

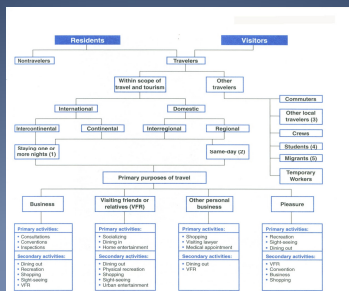
The Domains of Tourism & Hospitality Management

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Tourism: Definition

“Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes” (United Nations World Tourism Organization)

Who are the Tourists?

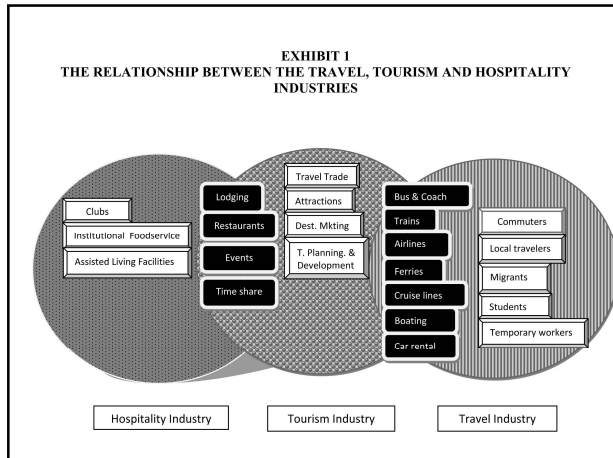


What is the Tourism Industry?

- An industry that is made up of all businesses that provide goods and services to tourists (persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes).

Hospitality Industry: Definition

An industry that is made up of businesses that provide accommodation, food and beverage, meetings and entertainment to tourists, travelers and local residents.



The Difference between Travel & Tourism

- By closely examining the above definitions one can quickly surmise that:
- The travel and tourism industries are not one and the same and tourism is not a subset of the travel industry.
- While it is true that the travel industry provides transportation to tourists and non-tourists alike, the tourism industry is composed of businesses such as accommodation, food and beverage, meeting and events, that provide non-transportation services and goods to tourists .

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The Difference between Travel & Tourism

- Thus, the tourism industry is at the same time more and less than then the travel industry.
- It is more than the travel industry because it also provides non-travel goods and services to tourists such as accommodation, restaurants, events and time share facilities, and it is less than the travel industry, because the travel industry provides many modes and forms of passenger transportation to non-tourists (locals) as well.

The Difference between Travel & Tourism

- But as can be seen from Exhibit 1 the two industries have quite a few things in common and overlap significantly.

The Difference between Tourism & Hospitality

- The tourism and hospitality industries are neither identical nor interchangeable.
- While tourism is comprised of many goods and services that are produced by hospitality enterprises, these hospitality businesses also provide goods and services to non-tourists (local residents and non-tourist travelers) as well .
- And indeed in some communities where tourists do not visit, the hospitality industry provides goods and services only to locals

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The Difference between Tourism & Hospitality

- Furthermore, a number of hospitality businesses such as clubs, institutional foodservices and assisted living facilities (ALF) provide goods and services to locals only and have absolutely nothing to do with tourists.
- Thus, once more as can be seen in Exhibit 1, the hospitality industry is at the same time more and less than the tourism industry.

The Difference between Tourism & Hospitality

- It is more than the tourism industry because it consists of many businesses that are strictly for locals (i.e. institutional foodservice, clubs, and ALF's).
- It is less than the tourism industry because the tourism industry is comprised of many non-hospitality businesses such as:
 - travel trade (travel agents and tour operators),
 - tourist attractions (man-made and natural sites and events),
 - passenger transport companies (i.e., airlines, coaches, cruise lines, rental cars, etc.) and
 - macro issues at the destination level (i.e. destination planning & development and destination management and marketing).

The Difference between Tourism & Hospitality

- But, as was the case with the relationship between the travel and tourism industries, the hospitality and tourism industries overlap in numerous ways.

WHAT IS HOSPITALITY AND WHAT ARE THE DIFFERENT APPROACHES TO ITS ESSENCE?

Hospitableness

- An approach, which emphasizes the emotional dimensions of hospitality, or the role of “the spirit of hospitality”, and refers to hospitality as “a transaction between host and guest, together with cultural and religious obligations associated with the two roles” (Lashley, 2000).

Hospitableness

- Hospitableness is “concerned with host behavior and the personal qualities used to ensure the wellbeing and comfort of guests”.
- At the heart of this approach is the claim that hospitality practitioners, who provide professional hospitality services (food, drinks and accommodation) – and thus belong to the commercial domain – should be inspired and influenced by the other two spheres of hospitality:
 - the social/cultural and
 - the domestic/private spheres

Hospitableness

- This approach views hospitality from other angles rather than from the business perspective angle.
- Its followers advocate the 'liberation' of hospitality management education from its vocational and management base and suggest to add more liberal contents in the curriculum (Morrison & O'Mahony, 2003).
- They argue that in addition to meeting the needs of industry and employers, hospitality studies should include the topic as part of social sciences (Lashley, 1999, 2004).

Hospitableness

- Some researchers (Slattery 2002) strongly reject the hospitableness approach as being naïve and archaic.
- The main reason for rejecting the hospitableness view, is the association between the private and the commercial domain.
- According to Slattery, the very idea of the hospitality industry is that it occurs out of the home in venues designed to meet specific hospitality demand.
- While hospitality provided in a home setting is a marginal activity, it is the *raison d'être* of the hospitality industry

Hospitableness

- Viewing the hospitality industry as a platform for hosts-guests relations is wrong, since this relation is actually between sellers and buyers and constitutes an economic rather than a philanthropic exchange.
- Therefore, applying host-guest relations taken from the domestic domain equals confusing a business with a home.
- Regarding the social domain of hospitality, Slattery argues that it has neither relevance for the modern hospitality industry, nor for the attempts to educate professional hospitality employees.

Professionalism

- This approach views commercial hospitality [as opposed to an in-home setting] as a series of business transactions between professional service providers and customers.
- Researchers such as Sheldon (1989) examined to which extent five sectors of the tourism and hospitality industries have achieved a professional status, based on twelve dimensions of professionalism (such as the length of training/education, the existence of a code of ethics, the complexity of the occupation, etc.).

Professionalism

- She found that while the accommodation and transport sectors are perceived to be the most professional, the food service sector is perceived to be the least professional.
- In an attempt to establish a professional status for the hospitality industry, and for the service industries, in general, various researchers have investigated the skills, attitudes and personality traits required from employees in the industry.

Professionalism

- Frei and McDaniel (1998) found that good customer service is strongly related to three of the Big-Five personality dimensions:
 1. Agreeableness
 - 1. being trusting,
 - 2. cooperative, and
 - 3. good-natured;
 2. Emotional stability
 - 1. low levels of anxiousness,
 - 2. low levels of hostility, and
 - 3. low levels of vulnerability);
 3. Conscientiousness
 - 1. Orderliness, and
 - 2. achievement striving.

Professionalism

- From a customers' perception, Kuo (2007) found that most valued professional attributes among hotel employees were:
 - friendliness,
 - empathic feelings,
 - enthusiastic service-providing, and
 - problem solving.
- From a hospitality managers' point of view Tesone & Ricci (2006), found that the most valued professional attributes of hospitality employees were:
 - empathy,
 - creativity,
 - assertiveness,
 - social collaborations,
 - nurturing (helping others)
 - and selflessness

Professionalism

- From the perspective of the employees themselves, studies focusing on the professional skills required in the hospitality industry (Baum, 2007; Baum & Devine, 2005; Hai-yan & Baum, 2006), have shown the increasing importance of 'soft skills', such as:
 - oral communication,
 - interpersonal skills,
 - customer care, and
 - team work.
- over technical skills, such as
 - accounting and
 - IT

Professionalism

- Because of this, researchers such as Pizam (2007a) called for educating the students towards exhibiting professional behavior, which includes the following:
 1. an array of external behavior, such as good manners, civility, and proper speech;
 2. an assortment of technical and conceptual skills, and competence in the field of hospitality; and
 3. a personality and character directed toward providing high-quality service, ethical and moral conduct, integrity, commitment to excellence, etc.

THE ACADEMIC STUDY OF TOURISM VS. TOURISM/HOSPITALITY MANAGEMENT

The Academic Study of Tourism vs. Tourism and/or Hospitality Management

- Generally speaking, the study of tourism as a socio-economic phenomenon is concerned with macro aspects such as:
 - The impacts of tourism on a society:
 - economic
 - social
 - environmental,
 - Tourism planning and development (i.e. sustainable or green tourism)
 - Tourism's political and legal implications,
 - Spatial aspects of tourism, etc
 - Transportation & infrastructure

The Academic Study of Tourism vs. Tourism and/or Hospitality Management

- These types of studies occur within the disciplines of :
 - Geography,
 - Economics,
 - Sociology,
 - Anthropology,
 - Urban & Regional Planning,
 - Transportation,
 - Political Science, etc.

The Academic Study of Tourism vs. Tourism and/or Hospitality Management

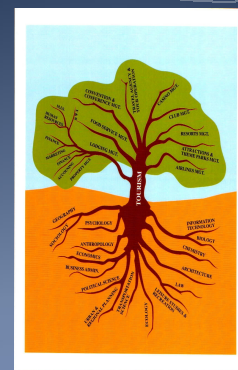
- In contrast to the previous studies, the study of tourism or hospitality as industries involved in business transactions is mainly concerned with micro aspects, namely the management of tourism/hospitality enterprises.
- Its academic and disciplinary origins are anchored mostly in:
 1. A combination of business administration functional areas such as:
 - Marketing,
 - Management,
 - Accounting,
 - Finance,
 - Human Resources,
 - Information Technology
 - Legal Aspects of business, etc.

The Academic Study of Tourism vs. Tourism and/or Hospitality Management

2. *Tourism/Hospitality Contextual Studies (industry sectors) such as:*
 1. Lodging (Hotels, Motels, Time share, Assisted Living Facilities, etc)
 2. Restaurants/Foodservice
 3. Travel trade (Travel Agencies, Tour Operators, etc.)
 4. Events
 5. Attractions (Heritage, Natural, Theme Parks, etc.)
 6. Transportation (Land, Sea, Air)
 7. Clubs (Country, Golf, etc.)

The Academic Study of Tourism vs. Tourism and/or Hospitality Management

2. A small dose of tourism/hospitality-oriented studies in the following disciplines:
 1. Economics,
 2. Sociology,
 3. Anthropology,
 4. Urban & Regional Planning,
 5. Engineering
 1. Industrial
 2. Mechanical (Heat, Light & Power)
 6. Food Science & Nutrition



Conclusion

- In conclusion, most career-based tourism/hospitality programs at universities have management syllabi that emphasize the acquisition of technical and conceptual skills combined with a significant dose of professionalism and service orientation.

Thank you for your attention !!!