about new products and services, changes to existing products, process, special deals and offers.

Reference books

There are many reference books available covering many areas of the tourism industry:

- www.lonelyplanet.com
- www.travelguideuniverse.com.au
- www.roughguides.com.



Internet

Some of the above 'written material' sources are internet based however the internet is a great source of much more. You should develop a list of favourites and bookmark them for ready reference. These might include:

- Suppliers – There are many suppliers who will have their own websites

- Industry associations.

Global Examples:

- The Air Transport Association (IATA) – www.iata.org
- World Tourism Organisation – <http://www.unwto.org>
- International Hotel & Restaurant Association – <http://www.ih-ra.com>
- World Hotel Association – <http://worldhotelassociation.com>

Regional Examples:

- ASEAN Tourism – <http://www.asean-tourism.com/>
- Pacific Asia Travel Association – <http://www.pata.org>

Country Examples (Indonesia):

- Association of Indonesia Tours and Travel – <http://www.asita.org>
- Indonesia Hotel & Restaurant Association (IHRA) – <http://www.ihraonline.com>

- Government bodies

- Asian Hospitality & Tourism Association – <http://www.asianhta.org>

- Specific properties.

It is worth subscribing to any information services, newsletters etc they offer as they are usually free. It should become standard practice for you to do a 'net search' whenever you are looking for something, seeking inspiration or wanting to check things out.

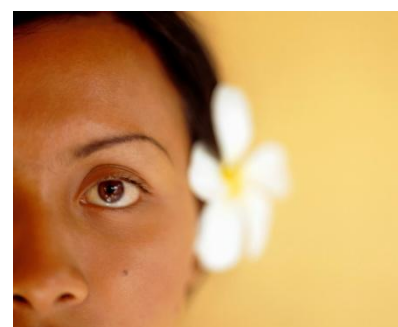


Government bodies

The ASEAN nations work collectively to achieve a primary purpose of attracting tourism to the region as a whole. However each ASEAN nation government will also have their own websites and departments from which to collect information. They have been identified below.

BRUNEI

Tourism Development Division
Ministry of Industry and Primary Resources
Jln. Menteri Besar, Bandar Seri Begawan, Brunei
Darussalam
Tel. (673-2) 382822 Fax. (673-2) 382824
Email: info@bruneitourism.travel
Website: <http://www.bruneitourism.travel/>



CAMBODIA

Ministry of Tourism
3, Preah Monivong Blvd, Phnom Penh, Cambodia
Tel. (855-23) 213911 Fax. (855-23) 426107/217503
Email: dgpro@camnet.com.kh
Website: <http://www.tourismcambodia.com/>

INDONESIA

Ministry of Culture and Tourism
 Jl. Medan Merdeka Barat 17, Jakarta 10110, Indonesia
 Tel. (62-21)3838157 Fax. (62-21) 3849715
 Website:
<http://www.budpar.go.id>
<http://www.my-indonesia.info>

**LAOS**

National Tourism Authority of Lao P.D.R.
 Lane Xang Avenue, P.O. Box 3556, Vientiane, Lao P.D.R.
 Tel. (856-21) 212248 Fax. (856-21) 212769/2127910
 Website: <http://www.tourismlaos.gov.la/>

MALAYSIA

Ministry of Tourism
 Menara Dato' Onn
 Putra World Trade Center, 50480, Kuala Lumpur, Malaysia
 Tel. (603) 2693 5188 Fax. (603) 269 0207/2693 0884
 Email: tourism@tourism.gov.my
 Website: <http://www.tourism.gov.my>

**MYANMAR**

Ministry of Hotels and Tourism
 No. 77-91, Sule Pagoda Road, Yangon, Myanmar
 Tel. (95-1) 285689 Fax. (95-1) 289588/254417
 Email: dht.mht@myanmar.com.mm /
mtt.mht@mptmail.net.mm

Website: <http://www.myanmar-tourism.com/>
<http://www.hotel-tourism.gov.mm>
<http://www.myanmar.com/Ministry/Hotel-Tour>
<http://www.myanmars.net/mtt>
<http://www.myanmartourismboard.com/>

PHILIPPINES

Department of Tourism
 DOT Building, T.M. Kalaw Street, Agrifina Circle, Rizal Park
 Manila 10004, Philippines
 Tel. (632) 523 8411 Fax. (632) 521 7374
 Email: deptour@info.com.ph
 Website: <http://www.wowphilippines.com.ph/>

**SINGAPORE**

Singapore Tourism Board
 Tourism Court, 1 Orchard Spring Lane, Singapore 247729
 Tel. (65) 736 6622 Fax. (65) 736 9423
 Email: stb_sog@stb.gov.sg
 Website: <http://www.yoursingapore.com/>

THAILAND

Tourism Authority of Thailand
1600 New Phetchaburi Road
Makkasan, Ratchathewi, Bangkok 10400, Thailand
Tel. (662) 250 5500 Fax. (662) 253 7437
Email: center@tat.or.th
Website: <http://www.tourismthailand.org>

VIET NAM

Viet Nam National administration of Tourism
80 Quan Su Street, Hanoi, Viet Nam
Tel. (84-4) 822 8744 Fax. (84-4) 942 4115
Email: binhvnat@hn.vnn.vn
Website: <http://www.vietnamtourism.com>



Types of industry statistics and trends

Industry Statistics

Industry statistics are popular amongst both employees within the tourism industry and also end consumers. Statistics prove a 'snapshot' of important information which can be examined and applied to improve business operations, attract new markets or build confidence in the eyes of a consumer.

Whilst there are endless statistics that can be researched, some of these include:

- Types of tourism businesses
- Types and demographics of customers
- Top destinations
- Hotel occupancy percentages
- Reasons for stays
- Current industry information
- Destination countries
- Departure months
- Length of stay
- Type of organisation for the trip
- Transport mode
- Accommodation type
- Expenditure
- Popular tourist attractions.



Industry Trends

Understanding of current industry trends helps operators within the tourism industry gain an understanding of what may take in the future. This helps to determine strategy and develop a competitive advantage over competitors. Current trends, which are again endless, may include:

- Great comparison-shopping by consumers
- Tourism related applications 'apps'

- Women-only floors with appropriate amenities
- Budget lodging where people rent out part of their own private accommodation
- Quick, affordable bursts of fun in lieu of longer excursions or breaks including unusual one-off experiences and mini-vacations
- Countries such as Myanmar becoming more attractive to Western travelers
- App creators are looking for new ways to break through language barriers
- Websites offering personalized activities and tours offering an eclectic mix of opportunities
- Forward-thinking hotels and airlines are using Radio-frequency identification (RFID) and near field communication (NFC), combined with customer phones, to smooth and speed up the experience
- Hotels are also enabling guests to use NFC-equipped smartphones as room keys
- Booking agents to overlay the social graph, asking users to sign in with their social media accounts for the opportunity to hand-pick desirable seating arrangements
- As the middle market shrinks in the developed world, more brands will find ways to provide special service to customers with the means to spend. VIP treatment is becoming common at amusement parks.



Summary

In summary, staff members regardless of organisational type or position can benefit from actively conducting research about their industry. Any small piece of information, when applied correctly, can make all the difference on a customer's experience with your organisation.

1.3 Identify sources of information on the relationship between the tourism industry and the role of the local communities, and obtain such information

Introduction

The tourism industry is often the backbone for economic growth in many cities and towns, especially in remote and tourist regions. This is certainly reflected in the importance of tourism in the ASEAN region.

In many cases, tourism is the largest employer in a region, whether directly working in accommodation venues, resorts, restaurants or attractions, or in indirect businesses including supermarkets and retail shops.

It is important that tourism has an advantageous effect in a location, not a detrimental one.

Role of a tourism organisation

Having a tourism organisation in a specific location, such as a resort in a coastal town, may greatly impact on the local community. It is important that this impact is acknowledged with strategies in place to ensure that the community benefits from the organization being there.

Potential conflicts may occur including:

- Resorts occupying the best natural locations, with limited access for the community
- Noise or waste pollution
- Negative environmental impact
- Large influx of consumers draining resources of the community
- Cultural clashes.



These conflicts need to be discussed and resolved through appropriate channels within the community.

On the flipside, the benefits of having a tourism organisation can be great, through increased business in all aspects of the community.

It is the role of the organisation to help local businesses benefit but not at the expense of the customer. There has been many times where customers have been forced to go into a shop, due to the arrangements of the owner and tour operator, with customers having no desire to visit.

Ways in which an organization can benefit the community includes:

- Employing staff from the community
- Using local suppliers
- Investing in the local community through a range of programs.

Staff of an organization must have a good understanding of what the local community has to offer and try to promote these to match the needs of the customer and to hopefully make their experience more beneficial.

Staff should have a thorough understanding of:

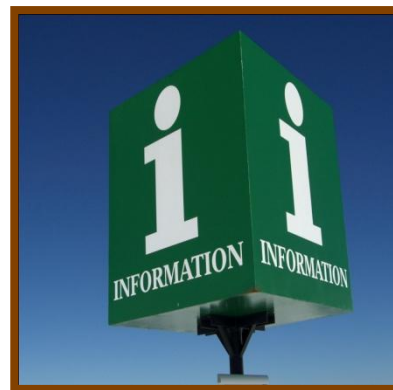
- Local attractions
- Shopping and retail areas
- Events and festivals
- Eateries
- Supermarkets
- Local transport
- Activities
- Places of worship.



Finding information on local community

The best ways to gather information about what the local community has to offer can come from a variety of sources including:

- Visiting local businesses and finding out what they provide
- Talking to management and staff of local businesses
- Collecting and reading brochures
- Keeping up with local media including radio stations, television, newsletters or newspapers
- Visiting the local Tourist Information Centre
- Attending town meetings
- Looking at notice boards in shopping centres.



1.4 Identify sources of information on tourism markets and their relevance to market segments, and obtain such information

Introduction

As indicated in the introduction of this manual, tourism involves any travel taken by anyone away from their home. This certainly leaves a diverse range of target markets in which to attract.

However no tourism organisations should try to attract each and every market segment. You can't be everything to everyone.

There are many types of market segments that exist in a tourism organisation and these will be identified in this section.



Types of market segments

Movement of tourists

Outbound Tourists

An outbound tourist is where a local tourist goes to a region away from where they reside and where the business is. This normally means the tourist is either leaving the town, city or country.

This type of tourist would be beneficial to travel agents and transport companies.

Inbound Tourists

An inbound tourist is where a tourist from another location comes into your region. This normally means the tourist is coming into your area.



This type of tourist would be beneficial to accommodation venues and tourist attractions.

Domestic Tourists

A tourist who travels within a country. They are natives and can easily be promoted to.

International Tourists

A tourist who travels to/from another country. Conducting promotional activities can be harder as they may come from various countries, speak different languages and have different needs.

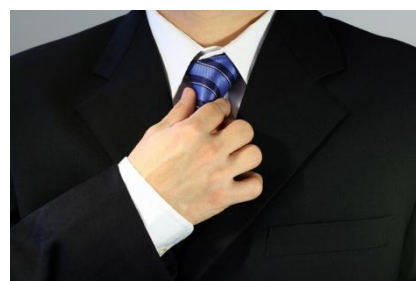


Types of tourists

Business

Business travellers can comprise:

- FIT (Free Independent Travellers) who arrange their own accommodation
- Member of a corporation in which has a special rate with an organisation
- Conference or event guest within a hotel.



Business market characteristics include:

- Short stays from 1-3 nights
- Company pays their expenses. Whilst they are price conscious they will favour convenience over savings
- They require business facilities in the room including internet access
- Prefer Executive Lounge access in which to conduct meetings and feel 'exclusive'
- Due to scheduling of business, will not use the facilities to the same degree as a leisure guest.

Leisure

This market is travelling for relaxation purposes and may include:

- FIT (Free Independent Travellers) who arrange their own accommodation
- Tours / coach groups
- Honeymooners
- Families
- Elderly.

Leisure market characteristics include:

- Longer stays from 3-7 nights
- Are more price conscious
- Often enjoy 'all inclusive' packages



- Will use recreation facilities
- Have an interest in local attractions.

Religious

This market is travelling to participate in a pilgrimage or religious celebration and their needs may include:

- Special worship arrangements
- Selected foods.



Sporting

This market is travelling to participate in sporting events, tours or competitions and their needs may include:

- Meeting rooms
- Gymnasium
- Cheaper, twin shared accommodation.

Finding information on market segments

The best way to research market segments as similar to those identified in Section 1.2 of this manual. It is important that once an organisation selects its target markets, that it tailors its products and services towards these markets.

In order to find out information from these market segments once they are using your business a number of formal and non-formal feedback methods can be used.

Formal feedback

This approach is used when established avenues have been established to collect information.

These approaches include:

- Customer comment cards – these are established documents aimed at getting responses to a wide range of questions covering all facets of an operation
- General Manager cocktail parties – this approach involves selected guests enjoying refreshments with senior management. It is common for management to ask questions about their stay and suggestions for improvement. This approach is also beneficial in finding out more about the customer, which can be used to provide more personalised service
- Interviews and follow up calls – at times management may contact customers to find out about their experiences or visits
- Meetings – staff meetings are held on a regular basis and normally will explore the performance of operations. At these meeting, comment cards from customers are discussed with strategies for improvement implemented



- Performance reviews – this approach is used by management when providing feedback to staff regarding their performance. During these reviews, management will also ask staff for their suggestions or recommendations for improvement. At times, causes of poor staff performance will identify faults in the operation (lack of training, understaffing, limited or faulty equipment) which can be improved.

Informal feedback

This approach is a very effective way to get feedback. This information may come in the form of 'gossip' or 'through the grapevine', however is the provider of the largest amount of feedback.

Informal feedback involves collecting information and feedback outside the above mentioned formal avenues. This includes:

- General discussion – whether with fellow staff or with customers, by interacting with people, you can get a good feel of what people are thinking
- Observations – this is a great form of feedback. It is encouraged that staff observe the actions and reactions of customers and fellow staff. Most people are often uneasy about truthfully giving negative feedback, so this approach is useful in getting an accurate reading of what people are thinking in different situations.



1.5 Identify sources of information on the nature of the relationship between tourism and other industries, and obtain such information

Introduction

Whilst tourism incorporates a large number of businesses in its own industry which receive direct benefit from tourists, it is vital that other businesses do not suffer as a result.

Quite often it is very beneficial to all stakeholders (tourism business, other businesses and customers) that tourism businesses help promote other businesses to customers.

Many customers are new to a region or destination and will often call upon your advice and expertise in recommending a range of additional activities and services during their visit.

Types of businesses

As previously mentioned, some of these businesses may include:

- Local attractions
- Shopping and retail areas
- Events and festivals
- Eateries
- Supermarkets



- Local transport
- Activities
- Places of worship.

It is important that staff have a detailed understanding of these businesses including important facts relating to:

- Opening and closing times
- Key features and benefits
- Costs
- Summary information about the business.



Remember, customers not only want to experience what your business provides, they want to explore and take in all the surrounding area has to offer. The more you can help cater to their needs the most pleasant their experience will be.

In most cases, there will be direct benefits for staff in recommended other businesses in the form of commissions or personal gifts and discounts.

Types of business relationships

Using local suppliers

In many cases tourism businesses can support local suppliers for the production of supplies including fruit, vegetables, dairy and other essential items. They may need to work together to ensure the right types of produce are grown and in necessary quantities to support local supply.

Suppliers themselves can also become tourist attractions and there has been a surge in cheese farms or wineries becoming popular tourism destinations in their own rights.

People enjoy fresh produce. Stalls may also be established allowing local suppliers to sell items, including chutneys, jams and hampers, in easily accessible places.



Increase local recruitment, training and progression of staff

The benefits of employing staff from the local community are endless. It is normally cheaper and generates income that remains in the community.

Using local community and local tourism educational providers as a source of employment is a good starting point.

Some businesses may consider increasing their range of offerings, whether personalised tour guides, baby sitting or art classes, to increase employment and developing unique selling points.



Not only is it important to reach out and explore new employment, it is vital that current staff are suitably provided for in terms of:

- Good working conditions – including pay rates, employment security, maternity, sickness, insurance and most importantly health and safety
- Good training, promotion and career progression structure – enabling staff to work up to management positions.

Strategic business partnerships

There are many different ways that businesses in the local community, regardless of industry, can work together for the mutual benefit of all.

Some of these include:

- Working to upgrade products, services and facilities through the contribution of different businesses
- Community projects to improve aspects of the local community
- Better utilisation of the community assets including land, natural resources, infrastructure training or planning.

Support local businesses

Many small local businesses, including local tourism attractions, have the knowledge of what they are selling or promoting, but are lacking in the skills to commercially promote their offering to their intended customer.

It may be the role of larger tourism businesses to help develop partnerships with these businesses, through packages or promoted activities, at either location. By helping to include and promote small businesses, the benefits are far reaching, and, this can create unique tourism selling points.



1.6 Identify sources of information on different tourism industry sectors, their inter-relationships, the services available, and obtain such information

Introduction

It is important to be up-to-date with the ever changing tourism industry. This might mean that you have to find out information about a particular sector within the tourism industry.

Always remember that having information about the industry and apply it to your daily practices can not only boost your sales but also career opportunities in the future.

To keep learning, you must source the most recent and relevant information about what is happening in the industry in general, your sector of interest and your workplace especially.

Issues to monitor

You should seek to identify a wide range of issues such as:

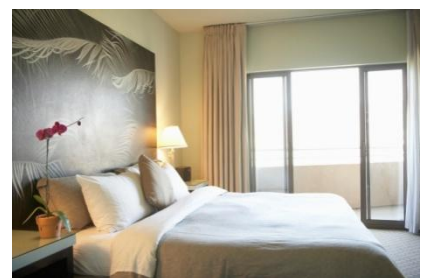
- Changing and emerging trends
- New techniques and workplace practices
- New equipment and technology
- Initiatives relating to advertising, marketing and promotion
- Market research information – which identifies the needs, wants and preferences of customers
- Trends and selling prices of the products and services being offered by both your business and elsewhere throughout the industry
- Activities the opposition is undertaking to attract customers or to meet competition in the market place
- Product knowledge embodies knowledge about:
 - Products sold
 - Services provided
 - Operating procedures and conditions of the business.



Types of industry sectors

The following is an indicative list of sectors that exist within the travel industry:

- Accommodation
- Attractions and theme parks
- Tour operators
- Inbound tour wholesalers
- Outbound tour wholesalers
- Retail travel agents
- Local, regional and national information services
- Meetings and events
- Corporate agents
- Airlines.



Accommodation

This sector includes but not limited to:

- Hotels and motels
- Guest houses, and bed and breakfasts

- Caravan parks and camping grounds
- Resorts
- Time share properties
- Apartments, villas and cottages
- Conference and exhibition centres.

Attractions and theme parks

This sector includes but not limited to:

- Museums and galleries
- National parks, wildlife parks and gardens
- Theme parks
- Heritage sites and centres
- Sports and activity centres
- Aquariums and zoos.



Tour operators

A tour operator typically organises sightseeing tours and accommodation in a particular destination or region. They act as a middle person between the Wholesaler and the Principal or Supplier of the product (for example, Trafalgar Tours and Contiki).

Visit:

- www.trafalgartours.com
- www.contiki.com.au.

Inbound tour wholesaler

An inbound tour wholesaler packages products to form a trip for an overseas market travelling to your country.

Visit:

- www.abercrombiekent.com
- www.adventuretours.com.au.

Outbound tour wholesaler

An outbound tour wholesaler negotiates product from International Suppliers for clients in your country travelling to an international destination. They approach airlines, hotel, local tour operators, cruise companies, car rental companies and rail companies to obtain wholesale rates which are then onsold to the public via the retail travel agents (for example, Tempo Holidays, Peregrine Adventures and Creative).

Visit:

- www.tempoholidays.com
- www.peregrineadventures.com
- www.creativeholidays.com.



Retail travel agents

A retail travel agent fits in between the client and the wholesaler. It is the retail agent who obtains all the relevant details from a client to enable them to make a booking through a wholesaler. All this information is then finalised and paid for to the wholesaler. Both the retail agent and the wholesaler make commission from the booking (for example, Harvey World Travel, Flight Centre, STA, American Express and Jetset).

Visit:

- www.harveyworld.com.au
- www.flightcentre.com.au
- www.statravel.com.au
- www.jetset.com.au.



Local, regional and national information services

These information services exist to assist the public and travel agents in obtaining knowledge and information on a particular region from the experts. This can be at a local, regional or national level. Most countries will provide these. These have been previously identified for ASEAN countries.

These bureaus take calls from travel agents as well as the public to help in promoting their region. They have wholesale divisions and all staff are experts in their region. All these regionally based tourist bureaus should have useful websites with information to extend one's product knowledge.

At a regional level, many towns will have an Information Centre which provides a local booking service for accommodation in the area. They also provide pamphlets on local attractions which inform visitors of points of interest in the area and attract their bookings.



Meetings and events

This sector has been one of the fastest growing in the tourism industry in recent years.

These companies organise meetings, conferences and major events by booking flights, accommodation, tours and the meeting facilities for their client and the client's guests. Large Corporate Companies have a separate department set up specifically to cater for the conference and event market. An example of this type of Company is HRG (Hogg Robinson Group) which is a UK based company specialising in corporate travel and having a division specifically setup for conference and event bookings. There are also independent companies that only specialise in Meetings and Events, such as The Event Factory and C1 Events.



Visit:

- Hogg Robinson Group – www.hrgtravel.com.au
- The Event Factory – www.efactory.com.au.

Corporate agents

This sector tenders for travel accounts from large, medium and small sized businesses.

Their primary goal is to book business travel for their clients. This sector negotiates corporate rates from key Suppliers. They do not use wholesalers. Their business is not open to the public (for example, HRG – Hogg Robinson Group, Carson Wagonlit, American Express Travel).

Visit:

- Carson Wagonlit – www.carsonwagonlit.com.

Airlines

Airlines own the planes and sell seats to all sectors in the travel industry. They do this via a Computer Reservations system (CRS) such as Galileo, Sabre and Amadeus. They also sell seats via the Internet and via the phone to the public. Airlines negotiate rates with retail agents, wholesalers, corporate agents who then take a commission from the airline sale. Some airlines have a wholesale division, such as Qantas who have Qantas Holidays, which sells directly to retail agents.



Using this information

Once again, you will need to research and you must be accurate and truthful in any answers you give to customers. If you don't know, find out.

Both employers and customers expect you, as an industry professional, to have a substantial body of product knowledge.

Note that no-one can possibly know all there is to know about all tourism products and services. However it is vital that when faced with a situation where you don't know the correct information to give to the customer, that you:

- Don't make it up. Always tell the truth: legally enforceable penalties apply for misrepresentation and dishonesty in advertising
- Apologise for not knowing
- Find out the information needed and then pass it on to the customer as quickly as possible with another apology for the inconvenience caused. Also supply a hard copy of the information.

It is never acceptable when faced with a situation where you don't know the answer to a question to simply smile, shrug your shoulders and say "sorry, I don't know" and leave it at that.

Product information is information directly relevant to each individual product or service a company provides from the many sectors within the tourism and travel industry.



1.7 Identify sources of information on major tourism industry bodies, and obtain such information

Introduction

With the tourism industry playing a pivotal role in growing the economy of countries in most regions, it is not surprising that a range of industry specific bodies have been established to cater to the needs of industry.

These different industry bodies have different roles and functions; however they share a common goal. This is to ensure the tourism industry:

- Provides a safe and secure offering to its customers
- Is regulated and operates in a legal and compliant manner
- Provides quality products and services to its customers
- Employs staff who have the necessary knowledge, skill relevant to the current industry needs and expectations.



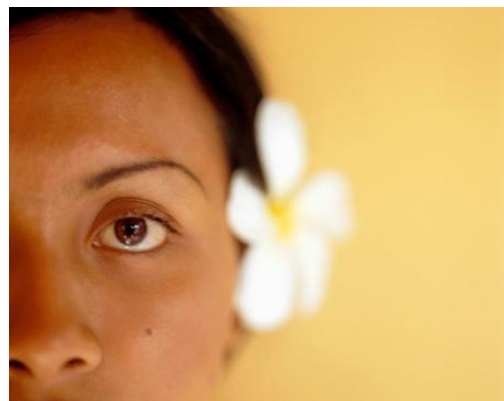
Ministries of Tourism

Each country within the ASEAN region will have a dedicated government ministry specifically focused on the tourism industry. Their role is to regulate and manage the industry.

A Ministry of Tourism is normally responsible for the formulation of national policies and programmes and for the co-ordination of activities of various governments and the private sector for the development and promotion of tourism in the country.

The Ministry may co-ordinate special initiatives including:

- Dedication and allocation of government funding to tourism initiatives
- Providing information on news laws and regulations
- Establishing service excellence awards
- Publishing and managing tenders for tourism projects
- Selecting and managing heritage sites.



Tourism Boards

In some countries such as in Singapore, a 'tourism board' has been established. It is called the Singapore Tourism Board. The primary task of STB when established was to coordinate the efforts of hotels, airlines and travel agents to develop the fledging tourism industry of the country.

Later, the STB began to initiate new marketing ideas to promote Singapore's image abroad. The board created the Merlion, a symbol based on a Singapore mythical legend that became an icon of the Singapore destination. The board also has been providing travel agent licensing and tourist guide training.

The STB actively promotes the development of infrastructure, including the building of hotels and tourist attractions such as the Jurong Bird Park and Sentosa which has now become a popular resort island for both tourists and local visitors. The board also market the city as a convention venue and organise events to attract visitors.

Industry Authorities

Authorities are established, either by a government or working closely with government to provide services relating to the tourism industry.

One such example is the 'Tourism Authority of Thailand – <http://www.tourismthailand.org/about-thailand/>.

It is the official travel information website for tourists visiting Thailand and contains all information to ensure visitors have all the necessary information to help them plan and enjoy their travel experience.



Industry Associations

Industry associations are bodies that all businesses can elect to join that serve specific and over-arching industry sectors. These bodies provide businesses with a variety of services which can include:

- Representing the industry – this means they act as an industry spokesperson to unions, the media and government
- Legal advice – about industrial relations issues, OH&S
- Training – to management and operational staff
- Industry standards/benchmarks – which member bodies can elect to implement as their standard practice
- Cost savings – by virtue of establishing for their members a range of discount rates for products and services from industry suppliers.



Many have newsletters, magazines or regular mailings of some sort to keep the membership up-to-date with what's happening. Ask your supervisor if your workplace is a member of such a body and ask if you can read the newsletters etc.

Industry associations include:

- Australian Federation of Travel Agents – www.afta.com.au
- International Air Transport Association – www.iata.org
- Pacific Asia Travel Association – www.pata.org
- Other industry associations have been previously identified.

Industry Unions

In the same way that industry associations represent the interests of business, the unions represent the interests of employees. Joining a union is voluntary and all employees have a right to do so if they wish. Unions can be an excellent source of information about job vacancies, work obligations and entitlements.

1.8 Identify sources of information on specific features of the local and regional tourism industry, and obtain such information

Introduction

In section 1.6 we identified the various industry sectors that comprise the tourism industry.

In this section the aim is to see how 'win-win' scenarios can be established between tourism businesses within a local or regional area.

The importance of local linkages cannot be understated. A single tourism business cannot be everything to everyone. Even when tailored to meet the needs of one or two particular market segments, on many occasions they can't meet all the customer's needs through their offering alone. Businesses must use the strengths of each other to ensure not only a better experience for customers, but to also improve the relationships and profitability of businesses in the region.

This concept does not mean you have to sacrifice revenue to help other businesses, it is looking to explore how businesses can work together to provide a greater range of 'offerings'. It is about harnessing the core 'offerings' of each business and finding common synergies in meeting individual business goals whilst generating benefits for the local community.



Integration of tourism businesses

It should be the goal of any regional area to promote effective integration of private tourism businesses.

Encourage tourist revenue in the community

Many customers are seeking to maximise any travel by 'experiencing' what the local area has to offer.

'Experiencing' could mean:

- Partaking in activities
- Visiting local attractions
- Buying local produce
- Eating in local restaurants.

What tourists spend and where is often strongly influenced by hotels and tour operators. They directly influence customers by providing information, advice and recommendations.

Promote local tourist businesses

It is important that you are fully equipped to promote and sell local tourism businesses, as long as it is not at the expense of your own. There are many ways to do this including:

- Undertaking familiarisations tours
- Speaking with management and staff of other businesses
- Identifying the key products, services and selling points
- Stocking brochures
- Understanding operational aspects of the business – costs, opening times, discounts, promotions, booking and reservation requirements.

Local tourism businesses

In many locations there are a range of suitable tourism businesses that you can develop partnerships with. As mentioned, in section 1.6 a wide range of businesses have been identified. As a starting point you may want to build suitable partnerships with:

- Tourist Information Centre – this is vital as they are equipped with a detailed understanding of all possible offerings in the community
- Eateries – restaurants, cafes and bars
- Retail outlets – local shops selling a wide range of local produce
- Local arts and crafts



- Tourist attractions
- Tourist events.

1.9 Identify sources of information on environmental issues, and obtain such information

Introduction

When we think of tourism, most people picture a resort on a beautiful beach or walking through a beautiful forest. In many cases tourism is directly related to nature. Therefore it is no coincidence that the more a tourism attraction is visited, the greater the impact on the environment.

Tourism relies heavily on the environment. Natural resources (beaches, seas, mountains, lakes, rivers) and manmade resources (historic cities, heritage buildings and sites, monuments) constitute the primary source of tourism. Any degradation of the primary sources is likely to lead to a decline of tourism.

The role of tourism has always been to promote tourists to visit attractions, many of which are natural. It is also important that conducting tourism activities in an area leaves the smallest environmental footprint.

As the environment changes and concern about these changes grows, there is an increasing need to be aware of the impact that businesses have on the environment.

Sustainable tourism

'Sustainable tourism' is based on the principles of sustainable development. It is based on 'minimising adverse impacts on local communities, heritage, landscapes, water resources, habitats and species while supporting social and economic development. Taking care of the environment means taking care of both the visitor and the local community.

Built development and other activities associated with tourism should in all respects be appropriate to the character of the place in which they are situated. This applies to the scale, design and nature of the place as well as to the particular land use, economic and social requirements of the place and its surroundings.



Issues for consideration

Common issues for consideration when trying to implement sustainable tourism include:

- Sustainable development - manage economies and resources to ensure present needs should be met without impairing the capacity to meet future needs
- Protection of natural and man-made resources from inappropriate and insensitive development, poor planning and lack of zone management
- Maintaining the cultural, social aspects and historical character of the community
- Managing the implications of climate change
- Ensuring sustainable, co-ordinated management and development of resources
- Managing threats to biodiversity and natural resources
- Managing the increased generation of waste
- Dealing with growing energy consumption and rising greenhouse gas emissions
- Decreasing the environmental impact of tourism travel
- Minimising the environmental impact of tourism related development
- Improving energy efficiency, waste management and water conservation
- Dealing with traffic congestion and damage to roads and other infrastructure
- Resources conservation
- Recycling.

It is the role of government and tourism organizations to work together to ensure that the environment is not the victim of tourism growth. There must be a fine balance that must be met where nature and economic growth can co-exist for the benefit for all.



1.10 Identify sources of information on career opportunities within the tourism industry and the allied roles and responsibilities of staff, and obtain such information

Introduction

Tourism is a very diverse industry with endless career opportunities, whether directly employed in the industry or in a business that supports or benefits from tourism.

The industry provides great opportunities to work in exciting positions, throughout the region, county and internationally.

New career strategies

If you are seeking a career in the tourism industry there are a number of strategies you can employ to enhance your aspirations:

- Understand the industry – research the industry to gain a sound understanding of what the industry involves, and build a knowledge of current information and trends
- Understand the roles in the industry – unless you know what types of jobs there are, you won't know which one will be of interest for you. In addition, managers often ask applicants about what they know about the job they are applying for
- Education – educate yourself with the necessary knowledge or skills to be able to undertake the position you are seeking. This may be undertaking research activities, short courses, or through completing tourism related qualifications
- Develop a resume – develop a concise resume which clearly articulates your personal information, your skills sets and any work experience
- Look at recruitment vacancies - these may be advertisements in newspaper, advertised in the businesses themselves, through recruitment companies, on local notice boards, in shop windows, through word of mouth, recruitment days or internet searches
- Familiarise yourself with businesses – conduct research on the business you are trying to seek employment with whether through personal visits or internet research
- Make yourself known - visit businesses personally and try to introduce yourself to key recruitment contacts, whether Human Resources or departmental managers and supervisors.



Career promotion strategies

If you are currently employed in the tourism industry and are actively seeking to improve your chances of promotion there are a number of avenues you can explore:

- Talking with management and Human Resources to identify:
 - What knowledge, skills, education or experience is required to progress to a higher position
 - What further training opportunities are present
 - Likely vacancies within the business, be it in the local organisation or in the chain
 - The job roles and duties of higher positions. Gain an understanding of what you need to not only successfully get a higher position, but to be successful at it if you are given it



- Express your desire for progression:
 - Unless your manager knows you want to move to a higher position, you may be overlooked. It is good to be pro-active and plant the seed in the mind of management
 - Ask your manager for additional responsibilities or tasks to improve your skill set to demonstrate your motivation towards promotion.

The key to seeking a career in the industry is to be prepared and pro-active. Unless recruiters know who you are and what you can provide that will benefit the organisation, you are left in the dark.



1.11 Identify sources of information on work organisation and time management in the tourism industry, and obtain such information

Introduction

As a staff member, it is important that you are able to complete the tasks that are assigned to you. You are part of a bigger picture and what you do or not do, greatly affects other operations of a tourism business and more importantly the customer.

As the saying goes 'A team is only as strong as its weakest link'. It should be your goal to be a 'strong link' which positively impacts the operations of your business.

For you to be the 'strong link' you must know:

- What is happening in the organisation
- What you need to achieve
- Achieve your tasks in a timely manner.



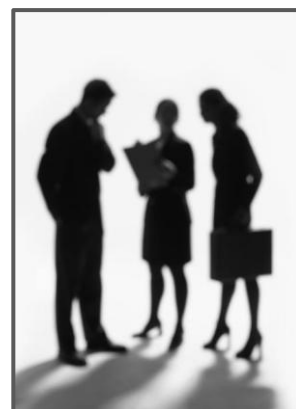
Organisational activities

You are part of a team, and collectively as a team there are activities that need to be completed on a daily basis. Some of these activities occur every day whilst others will change depending on a wide range of circumstances including:

- Special events
- Weather
- VIP and customer activities
- Emergencies
- Legal requirements
- Local attractions, festivals and events.

There are many ways to find out what is happening in your organisation on a daily basis and could come in many communication forms including:

- Meetings
- Briefings and debriefings
- Memos
- Emails
- Conversations.



Individual activities

Whilst organisational activities will change on a daily basis, in most cases the activities that you need to perform will remain fairly constant. So you do know what your job entails.

There are a number of ways to identify your responsibilities and tasks including:

- Contract – outlines your job including any responsibilities and conditions of employment
- Job Description – most jobs will have a separate job description that will identify the activities that you need to perform as part of your role
- Standard Operating Procedures (SOP) – standard instructions indicating how to perform specific tasks and the order of sequence
- Policies – rules to follow in an organisation relating to difference circumstances
- Procedures – step by step instruction detailing how to complete an activity
- Daily Task Sheets – these may allocate specific tasks to perform that may relate to a specific activity or event
- Direct requests – by management, colleagues or customers
- Observation – quite often you will have feeling when a certain task will need to take precedence over others. This is intuition.



Time management

This section highlights many documents and communication that a staff member can use to identify what tasks must be completed. Whilst it is important that all tasks are completed, they must be completed in a timely manner. Therefore time management is important.

But what is time management and how do we use it?

Wikipedia defines time management as ‘the act or process of planning and exercising conscious control over the amount of time spent on specific activities, especially to increase efficiency or productivity.’

Time management may be aided by a range of skills, tools, and techniques used to manage time when accomplishing specific tasks, projects and goals complying with a due date.

This set encompasses a wide scope of activities, and these include planning, allocating, setting goals, delegation, analysis of time spent, monitoring, organizing, scheduling, and prioritizing. Initially, time management referred to just business or work activities, but eventually the term broadened to include personal activities as well. A time management system is a designed combination of processes, tools, techniques, and methods. Usually time management is a necessity in any project development as it determines the project completion time and scope.'

There are a set number of hours in any given workday, and it's important to consider how you use your time in the most effective manner. It's the basis of all time management, with endless recommendations how to incorporate time management principles of personal and business success.

Common recommendations include:

- Preparing a list of all activities to be performed
- Identifying tasks by '1,2,3' or 'a, b, c' to indicate their importance
- Prioritising and completing important tasks first
- Breaking time into small manageable chunks
- Use of a timer when completing activities
- Identifying and reducing time wasters
- Having the ability to say no to people or tasks that are not a priority.



There are endless time management tips and recommendations and with a little research a staff member to find an approach that best suits them and their personal situation.

1.12 Identify sources of information on quality assurance in the tourism industry, and obtain such information

Introduction

In this section we are going to explore the concept of 'quality', what is defined as 'quality' and how it can be measured.

Definition of quality can be described as a perception from the point of view of the customer.

Total Quality Management

When discussing 'quality' one term that comes to mind is 'Total Quality Management' (TQM). This is a philosophy of management that is driven by customer needs and expectations to provide a process of excellence. This entails continuous improvement which means an opportunity for always getting better.

Quality assurance

Another term that comes to mind is 'Quality assurance' (QA). This is a term used to systematically measure and compare aspects of operations within a business against operational standards of performance.



In essence these concepts have the same aim: to look at every aspect of a business' operation and see how it can be improved to improve the product or service provided to the customer.

It is the management of customer expectations and ensures that we are providing a quality product and service, as seen by the customer.

Many tourism establishments subscribe to the principles of quality assurance (QA).

There are several variations on this quality-focused concept but the fundamental aim of all approaches is to control the quality of the products and services provided to customers.

Importantly QA does not always aim to deliver 'the best' quality but rather aims to determine the quality level that is needed and then ensure that this standard is always achieved.



This means that the one product or service can have a different quality standards applied to it depending on where and/or when it is delivered and still conform to the established quality levels set for it.

A main aim of QA is to give customers confidence in the products and services provided by the venue. The quality standards set in each instance should reflect identified customer need and expectations.

Quality assurance steps

The concept of TQM and QA have been explored and explained in numerous management textbooks and publications however in simple terms it involves:

- Identify quality requirements and expectations
- Decide the product (tangible and intangible) that will meet and exceed expectations
- Establish standards of performance
- Control the delivery so that it meets customer expectations
- Implement a 'Quality Control System' - measurements to ensure that a 'quality' product is being delivered. This may involve checking the finished quality of products – such as the physical characteristics of a meal, drink or room
- Evaluating the quality of service provision – such as waiting times at reception, time taken before an order is taken, delivery times of room service
- Comparison of performance against expectations
- Investigation, recommendations and adjustments of products and services provided.



In summary quality management is about looking at every aspect of a business, finding out where any weaknesses are, and fixing them to ensure the customer is happy.

1.13 Identify sources of information on current and emerging tourism industry technology, and obtain such information

Introduction

The travel & tourism industry is all about connections; connecting people, places and cultures. Using new technologies, social media, and social networks can help to foster the connections that we share.



Importance of technology

In most industries technology greatly impacts on all aspects of operations. In most cases, the improvements in technology have been immensely beneficial for the industry. It has made the world a smaller place and made it easier for businesses to get in touch with customers.

Technology has simplified and streamlined the way we operate.

In summary, technology is one of the greatest positive impacts on a business, regardless of industry.

Whilst many people are wary of technology, with some stating it is a threat in a 'service & people oriented' industry, technology is extremely beneficial to improve service, not replace it.



So what technological trends do we expect to see impact on the tourism industry in the future?

The internet is a great tool to research and identify technological trends and their likely impact on industry and how we operate.

Role of technology

The main aim of technology in the tourism industry is the development of competitive advantages by both reducing cost and enhancing differentiation and unique selling points. The main ways technology can enhance the tourism industry are:

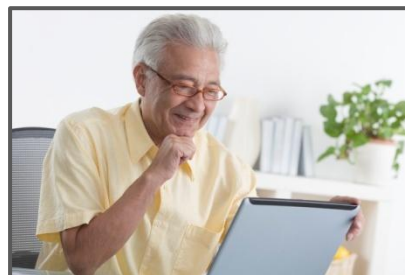
- Streamline and speed up access and delivery of tourism services
- Improve management and profitability of tourism operations
- Enhance marketing of the industry as a whole and the businesses within it
- Improve the relationships between tourism businesses and its customers.



Emerging technological trends

Every day, in all corners of the globe, new technologies are being invented and introduced into the market, either aimed at tourism businesses or end users. These new technologies enable:

- Standardized set of XML messages for the distribution of tour and activity data
- Short-term, purely spontaneous travel specials
- Dedicated travel apps
- Sharing of traveller's personal information to simplify bookings
- Advanced travel search engines
- Travellers to find activities and local content in a mobile optimized environment
- Small business owners to access the business travel market
- Hotels and resorts to communicate with guest through on property mobile before, during, and after their visit to the property
- Hotels manage their online reputation and social media
- Friends to collaborate and plan trips together
- Travellers research and decide where to go, where to stay and what to do.



This is just the tip of the iceberg of trends that will include the tourism industry in the immediate future.

As a member of industry, it is vital that regular research is conducted to ensure you are aware of trends and in some cases they may be incorporated into your business model for added success.



Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

- 1.1 To fulfil the requirements of this Work Project you are asked to submit evidence of you sourcing information relating to the tourism industry focused on:
 - Economic, political and social significance
 - Tourism statistics and trends
 - Types of tourism industry bodies
 - Environmental issues and impact.

- 1.2. To fulfil the requirements of this Work Project you are asked to research and identify market segments that tourism businesses would attract:
 - Four market segments
 - The needs of these markets
 - How you would promote to reach and attract these markets, using current and emerging technology
 - Products and services that a tourism organisation could provide to meet the needs of each market.

- 1.3. To fulfil the requirements of this Work Project you are asked to submit a report on how a resort in a coastal location could interact with the local community for the benefit of all. Discuss the relationships the resort would have with:
 - The local community in general
 - Other industries
 - Other tourism businesses and sectors
 - Features of the local tourism industry you would promote to resort guests to enhance their experience.

- 1.4. To fulfil the requirements of this Work Project you are asked to submit a report identifying how a person can:
 - Seek employment in the tourism industry
 - Find out what job tasks and responsibilities they would have
 - How they could improve their time management
 - Identify activities are happening within a business on a daily basis
 - Undertake quality assurance activities to ensure a customer experience is positive.

Summary

Source current information on the tourism industry

Identify sources of information on issues of economic, political and social significance, and obtain such information:

- Sources of information
- Economic issues
- Political issues
- Social issues
- Finding information.

Identify sources of information on tourism industry statistics and trends, and obtain such information:

- Written materials
- Internet
- Government bodies
- Types of industry statistics and trends.

Identify sources of information on the relationship between the tourism industry and the role of the local community/ies, and obtain such information:

- Role of a tourism organisation
- Finding information on local community.

Identify sources of information on tourism markets and their relevance to market segments, and obtain such information:

- Types of market segments
- Finding information on market segments.

Identify sources of information on the nature of the relationship between tourism and other industries, and obtain such information:

- Types of businesses
- Types of business relationships.

Identify sources of information on different tourism industry sectors, their inter-relationships, the services available, and obtain such information:

- Issues to monitor
- Types of industry sectors
- Using this information.

Identify sources of information on major tourism industry bodies, and obtain such information:

- Ministries of Tourism
- Tourism Boards
- Industry Authorities
- Industry Associations
- Industry Unions.

Identify sources of information on specific features of the local/regional tourism industry, and obtain such information:

- Integration of tourism businesses
- Local tourism businesses.

Identify sources of information on environmental issues, and obtain such information:

- Sustainable tourism
- Issues for consideration.

Identify sources of information on career opportunities within the tourism industry and the allied roles and responsibilities of staff, and obtain such information:

- New career strategies
- Career promotion strategies.

Identify sources of information on work organisation and time management in the tourism industry, and obtain such information:

- Organisational activities
- Individual activities
- Time management.

Identify sources of information on quality assurance in the tourism industry, and obtain such information:

- Total Quality Management
- Quality assurance
- Quality assurance steps.

Identify sources of information on current and emerging tourism industry technology, and obtain such information:

- Importance of technology
- Role of technology
- Emerging technological trends.

Element 2: Source information on compliance and related issues which impact on the tourism industry

2.1 Identify sources of information on legal issues, and obtain such information

Introduction

The importance of complying with legal requirements cannot be over emphasised.

Failure to meet legally imposed obligations can result in fines (to you and the business) as well as a whole range of penalties including closure of the business.

Failure to observe applicable ethical standards can result in extremely negative customer reactions which will lead to bad word-of-mouth advertising and consequent loss of business.



General workplace rights and responsibilities

Both the employee and employer have rights and responsibilities that must be adhered to at all times.

Employer responsibilities

Employer responsibilities include:

- Complying with occupational health and safety regulations
- Providing equal and fair services to all people in accordance with EO legislation
- Paying relevant taxes and fees associated with the operation of the business
- Ensuring appropriate insurance is taken out to cover workers
- Offering products and services that conform to what is advertised
- Being a responsible corporate citizen and community member.



Employee rights

Employee rights extend to, though are not restricted to:

- Being paid and working under conditions in-keeping with awards or other employment instruments

- A workplace that is free from discrimination
- A safe and secure workplace.

Employee responsibilities

Employee responsibilities extend to, though are not restricted to:

- Undertaking duties as they apply to their employment category
- Not acting in a discriminatory manner towards their employer, colleagues or customers
- Adhering to the regulations set out in the OH&S Act
- Representing the best interests of the business
- Working to the best of their ability
- Keeping commercial information in confidence
- Being responsible and accountable for all money received on behalf of the business
- Obeying all lawful instructions from management.



Legal requirements

Laws

Laws are a set of principles, rules and standards established by parliament and enforced by the courts for the regulation of behaviour in society and the protection of members of society and their property.

National legislation is administered by the Government including laws covering issues such as:

- Immigration – covering visas and entry into the country
- Taxation – covering personal tax and the Goods and Service Tax (GST).

Local legislation is administered by states or provinces covering many areas of the tourism industry including:

- Education
- Criminal laws
- Corporate laws
- Changes in society.



Society evolves and community standards change. The result is that there always are legal issues currently impacting on the tourism industry that perhaps weren't there a year ago, or even yesterday. It is useful to you to keep abreast of these issues when you see them raised in the media.

Consumer protection issues

These address the increasing the responsibility on business to protect the interests of the consumer from unconscionable activities and illegal action.

It is a standard requirement that all advertising (verbal, printed or in the media) be truthful, not misleading and fully discloses any negatives that can be expected to reasonably influence a buying decision that a consumer might make.

Duty of care

This common law requirement reinforces the responsibility that all employers and businesses have to provide a safe workplace and to take appropriate care and action to make sure that staff, customers and members of the public are not injured while at the place of business.

Where a business (or staff member) breaks the law they may be penalised (by fine or imprisonment) under the criminal arm of the law. In addition, the action or inaction that gave rise to the offence may also form the basis of a civil action, for negligence, for example.



Equal employment opportunity

EO legislation has now been around for decades and remains a significant consideration in many areas to ensure that people are not victimised or discriminated against because (amongst other things) of their age, gender, race, disability or sexual preference. This applies in the areas of employment or in the provision of products and services.



Workplace relations

Changes occur here where existing HR legislation, systems, structures, terms and conditions of employment and instruments of employment are subject to amendment or repeal through the efforts of the government, employer bodies or unions.

As legislation is altered, this has workplace-specific implications for workplaces. The changes to laws may also mean changes to the government bodies responsible for employment-related areas.

Privacy

Privacy is an on-going issue in the industry and legislation places an obligation on employees not to release confidential information about their customers (without their express consent) which can include information about their:

- Name
- Address
- Phone number
- Buying habits
- Marital status
- Methods of payment used to buy products and services
- Purchases – including frequency of purchases, type of and quantities of products and service bought.



Finding information on legal requirements

Regardless of your position within a tourism industry, it is important that you understand the legal requirements of your position and how to conduct your duties in a legal manner.

There are a number of avenues to explore to keep you updated on legal issues relating to the tourism area:

- Asking Human Resources – they normally are the most up to date with legal requirements relating to employment
- Asking Management – they normally have a grasp on legal requirements regarding operational requirements
- Research internet for current legal changes or amendments.



2.2 Identify sources of information on ethical issues, and obtain such information

Introduction

Ethical issues impacting on the industry (and about which you must investigate the business policies and standard operating procedures) can include a range of areas.

Whilst ethical issues may or may not be enforced by laws or regulations, there is a certain 'code' by which all businesses should operate.

Ethical considerations

Confidentiality

Confidentiality is allied to privacy. We are under obligation to keep customer information confidential. However we are also under an obligation to keep information about the business confidential. If you become aware of information about the business you are expected to keep this information to yourself and not disclose it to anyone including family, friends and even other staff members.

The matters about which you are expected to maintain confidentiality include:

- Details about security – including alarm codes, combinations to safes
- Details about trade – amount of revenue generated by bookings
- Details about purchases made – including commercial arrangements that the business has been able to negotiate with suppliers/wholesalers/airlines, method of payment used
- Occurrences within the premises – incidents where authorities have been involved such as attendance by police, ambulance, doctors; and staff dismissals.



Commission levels

Not all businesses will be involved with commission but where they are certain ethical issues apply. Issues include:

- All commissions should be paid promptly to businesses that direct business to your company and vice versa
- Only approved commissions should be levied
- Appropriate documentation should support both the receipt and payment of commissions
- Negotiated commission levels should not be disclosed to third parties.



Overbooking

Overbooking is a common industry practice but the way it applies (or even if it applies) will vary between wholesalers, airlines, properties etc. Overbooking is a situation where the airline/property etc accepts bookings for more seats/rooms etc than are available, based on the history of 'No Shows' that they have experienced.

For example, an airline with 100 economy seats on their plane may have an overbooking policy that allows them to take bookings on any one plane for 110 economy seats because traditionally they experience 10% rate of people who don't show up even though they have made the booking.

Where all passengers arrive as booked, the airline then has to make arrangements for them. This can cause embarrassment and a loss of reputation for the airline and frustration and anger for those who cannot be accommodated. When an airline experiences an overbooking situation where all passengers arrive they usually upgrade those passengers they can to business class, bump passengers to other flights or offer compensation as a good will gesture.



Pricing

This is a potentially complex issue and one that will vary between agencies and even within the same company agencies depending on location.

Pricing can also vary between times of the year or even time of the day. Properties, tour companies and airlines generally charge premium (high) rates during peak seasons such as holiday times and traditional periods when there is a high level of bookings. Some airlines now are featuring a 'Happy Hour' at set times.

Ethical matters that relate to pricing include:

- Charging customers for all products and services that they can be legitimately charged for. However making sure they are not charged for items that are provided free-of-charge such as inclusions involved in package deals
- Ensuring that prices quoted to customers are correct and not deliberately and misleadingly lower in order to encourage people to book with you, only to find, that process are actually higher than quote



- Keep promises that are made in relation to prices. This needs to be discussed with management but many businesses will honour a quote given to a customer even where the business will suffer a loss as a result of doing so.

Familiarisations

Familiarisations are marketing or promotional activities that many companies engage in to make targeted people or businesses more aware of their presence, what they have to offer etc. They involve inviting a nominated person to fly, stay, tour etc free of charge to experience what they have to offer and become familiar with the product.



Airlines, tour companies, properties etc commonly offer trade familiarisations seeking to make people in the trade such as travel agents and wholesalers, more aware of the features and services their product has to offer.

The intention is that if they positively impact on these people they will refer more paying customers to them. Journalists are also offered familiarisations who will in turn write a positive article about the property, airline, or other service, thereby influencing readers to visit that property, use that airline, or other service.

Code of ethics

It is not enough to know what should be done in the workplace. You have to put that knowledge into practice. You must implement the information you discovered when obtaining information on ethical issues.

The day to day activities in the travel sector need to be conducted in a legal and ethical manner. AFTA have a code of ethics which its members are to adhere to. They are:

- **Accuracy** – AFTA members will be factual and accurate when providing information in any form about their services and the services of any firm they represent
- **Affiliation** – AFTA members will not falsely represent a person's affiliation within their firm
- **Confidentiality** – AFTA members will treat every client transaction confidential and not disclose any information without permission of the client, unless required by law
- **Conflict of interest** – AFTA members will not allow any preferred relationship with a supplier to interfere with the interests of their clients
- **Consumer protection** – AFTA members will use every effort to protect their clients against any fraud, misrepresentation or unethical practices which may arise in the travel industry
- **Cooperation** – AFTA members will cooperate with any inquiry conducted by AFTA to resolve any dispute involving consumers or another member
- **Delivery** – AFTA members operating tours will provide all components as stated in their brochure or written confirmation, or provide alternative services of equal or greater value or provide appropriate compensation
- **Disclosure** – AFTA members will provide complete details about terms and conditions of any travel service, including cancellation and service fee obligations, before accepting payment for the booking

- **Notice** – AFTA members operating tours will promptly advise the agent or client who reserved the space of any change in itinerary, services, features or price. If substantial changes are made that are written within the control of the operator, the client will be allowed to cancel without penalty
- **Qualifications and professionalism** – AFTA members must employ staff who have appropriate qualifications and are committed to continuing professional development, such as (but not limited to) the Australian Travel Professional Program (ATPP). AFTA members must ensure that all staff offer truly professional advice by being fully informed on the various facets of Australian and International travel
- **Refunds** – AFTA members will remit any undisputed funds under their control within the specified time limit. Reasons for delay in providing funds will be given to the claimant promptly
- **Responsiveness** – AFTA members will promptly respond to their clients' complaints
- **Exploitation of children** – AFTA members will not provide or assist in the provision of any travel service which, to their knowledge, is to be used for a purpose involving the sexual exploitation of children.



**This section is reproduced with permission from www.afta.com.au, copyright AFTA*

2.3 Identify sources of information on industrial and workplace relations issues, and obtain such information

Introduction

Industrial and workplace relations explore all the aspects of workplace employment and are designed to protect the rights of both employers and employees.

Regardless of which country or industry you work in, there are certain laws and guidelines in relation to employment which must be followed and adhered to. Whilst the actual laws and regulations will vary between countries and industries to reflect best work practice, most of the principles apply on a global level.

Types of issues

Recruitment & Retention

This explores all activities involved in recruiting staff for a business:

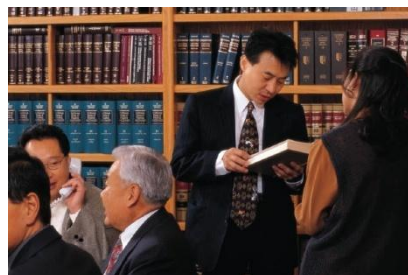
- Recruitment trends – advertising, recruitment strategies
- Retention trends – how to keep staff
- Recognition and motivation
- Performance measurement and management.



Termination of staff

This explores all activities in terminating staff in a legal manner

- Types of termination
- Performance measurement and management
- Processes and steps for issuing warnings
- Managing redundancy
- Undertaking redeployment
- Preventing, investigation and managing unfair dismissal
- What should be done before transferring employees
- Exit strategies and pay out provisions.



Workplace health and safety

This explores the rules and responsibilities of employers and employees:

- Relevant aspects of OHS on employment law
- Implementing OHS systems and procedures.

Workplace agreements

This explores the rules and responsibilities of employers and employees:

- Types of awards
- Workplace agreements
- Individual agreements
- Changing awards with specific agreements
- Employing people under agreements that differ to the relevant Award
- Varying impacts of awards and conditions on industry or occupation
- Leave provisions including sick leave, carer's leave, parental leave and maternity
- Parental rights and flexible work arrangements
- Hours of work
- Job classifications
- Rates of pay
- Payment options.



Harassment & Discrimination

- Harassment in and out of the workplace
- The role of managers and supervisors presented with a complaint
- Setting out liability and risk mitigation measures for employers
- Relevant issues following any conciliation of claims, vilification and discrimination.

Conflict in the workplace

- Positive & negative effects of conflict
- Costs of unresolved conflict
- Precursors & causes of conflict
- Styles of conflict & their costs & benefits
- Conflict & emotions
- Role of Managers
- Value of training
- Benefits of early intervention
- Alternative Dispute Resolution.



2.4 Identify sources of information on current issues of concern for the industry, and obtain such information

Introduction

The travel industry is constantly presented with new and various issues. Staff should be actively monitoring current issues of concern to the industry and their particular business.



Whilst each tourism business will have their own concerns and issues, resulting from local conditions and operational requirements and resources, there are common issues that relate to the industry as a whole.

Causes for issues of concern

By definition, issues of concern will change over time. The marketplace and the industry are dynamic and 'ever-changing'. All the factors at play are constantly interacting with each other and creating new problems and new opportunities.

For example, the business environment we are experiencing and operating in today is hugely different from a decade ago or even last year. These differences are caused by individual factors or a combination of factors such as:

- The state of the economy – interest rates, currency exchange levels, level of employment
- Environmental considerations and concerns
- Terrorism
- Customer confidence
- Eco-tourism
- Sustainable tourism
- Impact of development in tourism



- Climate change
- Visa restrictions & tourism
- Cultural tourism
- Weather
- Technological and legislative changes that impact on the industry.

Issues of concern

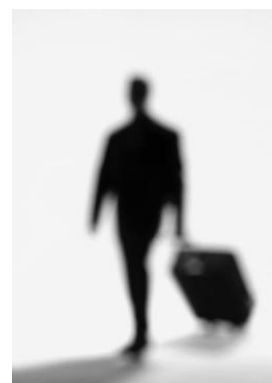
Given that issues of concern will vary over time, the following are examples of things that commonly give rise for concern. Some of these pose threats to a business and others may open up opportunities:

Government initiatives

Governments generate initiatives in response to industry or media pressure, or in order to redress what they see as negative factors impacting the industry and society.

Examples include:

- Creating advertising campaigns to promote certain locations or industry sectors
- Funding training initiatives in certain trades, roles or where there is an identified need or staff shortage
- Encouraging overseas workers to come to your country to fill long-term job vacancies
- Amending or introducing legislation to address specific problems or encourage certain activities. Examples over recent years in many countries include legislation requiring responsible serving of alcohol protocols in liquor licensed establishments, mandatory food hygiene and safety standards to be achieved, and workplace safety regimes for staff
- Introducing changes to Industrial Relations legislation.



There may also be initiatives taken by overseas governments that impact on the local industry.

Emerging markets

Most businesses are interested in identifying and capitalising on emerging markets.

Market research (by industry bodies, government agencies or individual establishments) may underpin these opportunities.

Examples include:

- Spa resorts and the emergence of the well-being industry
- Fast food
- Recognition of 'grey power' and their potential for spending
- Increase in the growth of 'action' holidays
- Emphasis on domestic travel as opposed to internal travel.



In addition, most establishments will also have one or more new or emerging niche markets that they are seeking to exploit.

Environmental and social issues

Issues of concern in this regard relate to:

- Waste management, recycling of materials and a reduction in energy and resource consumption
- Noise and air quality
- Sustainable tourism activities with an emphasis on environmentally aware tour activities
- Respect for indigenous lands and cultures
- Responsible advertising of hospitality products and services
- Complying with legislated service requirements (alcohol, gaming, tobacco) to minors
- Need for establishments to be socially aware and responsible in relation to problems associated with the service of alcohol and the provision of gaming
- Need to ensure discrimination in the provision of hospitality services does not occur
- Accommodating local concerns into the standard operating procedures of a venue – to demonstrate respect for the community and a desire to work cooperatively within that local environment
- Changes or requirements in relation to planning requirements and the need, for example, to minimise the impact of a building on the landscape, conform to heritage requirements etc.



Labour issues

Labour issues that are of concern to the industry include:

- Pay rates
- The ability to recruit sufficient and properly trained or experienced staff
- Working conditions – which include a whole range of issues such as working hours, penalties (for things such as split shifts, overtime etc), classification of positions
- Training
- Mandatory licensing and certification requirements imposed on businesses by legislation and government agencies – such as RSA, gaming licences, food handling certificates
- Superannuation / Insurance
- Disciplinary and dismissal procedures.



Industry expansion or retraction

Operators are always interested in monitoring the direction in which their industry – and their individual premises - is moving.

This knowledge can be used to determine whether or not:

- The business remains in the sector it currently occupies

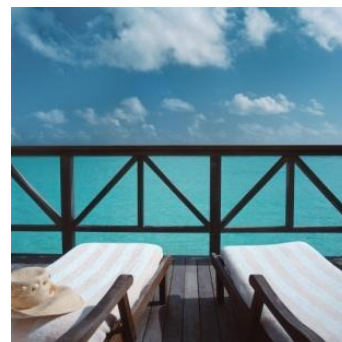
- The venue decides to set new directions, new target markets and revised goals for the business
- To quit the industry and move into a new industry
- To invest in additional buildings, plant, stock etc
- To recruit new staff or to begin staff reductions
- To alter the focus of their training programs to accommodate new directions or identified workplace changes
- To change its advertising and promotional campaigns
- To vary its products and services to better meet the identified needs of new/changing markets
- To vary prices in response to marketplace and economic factors.



Monitoring issues of concern

In order to keep up-to-date with industry issues and events and issues within your workplace:

- Conduct constant internet research – there are endless websites dedicated to current issues. In addition many tourism graduates have completed thesis documentations concerning a range of tourism related issues
- Attend all meetings and discuss relevant issues
- Monitor the media – especially relating to current events
- Read about it in the journals and on-line subscriptions detailed in this manual
- Talk to supervisors and management – to identify what they see as issues affecting the industry and their operation
- Talk to customers – to identify what they regard as issues for the industry as they impact on users.



There are many issues affecting the tourism industry and it is not hard to find out information regarding them and practical solutions that you as an individual or as a company can implement for immediate effect and success.

Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

- 2.1 To fulfil the requirements of this Work Project you are asked to submit evidence of you sourcing information relating to the tourism industry focused on:
 - Three legal issues that affect a business
 - Three ethical issues that affect a business
 - How a business would need to do to ensure these issues are being addressed.

 - 2.2. To fulfil the requirements of this Work Project you are asked to research and identify the importance of industrial and workplace relations in a tourism business.
 - Identify five topics of industrial relations that are important
 - Explanation of why these topics are important
 - How you would incorporate these topics into a business providing examples of what can be implemented.

 - 2.3. To fulfil the requirements of this Work Project you are asked to identify current concerns impacting the tourism industry:
 - Identify three research sources you used to identify current concerns
 - Identify five current concerns affecting the industry
 - Explain, what you would do as a manager of a tourism business, to maximise or minimise these concerns.
-

Summary

Source information on compliance and related issues which impact on the tourism industry

Identify sources of information on legal issues, and obtain such information:

- General workplace rights and responsibilities
- Legal requirements
- Finding information on legal requirements.

Identify sources of information on ethical issues, and obtain such information:

- Ethical considerations
- Code of ethics.

Identify sources of information on industrial and workplace relations issues, and obtain such information:

- Types of issues.

Identify sources of information on current issues of concern for the industry, and obtain such information:

- Causes for issues of concern
- Issues of concern
- Monitoring issues of concern.

Element 3: Use sourced tourism industry information

3.1 Share information with colleagues and customers

Introduction

It is critical for your product knowledge to remain up-to-date and accurate as this will be one of your most powerful selling tools. When you have managed to gather updated information, knowledge or skills you must be prepared to share that information.



When your clients return from their holidays, call them to ask them about their holiday experience, ask them what they did on their holiday, take a note of any tours they may have taken and find out what they thought about them. Ask them about the hotel, shopping prices, restaurants, bars, nightclubs and any other place they may have visited.

The information they provide you with should be used as recommendations to other clients. Obtaining this information has a double effect:

- You are reinforcing the relationship between you and the client; they will love you for it
- You are gaining product knowledge which will help you to sell the product better. Remember in travel, knowledge is a powerful tool and is the best selling tool you can have
- The same applies with your colleagues. When they return from an Educational or holiday, ask them about their trip. Ask lots of questions so you become familiar with the destination. In fact each office should incorporate a talk to the staff from a staff member who has been away so that the whole office is up to date with the destination
- Ensure that if you are the person who has been away, that you share this knowledge with colleagues and customers. The same applies to industry nights that either you or your colleagues have attended. Ensure that all staff members in your office are briefed on any updates.

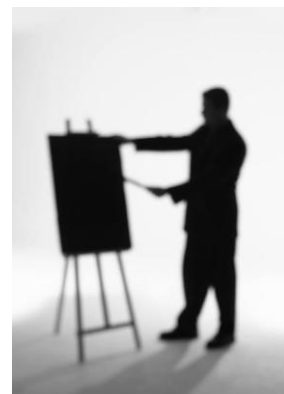


Sharing information

Sharing information with colleagues

Ways to share information with fellow colleagues are to:

- Tell your colleagues about what you have learned – on a one-on-one basis or at staff briefings
- E-mail co-workers with the information you have discovered
- Prepare a short handout – put this on the notice board or photocopy and distribute it
- Present it in meetings.



Sharing information with customers

Ways to share new knowledge with customers, depending on the type of information involved can include:

- Verbally providing advice that includes the new information
- Preparing posters to share the information
- Producing handouts – perhaps a list of restaurants at a particular destination they are visiting.

3.2 Conduct work activities in accordance with legal requirements and ethical standards

Introduction

Like in any position, as a staff member you will have work activities that you will be required to complete.

These tasks are like the links that make up the chain that comprises your department and the service it provides.

If you fail to complete your individual tasks then the possibility is that the team will fail to achieve its overall objectives.

Implicit in completing your tasks is an ability to prioritise them.

It is vital that any work activities that you perform are conducted with legal and ethical requirements as identified in this manual.



Prioritising work activities

Prioritising your tasks means that you will have to determine which tasks are the most important and should be done first, and which ones can be left until later.

It is the nature of our industry that many tasks are fluid in nature. A task that may not be important at 5.15pm can become critical a minute later. This means that you have to be flexible in your approach, realise that such changes are commonplace and strive to respond accordingly.

Given the 'service oriented' nature of our industry, which essentially means a person-focussed approach, this should come as no surprise. We can't possibly know what customers or guests will want, but we must nonetheless make every effort to satisfy what they want.

Ways to ensure you complete your allocated tasks

Tips to make this happen are:

- Work quickly – get as much done as fast as possible in keeping with quality, safety, house standards or noise. The point being that you can't afford to dawdle or waste time
- Practice being interrupted – accept that many of the things you start will not be able to be completed without interruption, so work with that understanding. The fact that you get interrupted demonstrates that there are people there for you to serve. The real worry would be if you had no-one to interrupt you!
- Practice tact and diplomacy – there will be instances where you simply can't stop what you are doing to do something else, so you must develop a set of responses that lets the customer know you are busy but you will be with them very shortly
- Take a minute to plan and prioritise – too many people just jump in and start their work without planning and without giving their tasks a priority order. A minute spent working out what to do first, second or third, is time well spent as it forces you to identify why tasks have the urgency you allocate to them. It makes you justify to yourself why things should be done in a certain order
- Ask for help where required.



3.3 Apply industry knowledge and information to the day-to-day operation of the tourism business

Introduction

It is important that whatever knowledge of information that you have collected is incorporated into your day to day activities.

Any improvement, however small, to the efficiency of your work, or to enhance the customer experience will be greatly appreciated by your manager and customers alike.



Incorporating knowledge into everyday practice

So how do you incorporate your new knowledge and skills for added success?

The basics of this include:

- Working in accordance with new or revised requirements

- Using new knowledge to modify personal work practices – such as using new information to devise a better, safer or more effective way to do traditional tasks
- Updating printed materials – such as checklists, standard operating procedures, training materials, service standards, manuals
- Supplying information to customers that incorporates the new knowledge. This can include responding to questions and the volunteering of information you deem will be of interest/important to individual customers.

Remember, any new knowledge or skill is only useful if implemented. As mentioned, the benefits of sharing and using information in the tourism industry is the best way to ensure not only your business, but the tourism industry as a whole has a prosperous future.



Work Projects

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the agreed date.

It is a requirement of this Unit you complete Work Projects as advised by your Trainer. You must submit documentation, suitable evidence or other relevant proof of completion of the project to your Trainer by the date agreed to.

3.1 To fulfil the requirements of this Work Project you are asked to identify:

- Three pieces of information you would share with colleagues on a daily basis
- Three pieces of information you would share with customers on a daily basis
- How you would share the information this information with colleagues and customers.

3.2. To fulfil the requirements of this Work Project you are asked to identify:

- How you can work in a legal and ethical manner
 - Apply industry knowledge you have learnt into your daily operations. You may wish to describe three examples from past experience.
-

Summary

Use sourced tourism industry information

Share information with colleagues and customers:

- Sharing information.

Conduct work activities in accordance with legal requirements and ethical standards:

- Prioritising work activities
- Ways to ensure you complete your allocated tasks.

Apply industry knowledge and information to the day-to-day operation of the tourism business:

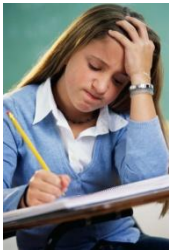
- Incorporating knowledge into everyday practice.

Presentation of written work

1. Introduction

It is important for students to present carefully prepared written work. Written presentation in industry must be professional in appearance and accurate in content. If students develop good writing skills whilst studying, they are able to easily transfer those skills to the workplace.

2. Style



Students should write in a style that is simple and concise. Short sentences and paragraphs are easier to read and understand. It helps to write a plan and at least one draft of the written work so that the final product will be well organized. The points presented will then follow a logical sequence and be relevant. Students should frequently refer to the question asked, to keep 'on track'. Teachers recognize and are critical of work that does not answer the question, or is 'padded' with irrelevant material. In summary, remember to:

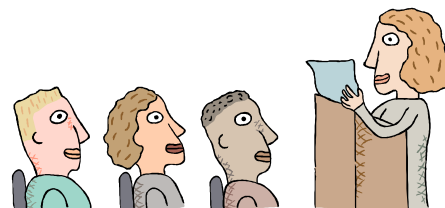
- Plan ahead
- Be clear and concise
- Answer the question
- Proofread the final draft.

3. Presenting Written Work

Types of written work

Students may be asked to write:

- Short and long reports
- Essays
- Records of interviews
- Questionnaires
- Business letters
- Resumes.



Format

All written work should be presented on A4 paper, single-sided with a left-hand margin. If work is word-processed, one-and-a-half or double spacing should be used. Handwritten work must be legible and should also be well spaced to allow for ease of reading. New paragraphs should not be indented but should be separated by a space. Pages must be numbered. If headings are also to be numbered, students should use a logical and sequential system of numbering.

Cover Sheet

All written work should be submitted with a cover sheet stapled to the front that contains:

- The student's name and student number
- The name of the class/unit
- The due date of the work
- The title of the work
- The teacher's name
- A signed declaration that the work does not involve plagiarism.

Keeping a Copy

Students must keep a copy of the written work in case it is lost. This rarely happens but it can be disastrous if a copy has not been kept.

Inclusive language

This means language that includes every section of the population. For instance, if a student were to write 'A nurse is responsible for the patients in her care at all times' it would be implying that all nurses are female and would be excluding male nurses.

Examples of appropriate language are shown on the right:

Mankind	<i>Humankind</i>
Barman/maid	<i>Bar attendant</i>
Host/hostess	<i>Host</i>
Waiter/waitress	<i>Waiter or waiting staff</i>

Recommended reading

Baldacchino, G; 2006 (1st edition); *Global Tourism and Informal Labour Relations: The Small Scale Syndrome at Work (Employment and Work Relations in Context)*, Routledge

Buhalis, Dimitrios; 2003 (1st edition); *eTourism: Information technology for strategic tourism management*, Prentice Hall

Chon, Kaye Sung & Edgell Sr, David; 2006 (1st edition); *Managing Sustainable Tourism: A Legacy for the Future*, Routledge

Conrady, Roland & Buck, Martin; **2012** (1st edition); *Trends and Issues in Global Tourism*, Spinger Publishers

Cook, Roy 2009 (4th Edition); *The Business of Travel*, Prentice Hall

Goeldner Charles R. 2012 (12th edition); *Tourism: Principles, Practices, Philosophies*, Wiley

Hall, Colin Michael; 2008 (1st edition); *Tourism Planning: Policies, Processes and Relationships*, Pearson/Prentice Hall

Ladkin, Adele; 2002 (1st edition); *Tourism Employment: Analysis & Planning (Aspects of Tourism, 6)*, Multilingual Matters

Lennon, John; 2003 (1st edition); *Tourism Statistics: International Perspectives and Current Issues*, Cengage Learning EMEA;

Mason, Peter; 2008 (2nd edition); *Tourism Impacts, Planning and Management*, Taylor & Francis

Molz , Jennie Germann ; 2012 (1st edition); *Travel Connections: Tourism, Technology and Togetherness in a Mobile World*, Routledge

Morris, Karen 2007 (7th edition); *Hotel, Restaurant, and Travel Law*, Delmar Cengage Learning

Sharpley, Richard, 2002 (1st edition); *Tourism and development – concepts and issues*, Channel view publications

Walker, John R and Walker, Josielyn; 2010 (1st edition); *Tourism: Concepts and Practices* , Prentice Hall

Weaver, David; 2005 (1st edition); *Sustainable Tourism*, Taylor & Francis

Yeoman, Ian; 2008 (1st edition); *Tomorrow's Tourist – Scenarios and Trends*, Future Foundation

Zhou, Zongqing; 2003 (1st edition); *E-Commerce and Information Technology in Hospitality and Tourism*, Delmar Cengage Learning

Trainee evaluation sheet

Develop and update tourism industry knowledge

The following statements are about the competency you have just completed.

Please tick the appropriate box	Agree	Don't Know	Do Not Agree	Does Not Apply
There was too much in this competency to cover without rushing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most of the competency seemed relevant to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The competency was at the right level for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I got enough help from my trainer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of activities was sufficient.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The competency allowed me to use my own initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My training was well-organized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My trainer had time to answer my questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I understood how I was going to be assessed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I was given enough time to practice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My trainer feedback was useful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enough equipment was available and it worked well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The activities were too hard for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The best things about this unit were:

The worst things about this unit were:

The things you should change in this unit are:



William
Angliss
Institute

Specialist centre
for foods, tourism
& hospitality



**Australian
AID** 