



Textbook of
INTRODUCTION TO
TOURISM
Grade 10



GOVERNMENT OF PAKISTAN

Ministry of Federal Education and Professional Training Islamabad

In Collaboration with

National Vocational and Technical Training Commission

Textbook of
INTRODUCTION TO TOURISM

GRADE

10



Ministry of Federal Education and Professional Training

Islamabad

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PREFACE

This book has been written to meet the requirements of Matric Tech to train and provide knowledge to the students of the Tourism Industry. Matric Tech in Tourism Industry has been introduced for the first time in the history of Pakistan. This textbook is the first national effort to describe all the topics related to Tourism development in one book. All the resources have been inputted to make this book useful and informative. All the chapters cover the basic details that are understandable to the students of Matric Tech. All chapters include assessments in form of MCQs, short questions, and long questions.

The book covers 40% theory and 60% practical content. We hope that this book will be helpful in preparing students for the challenges of the trade. Any suggestions for the improvement of the book by teachers and students will be highly appreciated.

Executive Director
National Vocational & Technical Training Commission
(NAVTTTC)

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Chapter 1 Introduction to Tourism - II



Students Learning Outcomes

After studying this chapter you will be able to:

- know about national and international tourism.
- understand scope of national level tourism.
- learn about tourism benefits (cross cultural exposure economy, infrastructure).
- know about how tourism sector help in developing local economy.
- learn about tourism services.
- understand importance of tourism services for national economy.

NATIONAL AND INTERNATIONAL TOURISM

National tourism is defined as people traveling from one place to another place within the country. It is also known as domestic tourism or domestic traveling. The ratio of national tourism is higher than international tourism as people have multiple reasons for traveling from one city to another. The most common reason for traveling domestically is the need for vacation or leisure purposes. People save money throughout the year to travel and explore different parts of a country. The other reason is the love and belonging of the family members or friends that are living in another city. Professional, political, medical, and academic reasons are also included in domestic traveling.

There are many tour destinations in Pakistan for local as well as international tourists. These places include:

- Swat Valley
- Hunza Valley
- Deosai Plains National Park
- Shah Jahan Masjid
- Faisal Masjid
- Tomb of Quaid
- Fairy Meadows, etc.



International tourism is defined as traveling people outside the country for various purposes. Many people travel worldwide each year. International tourism promotes and develops cross-cultural understanding. International traveling allows the tourist to travel outside the country with passports. People tend to fly internationally for holidays, employment, visiting family members, etc. International tourism impacts the economy of the country that generates and helps in the betterment of infrastructure, transportation, accommodation, food, etc.

Some of the following destinations are examples of international tourism.

- Eiffel Tower, Paris
- The Colosseum, Rome
- Statue of Liberty, New York City
- The Acropolis
- Pyramids of Ghiza
- Great Wall of China

SCOPE OF TOURISM

People travel in different parts of the world to visit natural and manmade areas. It helps in building more hotels, guesthouses, and other services and facilities for the tourists, providing various resources to explore different areas. Tourism is a vital component of a country's economic growth and development. Tourism geography encompasses a wide range of interests, including the influence of tourism on the environment, tourism landscapes, and leisure economies. Tourism management is typically a bright and promising employment sector since it provides a wide range of job opportunities in both the private and public sectors. The growth in the tourism industry in Pakistan creates more career opportunities for locals in different areas such as studying tour destinations, planning the tour, organizing events, developing marketing strategies, and increased investment in the lodging industry. Tourism management is about travel and tour planning based on the interests of visitors. It involves lodging, transportation, food, events, conferences, and other business-related activities.

TOURISM AND ITS BENEFITS

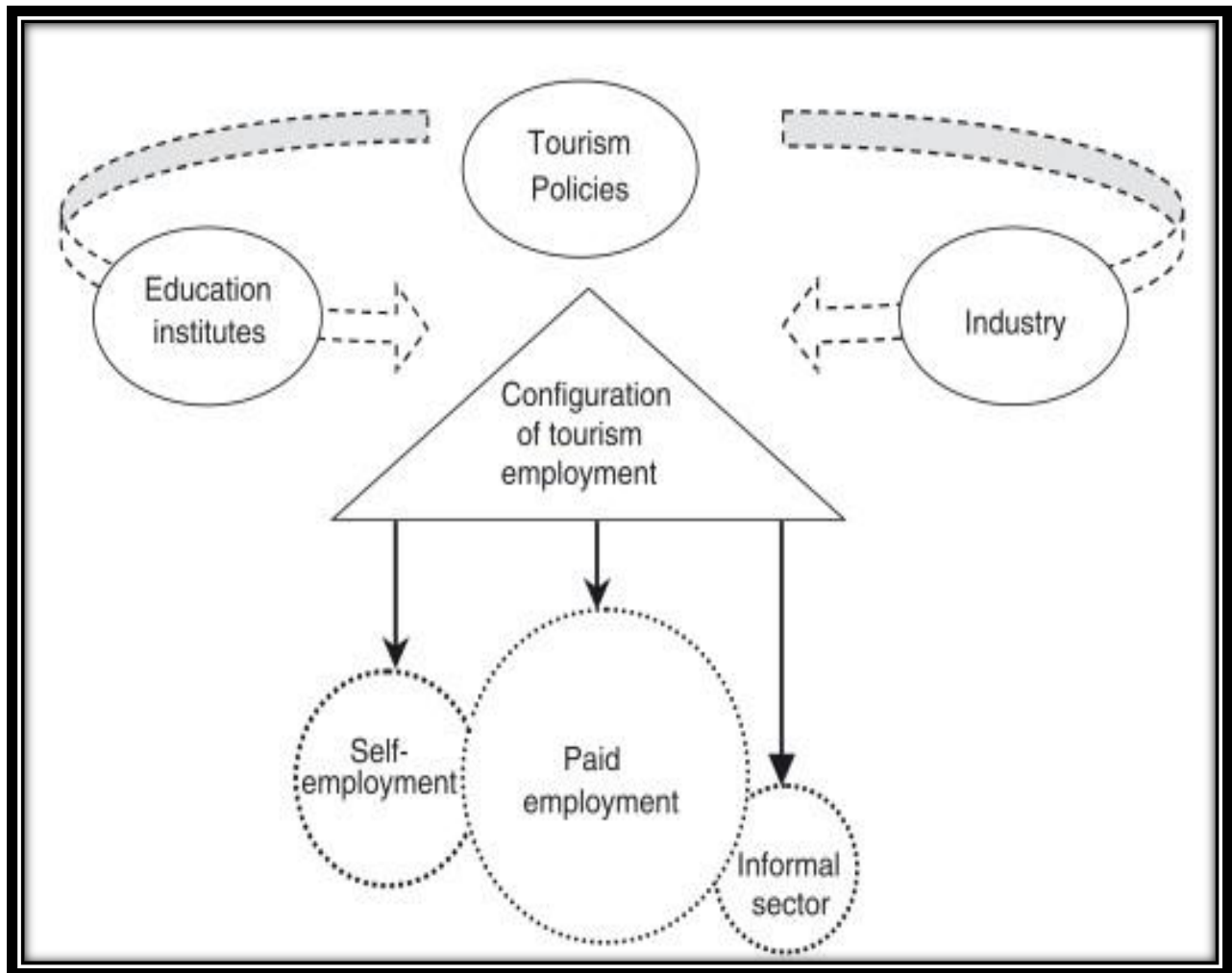
The tourism industry plays a vital role in every area, from increasing the economy of the country to improving the lifestyle. There are several benefits of the tourism industry for a country. Tourism benefits local communities in various ways. It helps in creating job opportunities and businesses through a creative entrepreneurial process in different areas such as hotels, restaurants, car rental services, tour companies, sports equipment, etc. Tourism also helps local communities in preserving local heritage and wildlife to explore, especially for travelers.

The benefits of tourism includes employment opportunities, growth of service sectors, foreign exchange earnings, etc.

Introduction to Tourism

The revenue generated through the tourism industry can be used on a national and local level to improve education, and infrastructure and to promote more responsible tourism. It also helps the businesses to increase opportunities at local as well as national level. The tourism industry encourages the development of a better lifestyle for the local community by enhancing the roads and transport services, and providing better power supplies.

Due to the activity in the tourism sector, the benefits stimulate the development of infrastructures like roads, railways, airports, water and energy and supply, medical services to generate employment opportunities for the local community to encourage tourism.



IMPORTANCE OF TOURISM SERVICES

Tourism services are designed to facilitate the tourists by providing better accommodation, transportation, security as well as other related services. These services help in creating a good experience for travelers.

The types of tourism services are as follows.

- Accommodation
- Transportation
- Tour guide
- Travel agencies
- Tour operators
- Restaurants
- Convention Centers, etc.

The importance of providing better tourism services to the tourists ensures the growth of the tourism industry of the country. It is important to create a healthy and sustainable environment for both the local community as well as for the tourists so that the tourism remains consistent and enhances the overall development of a country. This means hospitality sectors especially hotels and restaurants need to provide top-notch services to the guests and enhance the standards.

The tourism industry and its services are actively promoted in Pakistan to strengthen the national economy which leads the country towards the growth of tourism.

SUMMARY

People tend to travel both nationally and internationally for various reasons. These reasons include traveling for leisure, holidays, business, and meeting with friends and families. It is important to create a healthy and sustainable environment for both the local community as well as for the tourists so that the tourism remains consistent and helps in the development of the country.

Practical Activities

- Travel to any city by any mode of transport, explore and observe different areas and share your experience in class
- Group debate on how the tourism sector is helping in developing the local economy of Pakistan

Exercise

Question No. 1. Choose the correct option

- i. National tourism means _____.
 - a. people traveling outside the country
 - b. people traveling within the country
 - c. people living in a country of similar nationality
 - d. people traveling to a different nation

- ii. Traveling within the same country is known as _____.
 - a. International traveling
 - b. Domestic traveling
 - c. Leisure traveling
 - d. Traditional traveling

- iii. _____ is required to travel outside the country as a tourist.
 - a. Education
 - b. Travel plan
 - c. Passport
 - d. Experience

- iv. The growth in tourism industry helps in creating more _____.
 - a. job opportunities
 - b. destination awareness
 - c. high-level education
 - d. different communities

- v. When a visitor travels in his own country of residence, he is a _____ visitor.
 - a. domestic
 - b. international
 - c. inbound
 - d. outbound

- vi. Tourism helps local communities in preserving _____.
 - a. nature
 - b. environment
 - c. heritage
 - d. businesses

- vii. Pakistan enhanced the development of roads, buildings, railways, and schools to encourage _____.
 - a. tourism
 - b. economy
 - c. image
 - d. travel agencies

- viii. _____ is **NOT** a type of tourism service.
 - a. Accommodation
 - b. Travel agencies
 - c. Transportation
 - d. Education

- ix. Providing better tourism services to the tourists ensure the growth of _____.
 - a. tourism industry
 - b. local communities
 - c. infrastructure
 - d. lifestyle

- x. _____ is **NOT** a major component of tourism.
 - a. Transport
 - b. Accommodation
 - c. Tour operators
 - d. Shops

Q. No.2. Write short answers to the following questions.

1. Define national tourism.
2. Define international tourism.
3. What is meant by tour guides?
4. State some of the reasons why people travel.
5. What is the difference between national and international tourism?

Q. No.3. Give detailed answers to the following questions.

1. Explain the benefits of tourism in maintaining national and international tourism?
2. Explain the scope of the tourism industry in Pakistan.
3. Write an essay on tourism and its benefits.
4. Write down the importance of tourism services.



Students Learning Outcomes

After studying this chapter you will be able to:

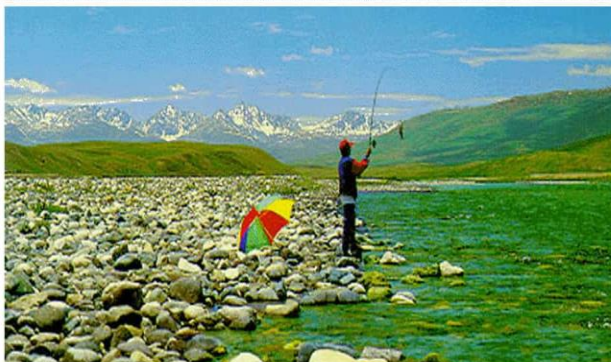
- define adventure tourism.
- understand tourism life cycle (butler model).
- learn basic techniques, skills, and requirements for camping.
- identify a location for camping.
- know technique of setting up a camp.
- know the threats and challenges.
- know about the safety and security measures during camping.
- understand why do tourists come to visit places.
- factors that attract tourists.

ADVENTURE TOURISM

Adventure tourism is a tourist activity that involves physical activity, cultural exchange, or activities in nature. Adventure tourism is the traveling of people from one place to another to explore remote and unusual areas that include physical activities. Adventure tourism is also known as a physically challenging element of a tourist's experience.

Adventure tourism is a way of experiencing major attractions in an outdoor environment that has natural features. Therefore, adventure tourism can refer to activities for tourists which have high-level risks or excitement. Following are examples of adventure tourism.

- Hiking
- Sky diving
- Mountaineering
- Kayaking
- Water rafting
- of Camping
- Fishing
- Safaris
- Surfing, etc.



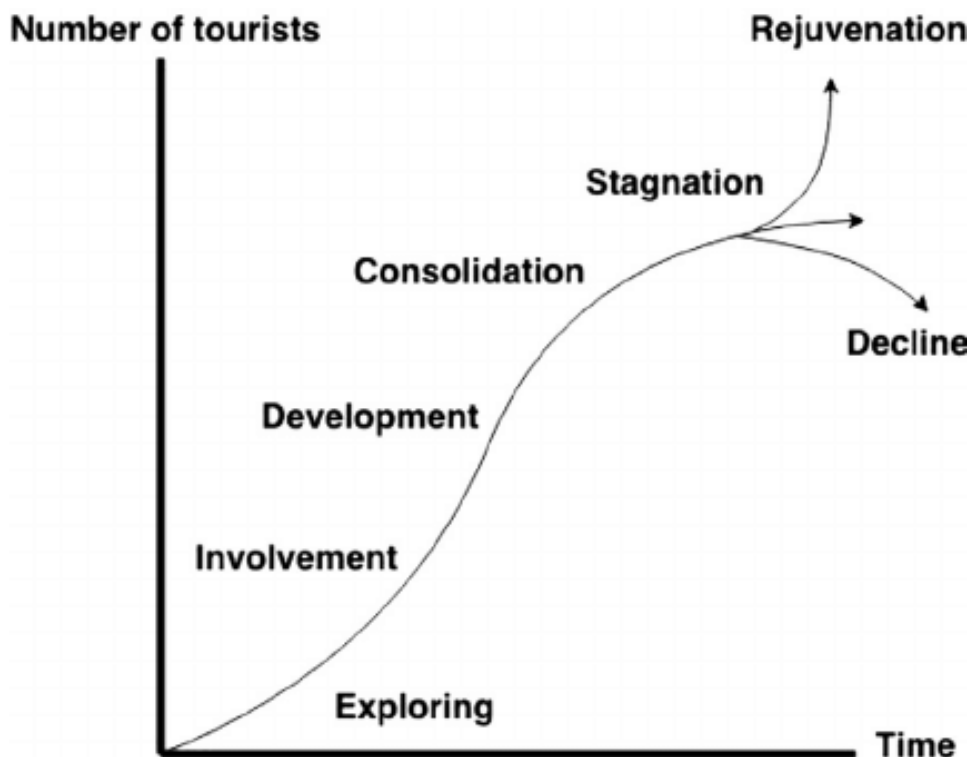
TOURISM LIFE CYCLE (BUTLER MODEL)

The tourism area life cycle which is also known as TALC (Butler model, 1980) consists of six stages that a tourist experiences. These stages of a tourist destination are as following.

1. Exploration
2. Involvement
3. Development
4. Consolidation
5. Stagnation
6. Decline or Rejuvenation

Butler's model consists of a simple linear graph, which shows different stages in tourism development regarding the number of tourist growth. In this model, Butler demonstrated 6 stages of tourism development.

Diagram 1: The Theoretical life cycle of a destination



EXPLORATION

At this stage, the tourism life cycle begins with the social and economic benefits. Tourism attractions are focused on nature as well as culture. This is the first phase when governments and local people start to think about tourism and how they could capitalize on the opportunities of this industry.

1. INVOLVEMENT

The involvement sets to focus on tourism development. Accommodation sectors gain attention from the tourists, foreign investors show signs of interest in investments and government sectors develop the transport infrastructure and collect resources for the community, such as airports, health care facilities, roads, etc.

2. DEVELOPMENT

Tourists' numbers rapidly increase at this stage because of the development in different areas such as the promotion of artificial attraction, betterment of the environment through sustainability, improving roads and transportation, enhanced accessibility, medical facilities, etc.

3. CONSOLIDATION

The growth rate of tourism declines; decreasing the number of tourists and the negligence of taking proper care of the products and services.

4. STAGNATION

Stagnation means the lack of activity or growth. This stage represents the start of the decline in the tourism industry. The number of visitors traveling around the world reached its peak meaning the destination is no longer desirable for the tourists. The decline in tourism means that during stagnation the visitor numbers see a negative impact due to over-tourism.

5. DECLINE OR REJUVENATION

The outcome stage of Butler's Tourism Area Life Cycle Model (TALC) shows an overall range of possible outcomes between decline and rejuvenation. Major redevelopments take place, adding new attraction sites, giving attention to sustainability and a change in the target market.

BASIC TECHNIQUES, SKILLS THREATS, AND REQUIREMENTS FOR CAMPING

Camping means an outdoor activity that involves overnight staying without a shelter. There are different types of camping, for example, tent camping or backpack camping, etc.

People go for camping due to many reasons that involve spending time in nature, going for an adventure, experiencing a trip, learning how to build a fire as a camping lesson, or just disconnecting from the technology and reconnecting with nature.

However as easy as camping seems to be, not everyone can be a perfect camper. Camping needs pre-planning and skills to have a great camping experience. Following are the skills and techniques for camping.

1. Geography Knowledge

For a camper knowing camping is important. It is important to know about the ideal location for camping. A camper should know how to read a map, be able to use a compass and a binocular, and select the most suitable place for camping.

2. First Aid

It is essential to keep a first aid kit when going on a camping trip or an outdoor activity as it is difficult to have access to hospitals or pharmacies nearby. A camper should know how to use a Band-Aid and other first aid equipment. The first aid kit helps you with injuries that commonly occur while out camping.

3. Animal and Plantation Recognition

A camper should be aware of wildlife while camping in natural areas. There are wildlife animals that can be seen or heard during camping trips. Avoid taking pictures of a wild animal with a close-up. Do not feed or throw something at them.

Avoid touching or damaging plants in natural areas while camping. Some of these plants are poisonous and toxic. They release some kind of poison when plucked. One of the plants is poison ivy which can cause a rash or allergies to the skin.

4. Proper Planning

It is important to plan a trip before camping. Planning skills are an essential part of going on a camping trip. Without proper planning, a camper will not be able to experience any safe and exciting adventure.

5. Building a Campfire

There's no fun in camping without a campfire – if you want to go camping you need to know about building a stable campfire. It also helps as a source of light, warmth, and a tool to cook food while camping. Building a campfire also keeps the wildlife away.

6. Survival Skills

A camper should learn and know some basic skills to tackle any survival situation. These skills include:

- Tying knots of a camp
- Making a weapon out of wood
- Building a shelter
- Basic Band-Aid
- Fishing and trapping

7. Cooking

Cooking is not a very necessary skill while camping, but it is a useful skill under some circumstances. If you know basic cooking you can cook by using the woods during camping.

8. Cooperation and Interpersonal Skills

The ability and skill to cooperate with others and also maintain a good relationship are essential to staying in good company and a positive atmosphere. It is important to keep the temper normal in a frustrating situation. Communicate calmly with the rest of the campers. Teamwork skills are a great source for cooking food and building a fire camp.

BASIC TECHNIQUES OF SETTING UP A CAMP

Camping is an outdoor recreational activity usually done in natural areas. Campers go on camping trips to a forest, in the woods, or near a river for one or more nights. There are a few basic techniques for setting up a camp that campers should know.



Following are the techniques:

- Choose a camping trip wisely.
- Set up your tent on a flat and bare surface.
- Use tent pegs or stakes properly to maintain the shape of a tent.
- Make sure to observe the surroundings of the camping location.
- Bring ready-made food for the overnight stay.
- Bring a flashlight or a headlamp, camping pillow, sleeping bags, etc.
- Take a hammer or rubber mallet along with the remaining camping essentials.

THREATS AND CHALLENGES DURING CAMPING

There are a few threats and challenges for campers during camping activities. Unpredicted bad weather is one of the most common challenges a camper face. It is important to pack things considering the weather prediction and stay up-to-date.

Consider the right shelter or campground site according to age, physical limitations, and medical needs. Different amenities should be packed before planning to camp anywhere, so that the proper site be selected for right camping.

The government also offers small cabins near the camping sites for the campers or tourists as a safety measure. Water taps are also installed, and a small park with benches and restrooms is also built and provided by the government for the tourists and locals who plan to camp in natural areas.

SAFETY AND SECURITY MEASURES FOR CAMPING

Safety and security measures of camping mean eliminating any risk that can occur on a camping site or during a camping trip. Following are a few tips which ensures to safe and secure during camping trip.

1. Be aware of any risks around your camping tent

Make sure to check the area around your camp and consider the risks in the immediate area. Avoid placing your camp directly under large trees dropping large branches at any time. Consider the chances of rain and check where the water will flow.

2. Bring plenty of food and water

Bring a sufficient amount of food and water while you are going on a camping trip. Healthy food and snacks along with a sufficient amount of water and juice are required during camping trip. Air-tight containers are the best options to keep the food fresh and to keep it from the reach of wild insects.

3. Be aware of the weather

Keep an eye out for the weather forecast of specific day when you are planning to go for a camping trip. Consider both day-time and night-time temperatures and make appropriate measures as per requirement. Prepare a complete checklist of the things.

4. Keep your eye out for wildlife

Nature areas consist of wild life so it important to take necessary precautions before and during camping trip.

SITE SEEING AND REASON PEOPLE GOR FOR VISITING PLACES

Site seeing is an activity that involves traveling and visiting interesting places in a particular location. People go for sites seeing to explore, have fun, and spend quality time with friends and family or just to make a day memorable.

Some people like to travel and visit new attraction sites to learn and explore different cultures and their history. The scenic beauty and diverse landscape in Pakistan attract many tourists from all

Introduction to Tourism

over the world. Other reasons for people to travel and visit attraction sites in Pakistan are to explore its natural beauty, experience different cultures, and amazing food, experience festive culture, or visit artistry and handmade potteries. Some famous attraction sites in Pakistan include the following:

- Clifton beach (located on the Arabian Sea)
- Shalimar Bagh
- Shah Faisal Masjid
- Saif-ul-Maluk Lake
- Minar-e-Pakistan
- Pakistan Monument
- Lahore Museum
- Mazar-e-Quaid
- Lahore Zoo
- Khyber Pass
- Kund Malir beach
- Neelum Valley
- Ramkot Fort
- Hunza Valley
- Karakoram Highway
- Khunjerab National Park, etc.



Clifton beach, Karachi, Pakistan



Lake Saif ul Malook, Kaghan Valley, Pakistan



Minar e Pakistan, Lahore, Pakistan

The popularity of the destination does matter and there are some places that are listed as must-see destinations in the world of tourism. Tourists tend to visit those places that have a lot of information regarding the weather, wildlife, attractions, sightseeing. Detailed information about a specific place will lead tourists to visit such places especially when tourists are spending a lot of money.



FACTORS THAT ATTRACT TOURISTS

Tourists are people that travel from one place to another place inside or outside the country to spend leisure time, explore new places, or seek adventure. Tourism is characterized by the interactions between tourists and tourism destinations.

There are few factors that affects the tourists to travel and visit tourist sites of a particular place. These factors include:

1. Recommendation from friends and relatives to visit a particular location.
2. Some tourist destinations being famous for its attraction and beauty.
3. Upcoming events.
4. Famous cultural festivals.
5. Learning of a different culture, tradition and languages.
6. Experiencing new cuisines, etc.



SUMMARY

Adventure tourism means traveling from one place to another for the purpose of exploring remote and adventurous areas. Adventure tourism involves different activities such as hiking, sky diving, kayaking, etc. It is a tourism life cycle that consists of 6 stages that a tourist experience. Adventure tourism also involves camping, which requires some basic techniques for setting up a camp.

Practical Activities

- Visit a place in your city that involves an adventurous and exciting experience
- Make a plan of camping with your friends or family and set up a camp

Exercise

Q. No. 1. Choose the most suitable option

- Adventure tourism involves traveling to _____ areas.
a) remote b) indoor c) green d) mountain
- Adventure tourism is also known as _____ challenging activity.
a) brain b) physically c) environmentally d) tourism
- _____ is **NOT** a type of adventure tourism.
a) Hiking b) Mountaineering c) Meeting with friends or family d) Attending festival
- Butler model consists of _____ stages.
a) 4 b) 5 c) 6 d) 7
- Exploration cycle begins with social and _____ benefits.
a) development b) tourism c) economic d) infrastructure
- Tourists' numbers rapidly increase on _____ stage.
a) Stagnation b) Development c) Consolidation d) Exploration
- Camping is an _____ activity.
a) indoor b) outdoor c) tourism d) environmental
- _____ containers are the option for keeping the food fresh.
a) Closed b) Rounded c) Air-tight d) Shallow

- ix. Exploring scenic beauty and landscapes is called.
- a) Camping b) Sight seeing c) Exploring d) Experiencing
- x. Tourism is characterized by the interaction between tourist and _____.
- a) environment b) sustainability c) tourism destination d) tour guides

Q. No. 2. Write short answers to the following questions.

1. Define adventure tourism.
2. Give any 5 examples of adventure tourism.
3. What is kayaking?
4. How many stages are there in Tourism Life Cycle (Butler Model)?
5. What is camping?
6. Name any three necessities for camping.

Q. No. 3. Give detailed answers to the following questions.

1. Explain the reason tourists go for sightseeing.
2. Write an essay on the attraction sites of Pakistan
3. Explain the basic techniques of camping.
4. Describe the safety and security measures during camping.

Chapter 3 Travel Services for Tourism



Students Learning Outcomes

After studying this chapter you will be able to:

- identify key travel services and organizations nationally and internationally.
- know about current trends in travel services.
- understand the problems of tourists facing in travel services (travel restrictions reservations, vehicle availability).

TRAVEL SERVICES AND TOURISM INDUSTRY

Travel services mean booking or arranging travel packages for travelers from one location to another. It includes reservation of tickets, booking hotel rooms, and arranging other transportation and lodging facilities. These services are often done by travel agencies or tour brokers.

The travel and tourism industry are connected to each other, creating job opportunities for the local communities. Most of the employment opportunities in the world are related to the travel and tourism, restaurants, or hospitality industry that are all linked to customer services.

Travel services help customers to find out the best packages. They recommend destinations and make arrangements for the hotel accommodation, transportation, and tours for customers. Travel services support the development of the tourism industry and deliver customer satisfaction with the help of the latest technology.

Following are the components of travel services in the tourism industry.

- Travel agencies
- Online travel agencies (OTAs)
- Tour operators
- Destination marketing organizations (DMOs)



National Organizations Working in Travel Services

There are some travel service organizations working on a national level in Pakistan. National Tourism Coordination Board (NTCB) is a national level organization along with its implementing body, Pakistan Tourism Development Corporation (PTDC) which is working for the betterment of tourism services in Pakistan.

There are a few more organizations that are currently working on the betterment of the tourism industry at a national level in Pakistan.

- (i) Department of Tourist Services (DTS), the main function is to regulate the hotel and travel trades which includes hotels, restaurants, travel agents, tour operators, and tour guides.
- (ii) Pakistan Association of Tour Operators (PATO): the main role is to promote tourism in Pakistan. PATO also focuses on promoting education and training in the field of tourism.
- (iii) Pakistan Hotels Association (PHA): the main role is to organize conventions, seminars, and conferences. PHA is also responsible for the expansion and development of existing hotels.
- (iv) Travel Agents Association of Pakistan (TAAP): the role is to promote air travel and convenience to domestic and international tourists.
- (v) Sustainable Tourism Foundation Pakistan (STFP): the main objective is to encourage and promote practices of sustainable tourism. STFP also works with tourism service providers to enhance the quality of their products.
- (vi) Khyber Pakhtunkhwa Culture and Tourism Authority (KPCTA): is dedicated to developing the potential tourist destination in the province.
- (vii) Tourism Department Gilgit-Baltistan (TDGB): role is to promote and preserve the natural environment and longest glaciers in Gilgit-Baltistan.
- (viii) Sindh Tourism Development Corporation (STDC): role is to promote and develop the tourism industry. It also focuses on arranging and providing all facilities, incentives, and amusement to tourists.



International Travel Service Providers

International Tourism Organization (ITO) is an organization created to monitor and increase interest in the tourism industry. International Tourism Organization plays a major role to bring various businesses involved in the industry. They also highlight the benefit this industry brings to different tourist destinations. Another international level organization or a council is the World Travel and Tourism Council (WTTC) which was created by a group of CEOs back in 1991. Its purpose is to help the industry grow by advertising the economic contribution that this industry provides. Some tourism sectors that are covered by WTTC include airlines, hotels, cruises, tour operators, and many other transportation companies. The World Tourism Organization (UNWTO) is the United Nations agency trusted with the responsibility of promotion and sustainability of tourism, being the leading organization of the tourism industry.



TRENDS IN TRAVEL SERVICES WORLDWIDE

People emphasize traveling and exploring new places domestically and internationally. The travel and tourism industry is constantly transforming because of the travelers' demand for new experiences, global technological advancements, and other dynamics. There are a few rising trends in travel services that help tour operators, Destination Marketing Organizations (DMOs), and other service providers.

Business leisure travel is a growing tourism trend in recent years. People who travel for business purposes extend their trip to leisure activities. Another trend in travel services is the use of automation. Travelers nowadays book their tickets and other transportation services through online platforms. Digitalization has led to a rise in online bookings and made it convenient for travelers too.

People need instant access to information when traveling. Following are the technologies that will keep increasing the trend in travel services worldwide:

- Mobile applications
- Self-service check-ins
- Automated and flexible cancellations
- Mobile boarding
- Contactless payments through mobile phones

Constant changes in travel, transportation, and technologies have led to some major changes in industry trends. Moreover, in today's world keeping safety and hygiene standards is important in all aspects, whether it is transportation, accommodation, or restaurants.

ISSUES AND PROBLEMS

The most common issue faced by the traveler is the travel restrictions when traveling from one place to another. Travelers face such issues as immigration process, visa issues, and sometimes not getting a visa on time due to religious festivals and holidays.

Other problems while traveling are the unavailability of vehicles and transportation services for travelers. Many vehicles are already booked by another group of travelers many days before arriving and some transportation services deny taking bookings for different places due to different issues.

The lack of transportation services makes it difficult causing the visitors to think before planning a trip even within the same city or area. One of the reasons travelers face such issues with travel services is the lack of training for the person arranging and booking a trip.

SUMMARY

Travel services mean to assist and provide services to the travel such as arranging tickets and accommodation, booking flights, and transportation. The travel and tourism industry is linked with each other and is evolving rapidly, creating more job opportunities, and increasing the economy of a country. There are a few organizations that are working in travel services in Pakistan such as the National Tourism Coordination Board (NTCB) and the Pakistan Tourism Development Council (PTDC) for the betterment of travel and tourism services in Pakistan.

Practical Activities

- Make a presentation on current trends in travel services.
- Visit NTCB and PTDC websites and make a presentation on their roles.

EXERCISES

Q. No. 1. Choose the most suitable option.

- i. People that travel within the country or outside the country are known as _____.
 a) Customers b) travel agents c) travelers d) government officers

- ii. Travel services help _____ to find the best package for traveling.
 a) customers b) locals c) agents d) community

- iii. OTAs stands for _____.
 a) Overall Travel Association c) Online Travel Agencies
 b) Online Tourism Association d) Overall Tour Agencies

- iv. NTCB is a _____ level organization.
 a) private b) semi-government c) national d) international

- v. Department of Tourist Services (DTS) main function is to regulate the _____ and _____ trades of Pakistan.
 a) hotels and travel c) lodging and exploring
 b) accommodation and transport d) food and restaurants

- vi. Travel Agents Association of Pakistan (TAAP) promote _____ to domestic and international tourists.
 a) accommodation b) transport c) air travel d) travel guide

- vii. PHA stands for _____.
 a) Pakistan Hotel Agencies c) Pakistan Hotel Association
 b) Pakistan Hospitality Agencies d) Pakistan Hotel Accommodation

- viii. Tourism Department Gilgit-Baltistan role is to promote and preserve the natural environment and _____ for tourism.
 a) longest roads b) longest glaciers c) mountains d) trails

- ix. International Tourism Organization (ITO) is an organization created to _____ the tourism industry.
 a) explore b) identify c) monitor d) increase

- x. The lack of _____ makes it difficult for tourist to plan a trip.
 a) Hotels b) transportation c) technology d) services

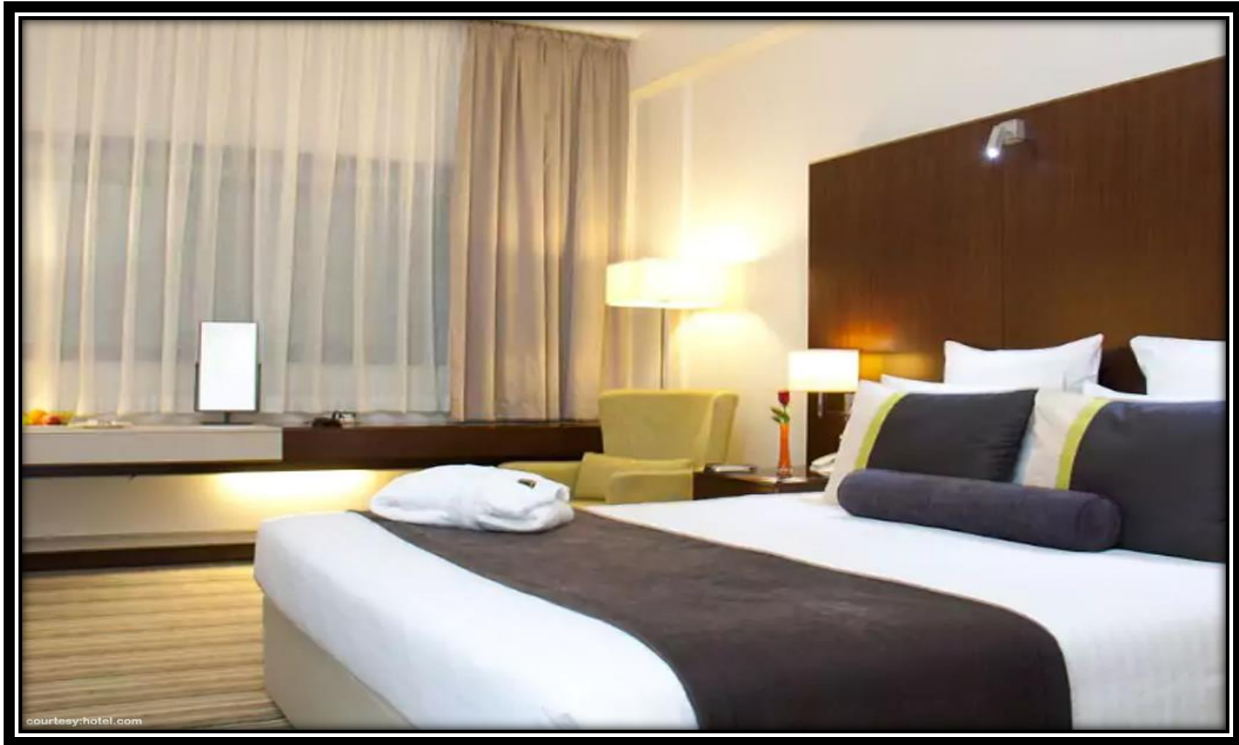
Q. No. 2. Write short answers to the following questions.

1. Define travel service
2. What are the components of travel services?
3. Name 2 national organizations of Pakistan working for the betterment of travel services?
4. What is the role of the Pakistan Association of Tour Operators (PATO)?
5. What is the main role of the Travel Agents Association of Pakistan (TAAP)?
6. Define the purpose of the International Tourism Organization?

Q. No. 3. Give detailed answers to the following questions.

1. Explain the relationship between travel services and the tourism industry.
2. Briefly explain the importance of the national organizations of Pakistan working in travel services.
3. Describe the main objective of Sustainable Tourism Foundation Pakistan.
4. Explain the trends in travel services worldwide.

Chapter 4 Hospitality and Lodging



Students Learning Outcomes

After studying this chapter you will be able to:

- learn about hotel structure independent ownership.
- understanding franchise agreements, and management contracts.
- known accommodation trends as per hotel category.
- understand accommodation facility in a hotel.
- define hotel functions.
- know about departments in a hotel.

Hospitality and Lodging Industry: An Overview

Hospitality is defined as meeting the needs and demands of guests in different ways. It is an act of being friendly and courteous to guests and visitors.

The main purpose of the hospitality and lodging industry is to provide accommodation, depending on the requirement of the guests. These requirements are fulfilled by the staff working in the hospitality sector such as hotels, guesthouses, resorts, and inns.

The hospitality and lodging industry offers employment opportunities in various departments with different types of personalities, backgrounds, or skills. The hospitality or lodging industry gets the revenue from the services or products they provide to the guests or visitors who are staying away from home for different purposes such as businesses, meetings, leisure, or vacations.



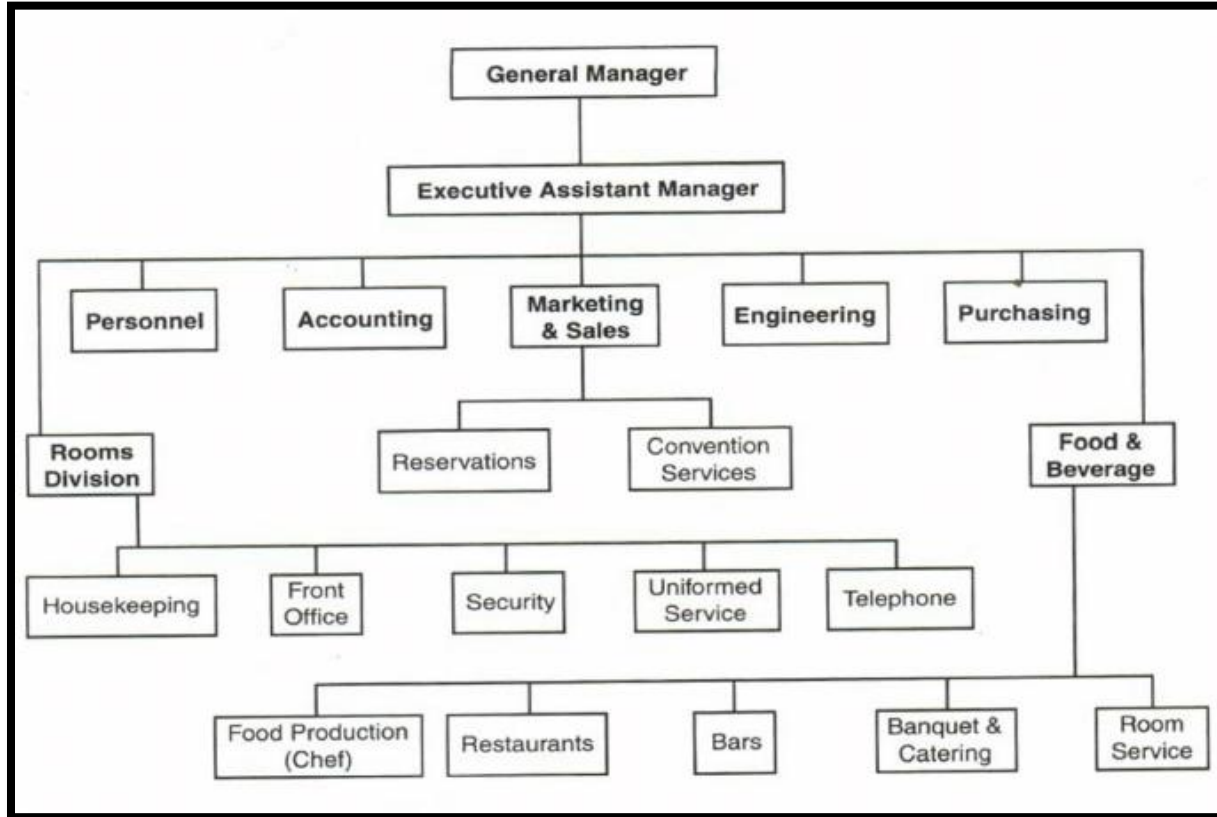
4.1 Hotel Structure and Independent Ownership

A hotel structure is defined as an organizational structure planned by the owner of the hotel to characterize departmental operations and responsibilities. Organizational structure helps to operate smooth functioning of each department, collectively.

The structure defines the organization's distribution of tasks and responsibilities equally among its management, staff, and employees. In order to carry out day-to-day operations of a hotel regardless of its property size, needs an organizational structure. It helps in dividing the tasks and job responsibilities and specifies the role of every department equally.

Hotels structure is clearly characterized by an organization chart. Each hotel is different and has unique features so the organizational structure varies from one another. The structure of a hotel depends on the size and function of the property.

The following picture shows the standard structure of a hotel



Independently owned hotel means a hotel that is not owned or linked to any international chain of hotels or a brand. These hotels or properties that do not allow any other proprietors (*a person who holds a property*) to use its name or brand.

Hotels that are working independently means they are not related to any hotel chain and are considered as ‘Independent hotels/ownership’. Hotels or lodging properties that have independent owners tend to be smaller; they may be owned by individuals or families, on partnerships or corporations. Large chain-affiliated properties may be owned by more than one individual or a group, for example, a government.

Independent hotels can make strategic changes and adapt to the customers’ needs and demands very quickly as compared to their competitors from franchises and chains that are sometimes restricted by the standard of the hotel and its type.

4.2 Franchise Agreement and Management Contracts

A franchise is an authorization that a company grants to someone to sell its goods or services or to participate in an activity that the business regulates. The business owner provides a license of its

business to a franchise along with its products, branding, and SOPs in exchange for a franchise fee.

A franchise agreement is a lawful contract document that outlines a franchisor's terms and conditions for a franchise. The document of these terms and conditions conducts the business operation. A franchise agreement is a contract in which the franchisor offers the franchisee the right to run a business or market, sell, or distribute goods or services that carry the franchisor's trademark. Examples of businesses that use franchise agreements include Convenience stores. Fast food and chain restaurants.

A management contract means a legal agreement between investors or owners of a project, and a management company, which is hired for coordinating and overseeing the operation of a business. A management contract is an arrangement in which an enterprise's operational authority is outsourced to a separate company that performs the necessary managerial functions in exchange for a fee. A management contract can cover a wide range of services, including technical operation and management of a manufacturing facility, personnel management, accounting, marketing services, and training.

Franchise agreements and management contracts are the primary methods to expand your brand or business. Giving a franchise is the most common way for some hotel companies to grow internationally.

Management contract-based companies or hotels are those that operate through the use of management agreements with little or no ownership involvement and companies that simply franchise their hotel name without providing any management-trained staff or any expertise aside from marketing.

1.3 Accommodation Trends

Hotels' reputation is based on their classification and categories. In general, hotel classification is categorized by their star rating. From one star being a cheap hotel and providing basic and limited services, to a five-star hotel which has everything in it in a luxurious manner.

Some commonly heard initiative trends of 2021 and in the future are smart hotels which contain the idea of the Internet of Things (IoT) into the property and is something that excites guests. It gives them a sense of luxury and a high level of convenience.

Sustainable hotels are generally concerned with the environment. They change the way how travelers choose their hotels. They are eco-friendly hotels and focus on saving energy and work on waste management as their priority.

Tourists prefer staying in a hotel while traveling, depending on the group of people and the next destination spot. Many people chose to stay in a budgeted hotel when traveling. The locals also prefer to stay in hotels due to different reasons. Some may like to make a change out of their usual routine and work, and some stay in hotels while traveling domestically.

OTAs (Online Travel Agencies) affected the structure of the hotels by making it easy for travelers to find and book hotels, and also for the accommodation sector to target its audience. Although hotels need to pay OTAs for their services, it also helps them build their name globally.

HOTELS	MOTELS
<ul style="list-style-type: none"> • Hotel is an establishment that provides lodging and meals, entertainment, and various personal services • Rooms are not accessible from an outdoor parking area • Provide more facilities and amenities than motels 	<ul style="list-style-type: none"> • Motel is an establishment which provides lodging and parking and in which the rooms are usually accessible from an outdoor parking area • Rooms are usually accessible from an outdoor parking area • Only provide basic facilities

Social media is another way to influence travelers and book hotels for accommodation. The lodging sector is finding ways through social media to build the loyalty of the customers. The other advantage of social media is that it makes your property available to travelers 24/7.

1.4 Accommodation Facilities

Accommodation sub-sectors and functions are known for the facilities and level of service they provide. The following hotel rating depends upon the availability of facilities to the tourists according to their ratings.

A 1-star hotel will only have the basic facilities and their services will be below or just average. 1-star hotels are only for those who don't have enough budget and are just looking for the basic necessities.

A 2-star hotel is kind of a better hotel in terms of services but is also limited to the products they offer.

A 3-star hotel has above-average services which can be of good hygiene standards and have multiple facilities. They have different room types and categories and also have the option of smoking or non-smoking rooms, pool view, or road facing view rooms.

A 4-star hotel has much better services and gives you more options and facilities as compared to the previous star rating hotels. These categories of hotels have different room types starting

from the standard rooms, deluxe rooms, executive rooms, and royal suites along with the executive club lounge area for the VIPS.

A 5-star hotel is the most luxurious hotel among the other hotel classifications. They have the best services you can ever expect and the facilities they provide are top-notch. It offers everything within its premises, from a large swimming pool to a luxurious gymnasium. Some of the hotel accommodation facilities are listed below.

- Standard rooms
- Deluxe rooms
- Executive rooms
- Suite rooms
- Health club
- Semi-open and outdoor restaurant
- Poolside bar
- Car parking
- Swimming pool/Jacuzzi
- Business Centre
- Wi-Fi in rooms and in public places
- Multi-cuisine restaurants
- Banquet facilities
- Butler services
- Room service (24/7)
- Baggage storeroom
- Full-service laundry
- Gift shops
- Turndown service
- Valet car parking
- Hairdressers
- Board/Meeting rooms
- Banquets with a maximum capacity

There are different types of rooms in the hotel such as; chalet rooms that are made of wood and have a wide heavy roof that slopes down. Standard rooms are the basic type of rooms offered by hotel chains or individual property. Standard rooms typically offer basic room facilities and the size of the room is generally small.

Deluxe rooms are moderate rooms and offer few luxurious amenities along with a bit large space than a standard room. A suite room offers a separate sitting or working area. They are more expensive than deluxe rooms and offer completely luxurious in-room facilities and amenities.

Executive rooms are higher in rates as compare to the deluxe and standard rooms. It consists of the extra amenities and access to the executive lounge for breakfast and hi-tea services.

Suite rooms include a drawing room in addition to the intern-connected rooms in some properties. It has a huge space and extra furniture in the room along with some high-end amenities and services. The room rate of suite rooms is higher than the other rooms.

1.5 Hotel Functions

The primary function of a hotel is to provide accommodation to the guests along with other facilities and services. These facilities include multiple-cuisine restaurants, recreation/entertainment, banquets for events, a business center, board rooms, etc. Hotels provide facilities and services to the guests and in return generate revenue.

Hotels provide all the services and comfort of home to those away from home. Some of the facilities and services differ from one hotel to another, depending on the size and star rating of a hotel. Hotel employees serve the basic function to ensure smooth service and solve every complaint of the guest. Hotel departments operate on a different level according to the responsibilities given by the management. Every department of a hotel is assigned to specific responsibilities and role that are to be performed on a daily basis.

1.6 Hotel Departments

There are different departments of a hotel that help the organization to operate and perform its tasks smoothly. The departments provide different levels of services and facilities to the guests.

The hotel departments depend on the size and structure of the property. These departments have different responsibilities and are entitled to focus on customer service. Following are the 11 departments of a hotel.

- **FRONT OFFICE**

The front office is the part of hotel that comes into contact with clients as well as marketing, sales, and support departments. Basically front office generates business/revenue for the hotels after providing services to the customers. Guests' first interaction is with the front desk staff, so it is necessary to make a good first impression as this department is the bridge between a guest and a hotel.

- **SALES AND MARKETING**

The sales and marketing department deals on the corporate level through contracts and public relations with different companies for the accommodation of the clients. This department generates the highest revenue for a hotel.

- **FOOD AND BEVERAGE**

The food and beverage department includes restaurants, events, and room service and provides multiple cuisines with different menu styles to the guest. The restaurants offer different types of menus, buffet breakfast, lunch, hi-tea, and dinner. Room service's purpose is to serve the guests' in rooms, which is known as 'in-room dining service'.

- **ENGINEERING AND MAINTENANCE**

The engineering and maintenance departments' role is to oversee all hotel maintenance issues. They monitor utility services like electricity, air conditions, hot-water services, etc.

- **ACCOUNTS**

The accounts department is responsible for the guest's checks and bills which are paid by the company of the guest. It also handles the payroll of every employee working in a hotel and is responsible for the cost of purchasing an inventory done by the purchasing department. The auditor is linked with the accounts department to assess the cost control and the total income through the sale of rooms and food and beverage.

- **IT**

The IT department is responsible for providing IT facilities to the customers as per their requirements throughout the hotel and is additionally responsible for all tech-related issues, and the room key-card problems as well.

- **SECURITY**

The security department of a hotel is responsible for the overall safety and security of a hotel building, in-house guests, visitors, and also the employees of the hotel and their belongings.

- **HOUSEKEEPING**

The housekeeping department is responsible for a hotels' cleanliness, maintenance, public area, back office area, and the rooms for the guests. It also provides services of laundry for the guests and employees. The housekeeping department is connected to the front office department to ensure the rooms are up-to-date and available for guest.

- **BANQUETS**

The banquet department is responsible for taking reservations and booking the event in different banquets on different dates. They organize and arrange the events according to the guest's requirements. The banquet department is a sub-department of food and beverage.

- **HUMAN RESOURCE**

The HR department is responsible for the hiring and firing of employees. They closely monitor every employee's behavior, attitude, and performance. The time office is responsible to ensure that the staff is on time for duty and seeing if any of the staff is doing overtime so they can keep that in the record for necessary payroll addition or deduction. Human Resource also focuses on the necessary training and development of employees to perform at the best of ability.

SUMMARY

Hospitality means catering to the needs and wants of the guests and providing a relaxing environment where the guests can stay, work, and spend leisure time away from home. Whereas, lodging means accommodating the guest and providing different services during their stay. A hotel offers various products and services to guests and travelers. Hotels consist of different departments within the organization such as front office, sales & marketing, housekeeping, food and beverage, etc. Each hotel is categorized according to its star rating and classification.

Practical Activities

- Visit any hotel in Pakistan, talk to the staff, and share your experience in the class.
- Visit a restaurant and experience the overall dine-in services then make a presentation of an organizational structure of that restaurant including the food taste and service.

Exercise

Q. No. 1. Choose the most suitable option

- Hospitality means to cater the needs and _____ of the guest.
a) demands b) experience c) accommodation d) maintenance
- Lodging means to _____.
a) accommodate b) arrange travel booking c) transport d) serve
- There are an average of _____ departments of a hotel.
a) 9 b) 10 c) 11 d) 12
- Hotel structure is planned by the hotel _____.
a) stakeholders b) employee c) owner d) guests
- Organizational structure help an organization to operate _____ from one department to another.
a) differently b) smoothly c) clearly d) uniquely
- The structure of a hotel depends on the _____ of the property.
a) location b) size c) image d) quality
- A hotel that is not owned by any international chain or property is called _____.
a) dependent hotel b) independent hotel

Chapter 5 Heritage Cultural Tourism Management



Students Learning Outcomes

After studying this chapter you will be able to:

- define heritage and cultural tourism management.
- understand the growth and development of the heritage and cultural industry within travel and tourism.
- define role and responsibilities of the heritage and cultural organizations.
- understand the organizational structure of culture and heritage.

HERITAGE AND CULTURAL TOURISM MANAGEMENT

Cultural heritage management is defined as establishing a balance between growing the tourism sector and producing revenue while maintaining the physical integrity of sites and promoting and celebrating their educational, historic, and cultural values.

Cultural heritage preservation preserves local and national identity and pride, as well as reminds people of their collective history and progress. Heritage of culture Tourism is important for a variety of reasons: it has a positive economic and social impact, it establishes and reinforces identity, it aids in the preservation of cultural heritage, it facilitates harmony and understanding among people by using culture as an instrument, it supports culture, and it aids in the revival of tourism.

A primary objective of cultural heritage management is to make the importance of history and the need for its preservation known to the host community and visitors. By generating funding, educating the local community, and influencing policy, tourism can capture the economic features of heritage and utilize them for conservation.

Pakistan has six heritage sites according to UNESCO, all of which are cultural locations. These six heritage sites of Pakistan are as follows.

- Ancient Monuments at Makli, Thatta
- Archaeological Ruins of Mohenjo-Daro
- Fort and Shalimar Gardens in Lahore
- Rohtas Fort
- Taxila
- Buddhist Ruins of Takht-i-Bahi, Khyber Pakhtunkhwa

Growth and Development of Heritage and Culture in Tourism Industry

The inherent desire of mankind to explore and learn about the cultural identities of different regions of the world has been one of the foundations of the tourism industry. Cultural heritage promotes national pride in domestic tourism. Cultural heritage promotes peace and understanding in international tourism by encouraging respect and understanding of different cultures.

The tourism industry is known for its role in developing the economic sector both domestically and globally. Culture is recognized as a powerful driving force and impacts the development of sustainable tourism. Cultural heritage provides unique and historically significant destinations, whereas tourism encourages cultural heritage by attracting tourists and enabling them to understand more about cultural backgrounds and heritage values.

Cultural heritage tourism helps communities and cities preserve their historical, cultural, and ecological assets. Whenever people speak regarding their families, regions, or rich identity, they typically involve their communities, demonstrating the importance of how the development of cultural heritage has benefited the lives of the locals in a healthy manner.

The tourism industry helps countries in promoting their cultural heritage by spreading awareness to the tourists. The tourism industry promotes the preservation of local traditions, customs, and culture. It promotes positive behavior towards the local community and helps improve the community's image and pride. Cultural heritage attractions are, by nature, unique and fragile. Therefore, the tourism industry helps in developing and promoting cultural heritage sites while protecting and preserving them for the long term.

Role and Responsibilities of Heritage and Cultural Organizations

Cultural heritage is preserved and promoted by international bodies. The development of culture and heritage is the responsibility of several organizations. UNESCO which stands for United Nations Educational, Scientific, and Cultural Organizations focuses on improving education, science, and culture around the world. The role of the United Nations Educational, Scientific, and Cultural Organizations (**UNESCO**) is to contribute to the development and maintenance of cultural peace among nations. UNESCO strives to create a more sustainable environment through better education, as well as an understanding of how to promote and maintain their culture and historical landmarks.

International Council on Monuments and Sites (**ICOMOS**) is also a professional organization. The main role of ICOMOS is to protect, promote and maintain the cultural heritage sites around the world including monuments and buildings. ICOMOS actively participates in the monitoring of the condition of conservation and maintenance of buildings included on the World Heritage List by conducting reactive observation, as well as offering technical advice on heritage and culture-related issues.

Heritage and Cultural Organization Structure

Heritage and cultural organizations working provincially play an important part in maintaining and preserving the heritage sites of each province accordingly. Cultural heritage institutions promote and preserve communities' identities, customs, and values in order to bring communities together.

There are three different provincial organizations that are responsible for promoting and preserving the cultural heritage in Pakistan.

Culture, Tourism, Antiquities and Archives Department was established in 1976 to maintain and protect the cultural heritage of the Sindh province. In early 2010, 126 archaeological sites and

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monuments including a few museums were transferred by the Federal Government (Department of Archaeology and Museums) to the Government of Sindh, Culture Department.

The Culture Department promotes Sindh's cultural heritage both within Pakistan and abroad; supports literary activities by establishing and maintaining public libraries,



publishing books, and protects historical / heritage buildings by ensuring the preservation of archaeological sites and monuments; and promotes literary activities by establishing and maintaining public libraries, and publishing books, etc. The department is well equipped and adequately resourced to achieve its above-stated objectives and goals.

Directorate of Culture (DoC) Khyber Pakhtunkhwa was established in November 2008. The role of the organization is to promote, control, and develop different cultural activities in Khyber Pakhtunkhwa. The Directorate of Culture (DoC) promotes the formed values of cultural organizations at the District and Divisional levels and ensures that the functions of these organizations are effective in promoting and developing cultural activities. Nishtar Hall, as an integral part of the province's cultural activities, is open all-time for the general public and admirers of art to hold their cultural events.

Information and Culture Department, the Government of Punjab serves as the government's facilitator for art and cultural promotion, as well as the preservation and presentation of Punjab's archaeological treasures. The goals of the Information and Culture Department are met by providing infrastructure in the form of buildings for Arts Councils and Art Galleries, organizing cultural activities, preserving and protecting archaeological and cultural heritage through the establishment of museums, and providing financial assistance to cultural and literary bodies.



The Government of Pakistan is also working in collaboration with The United Nations Educational Scientific, and Cultural Organization (UNESCO) to promote peace and awareness of the education, culture, and heritage of Pakistan. UNESCO is recognized by the Pakistani government as a long-term strategic partner in attaining Pakistan's national development plans and priorities.

The Department of Culture, Archives, and Tourism of Baluchistan works to preserve Baluchistan's tangible and intangible cultural heritage while also promoting tourism in the province. The forthcoming Gwadar project, which will connect Pakistan to Central Asia via a coastal roadway and communication linkages, would make these magnificent locations accessible to the entire world. As a result, the department's job is carefully adjusted to address current and future difficulties.

SUMMARY

Cultural heritage management establishes a balance between the tourism industry and the economy of a country. It helps in maintaining and promoting educational, historic and cultural values. Cultural heritage management objective is to spread the awareness of history and preservation of local communities. The governmental organizations in Pakistan is working with the UNESCO to promote peace and awareness of education, culture, and heritage of Pakistan.

Practical Activities

1. Visit any heritage site, prepare a presentation based on the experience and share it in class.

EXERCISES

Q. No. 1. Select the most suitable option.

- i. Cultural heritage management help in generating _____ for the development of local communities.
a) tourism b) funds c) tourists d) tour destinations
- ii. Heritage management promotes and celebrate educational, historic, and _____ values.
a) environmental b) community c) culture d) country
- iii. Pakistan has _____ heritage sites according to UNESCO.
a) 5 b) 6 c) 7 d) 8
- iv. Rohtas Fort is located near the city of _____.
a) Jhelum b) Mirpur c) Chakwal d) Sargodha

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- v. The tourism industry is known for its role in developing _____ of a country.
a) economy b) heritage c) culture d) travel
- vi. Cultural heritage provides unique and historical significance of _____.
a) communities c) tourism destinations
b) environment d) cultural organizations
- vii. Cultural heritage attractions are by nature unique and _____.
a) complicated b) fragile c) conservative d) beautiful
- viii. UNESCO strives to create a more _____ environment.
a) sustainable b) preservative c) strong d) healthy
- ix. There are _____ provincial organizations responsible for promoting and preserving the cultural heritage in Pakistan.
a) 2 b) 3 c) 4 d) 5
- x. Culture, Tourism, Antiquities, and Archives department was established in _____.
a) 1976 b) 1977 c) 1978 d) 1979

Q. No. 2. Write short answers to the following questions.

1. Define cultural heritage management.
2. What is the primary objective of cultural heritage management?
3. Name the heritage sites of Pakistan according to UNESCO.
4. What is UNESCO?
5. What is the role of ICOMOS?
6. Name the provincial organizations for promoting cultural heritage sites in Pakistan.

Q. No. 3. Give detailed answers to the following questions.

1. Describe the role of Baluchistan Tourism Department.
2. Explain the role of International bodies working on cultural heritage.
3. Describe the importance of Culture, Tourism, Antiquities, and Archives department.
4. Write down the aims and objective of provincial organizations of Pakistan working on cultural heritage sites.

Chapter 6 Tourist Transport Services



Students Learning Outcomes

After studying this chapter you will be able to:

- define travel agencies.
- understand receptive tour operators (RTOs).
- know about destination marketing organizations (DMOs).

TOURIST TRANSPORT SERVICES

The movement of people, animals, and products from one location to another is known as transportation. Transportation services refer to activities that assist a person to travel from one location to another. Tourism has benefited from the growth of transportation services, infrastructure, new and contemporary vehicles, and new technologies. There are different modes of transportation services. For example, roadways, railways, marine, and airlines. The transportation industry is an integral part of the economy since it deals with the movement of people and goods. Companies that supply transportation infrastructure, as well as airlines, railroads, shipping, and logistics corporations, are among them. The different modes of transportation are as follows:

- Road transportation
- Marine transportation
- Air transportation
- Rail transportation

6.1 Travel Services

Travel services mean arranging or booking travel packages for travelers, tickets for domestic or international travel through any form of transportation, and other lodging accommodation services.

Travel agencies' role is to provide customers with the finest possible trip arrangements. They select destinations and make hotel reservations, car rentals, transportation, and tour arrangements for customers.

A travel agency is one of the most important private-sector tourism businesses, with a significant and essential role to play in the entire process of developing and promoting tourism in a country. Retail travel agencies and wholesale travel agencies are the two main categories of travel agencies.

1. Retail Travel Agency

In exchange for commissions, a retail travel agency distributes tourist products directly to the public on behalf of product suppliers. The commissions obtained from vendors are the primary source of revenue for the travel agency. The commission rate varies from company to company.

2. Wholesale Travel Agency

Wholesale travel agencies specialize in putting together package tours that are sold to customers through a retail travel agency's network or directly to the potential client. A typical package tour includes air tickets, lodging, and other services such as entertainment, sightseeing, sporting activities, etc.

6.2 Receptive Tour Operators (RTOs)

The growth in the use of receptive operators has the attributes of their superior product knowledge. They have established relationships with the suppliers of the destinations and their ability to always get the best local guides. They also have high credibility and authenticity. They might spend a day with the tourists and guide them with small details like waking up at what time, where to go and when what should be the mode of transport to different places and what's the best time to enjoy the nightlife of the city. Receptive tour operators' customers are travel agencies and tour companies based in other countries. Mostly, receptive operators' offices are staffed with multilingual speakers. They are also known as **Destination Management** companies. They have a massive knowledge of the area and know the best routes of attraction sites.

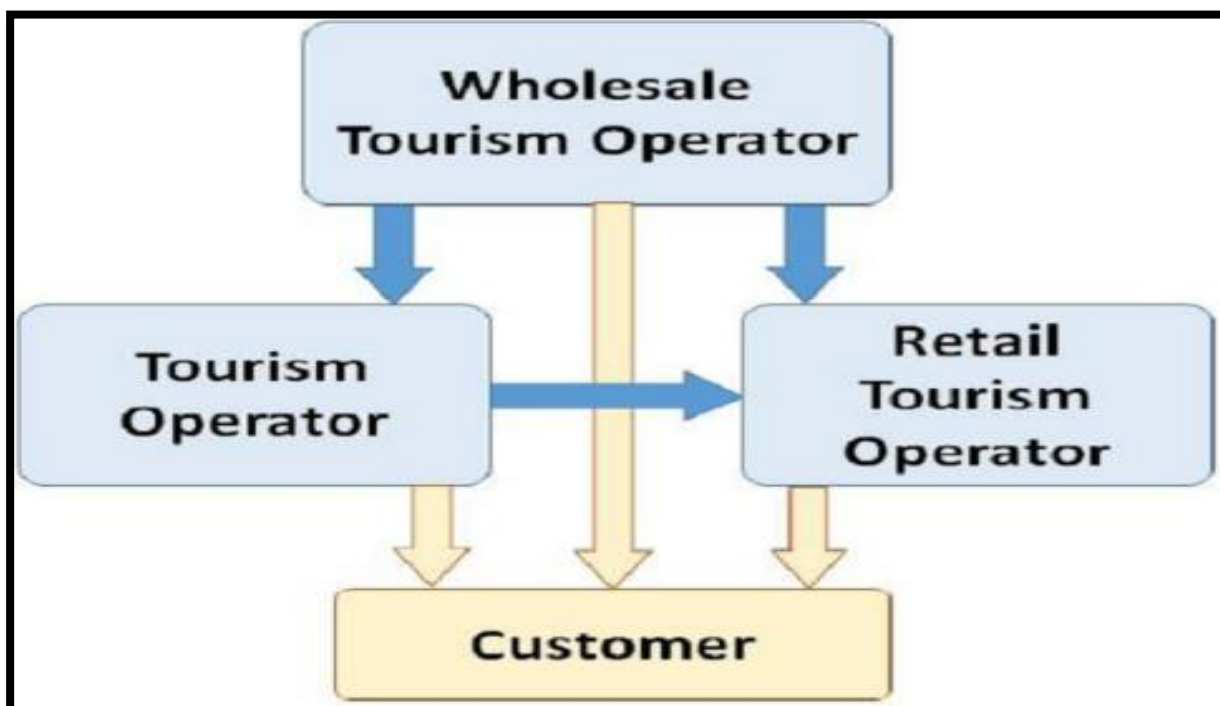


Figure: Receptive Tour Operators (RTOs)

The above figure indicates that both, the retail and wholesale tour operators are linked with customer service satisfaction.

6.3 Destination Marketing Organizations (DMOs)

A destination marketing organization (DMO) promotes a region or a country to enhance visitor numbers. A Destination Marketing Organization's primary goal is to promote the development of a tourist destination and the tourism sector as a whole. DMOs typically do not charge customers for their services; instead, if they are a government agency, they are compensated by the local government or get revenue via membership dues. Customers and the community benefit from the

DMO because it provides credibility through trust and confidence, saves time and effort, and maintains social, economic, and environmental values.

Their main long-term goal is to attract tourists to nearby sites and grow local economies as a result of greater tourism. DMOs also bring together organizations that serve all areas of the visitor experience – from lodging providers to attraction operators, restaurants, and merchants – to share information about what makes their city unique as a tourism destination. Destinations with a strong DMO will be more competitive, have greater visibility, and perform better economically. This careful planning ensures a tourism destination's long-term strategic success.

Summary

Transportation services means activities that help a traveler to move from one place to another. There are different mode of transportation such as railways, airlines, marine, etc. travel services include arranging tickets, accommodation and other traveling facilities for the traveler. A Destination Marketing Organization (DMO) promotes a country's number of visitors and promote the development of a tourist destination.

Practical Activities

1. Travel to a different place by any mode of transport and share the experience in class along with the pictures of a trip.
2. Book a ticket through a travel agency and note down the details they ask for the booking.

EXERCISES

Multiple Choice Questions.

- i. Transportation services mean to _____.
a) provide travel services to the travelers c) provide food during transportation
b) provide accommodation to the travelers d) help tourists with a tour guide
- ii. There are _____ main categories of travel agencies.
a) two b) four c) six d) eight
- iii. _____ travel agency keeps commission against the distribution of travel products
a) Wholesale b) Retail c) Private d) Government
- iv. The commissions obtained from _____ are the primary source of revenue for the travel agency.
a) vendors b) agencies c) distributors d) suppliers

- v. Wholesale travel agencies specialize in putting together a _____ for the customers.
a) fair rate b) tour destinations c) package d) flight
- vi. RTOs stands for _____.
a) Repetitive Tour Operators c) Realistic Tour Operators
b) Receptive Tour Operators d) Retail Traveler Operators
- vii. Receptive operators' offices are staffed with _____ speakers.
a) single language c) informative
b) multilingual d) experienced
- viii. Retail and wholesale tour operators are both linked with _____.
a) tour destinations c) customer satisfaction
b) travelers d) RTOs
- ix. DMOs stands for _____.
a) Destination Marketing Operators c) Destination Membership Organizations
b) Destination Media Operators d) Destination Marketing Organizations
- x. A destination marketing organizations (DMOs) promotes a region or a country to enhance _____.
a) tour spots c) number of visitors
b) tour packages d) number of travel agencies

Q. No. 2. Write short answers to the following questions.

1. Define transportation services.
2. How many types of transportation services are there? Name them.
3. What is the role of travel services?
4. Differentiate between retail travel agency and a wholesale travel agency.
5. What does RTO stands for?
6. What does DMO stands for?

Q. No. 3. Give detailed answers to the following questions.

1. Describe the role of travel agencies in the tourism industry.
2. Explain the role of Receptive Tour Operators (RTOs) in travel services.
3. Describe the importance of Destination Marketing Organizations (DMOs).
4. Write an essay on tourist transport services.



Students Learning Outcomes

After studying this chapter the student will be able to:

- understand components of eco-tourism.
- know about the role of eco-tourism in sustainable development.
- identify key factors in sustainable tourism.
- define strategies for sustainable tourism.
- know about indicators for sustainable tourism.

ECO-TOURISM

Ecotourism is a form of tourism that involves responsible travel to natural regions using sustainable transportation, environmental preservation, and promoting the well-being of the local people.



Eco-tourism is where the locals and the travelers preserve the natural environment while exploring the beauty of nature. Eco-tourism raises awareness

of the importance of preserving and maintaining the natural environment. It is natural-based tourism that involves providing knowledge and education to those who love to keep the environment green.

Eco-tourism is also known as “nature tourism”, and its focus is on strengthening the conservation of the environment, communities, and sustainability through different factors such as travel and tourism. Eco-tourism helps in generating income opportunities for the local people and promotes the economic stability of a country. It was considered to be an international year of ecotourism in 2002 which was declared by United Nations.

7.1 Components of Eco-Tourism

There are 5 major components of eco-tourism that rely on natural-based tourism, educational tourism, and sustainable tourism. However, the following are the most important components of eco-tourism:

1. Eco-tourism travels to natural destinations

It's not necessary to be inhabited or uninhabited natural areas, but they are always under environmental protection at both local and international levels.

2. Impact of infrastructure

Eco-tourism minimizes the damage caused by international tourism. Although, tourism helps in many ways to increase and promote the well-being of the eco-system but the concept of eco-tourism helps in minimizing the harmful effect caused by many infrastructure materials through recycling and disposal of waste and garbage.

3. Eco-tourism and environmental awareness

Ecotourism is characterized as exploring natural regions with the goal of preserving the environment while simultaneously improving the well-being of the local population.

4. Eco-tourism and financial benefits

Tourism's economic impacts include greater tax revenue and personal income, better living standards, and more job opportunities. Ecotourism is a way of increasing employment opportunities. It also improves livelihoods because as more people travel, the demand for hotels and motels rises which in return affects the economy of a country positively.



5. Eco-tourism and local culture

Ecotourism entails education and respect for the places people visit, as well as the preservation of the destination's natural, cultural, and historical landmarks. Ecotourism also contributes to the cultural traditions and practices of the local community through the preservation and conservation of nature while traveling.

7.2 Sustainable Tourism

Sustainable tourism is based on economic factors, environmental factors, and social factors. The development of sustainable tourism benefits the local communities by providing and securing necessities of life, creating awareness of cultural diversity, and educating on entrepreneurial activities.

Some of the key factors of sustainable tourism development are; Human sustainability which aims on contributing by providing the workforce and manpower to society. Social sustainability aims to invest in and create services that portray the image of society. Economic sustainability, which is similar to social sustainability, focuses on improving and maintaining social balance and also improving the standard of living. Environmental sustainability aims to enhance and preserve the natural environment (e.g. land, air, water, minerals, etc.). It also focuses on achieving positive results without doing any harm to the social, economic, and environmental impact itself.

Overall the main responsibilities of sustainable tourism focus on protecting the environment, natural resources, wildlife, socio-economic, and conserving cultural heritage. Furthermore, bringing tourists, and communities together for mutual benefits.

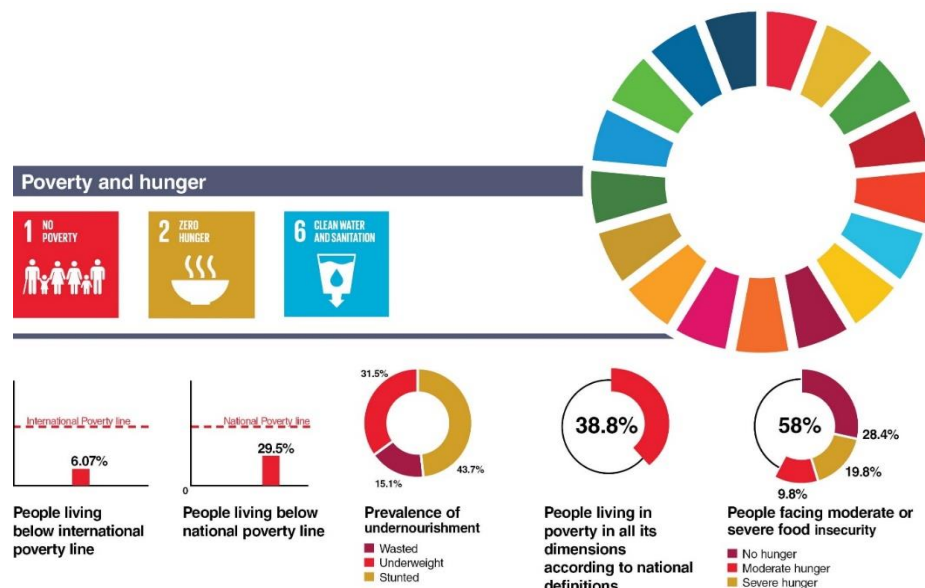
7.3 Strategies and Indicators of Sustainable Tourism

Developing sustainable tourism strategies is now more important than ever, as the competition in preserving the sustainability of a country is high. The term 'indicator' refers to what needs to be assessed in order to track progress toward sustainable tourism. The Sustainable Development Goals (SDGs) Pakistan, also known as the Global Goals, are a global call to action to reduce poverty, protect the environment, and promote peace and prosperity for all people.

SDGs national initiative is to achieve 17 goals for sustainable development.

These 17 Goals build on the Millennium Development Goals (MDGs), while also addressing new issues like climate change, economic inequality, innovation, sustainable consumption, peace, and justice. Following are the 17 goals of SDGs:

1. No poverty
2. Zero hunger
3. Good health and well-being
4. Quality education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduced inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnership for the goals



Introduction to Tourism

Pakistan acknowledges that the three basic core dimensions of development must be connected – social, economic, and environmental. Poverty reduction, for example, demands strong policies in employment, social protection, improved health and nutrition, and a clean environment. Ending poor health and nutrition, likewise, requires a clean environment, adequate hygiene both inside and outside the house, proper nutrition, and improved healthcare and health education.

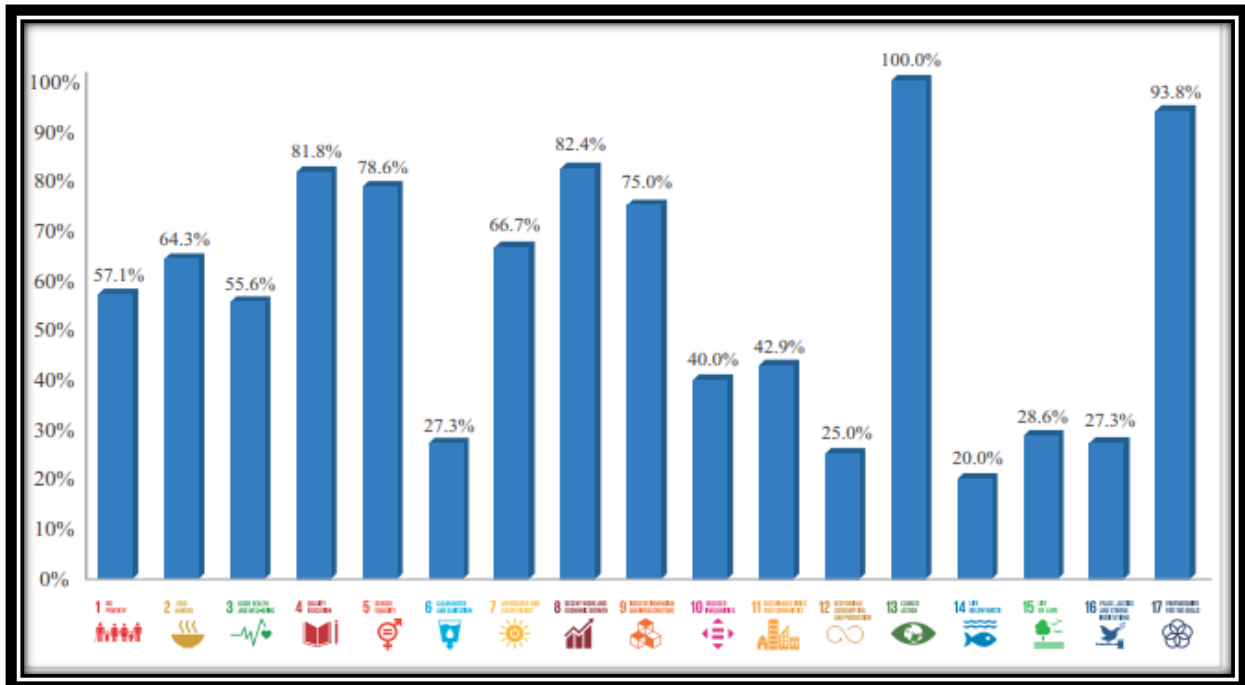


Figure shows Goal-Wise Availability of Data (percent) – (2018 data) (Source: sdgpakistan.pk)

SUMMARY

Ecotourism means responsible traveling of tourists to natural areas that conserve the environment. Ecotourism sustains the well-being of the local community. The purpose of highlighting and promoting ecotourism is to educate tourists about conservation of natural environment and experiencing it at the same time. There are 5 major components of ecotourism; natural destinations, infrastructure, environmental awareness, financial benefits, and local culture. Sustainable Developments Goals (SDGs) were made to reduce poverty, protect the environment, and promote peace among the people.

Practical Activities

1. Plant few trees near your area to help the environment.
2. Visit any new place close to the nature and spend a whole day there.

Exercise

Q. No. 1. Choose the most suitable option.

- i. Ecotourism is also known as _____.
 - a) nature tourism
 - b) environmental tourism
 - c) destination tourism
 - d) SDGs
- ii. There are _____ major components of ecotourism.
 - a) 4
 - b) 5
 - c) 6
 - d) 7
- iii. Ecotourism minimizes the damage caused by _____ tourism.
 - a) international
 - b) domestic
 - c) business
 - d) leisure
- iv. Ecotourism contributes to the _____ of cultural traditions.
 - a) conservation
 - b) preservation
 - c) economy
 - d) growth
- v. Sustainable tourism is based on economic, environmental, and _____ factors.
 - a) primary
 - b) social
 - c) eco
 - d) natural
- vi. Sustainable tourism educates on _____ activities.
 - a) social
 - b) environmental
 - c) entrepreneurial
 - d) economic

- vii. SDGs stands for _____.
- a) Sustainable Development Goals c) Sustainability Destination Goals
b) Social Development Goals d) Social Destination Goals
- viii. There are _____ goals of SDGs for sustainable development.
- a) 15 b) 16 c) 17 d) 18
- ix. Natural environmental based tourism is known as _____.
- a) agriculture tourism c) ecotourism
b) pilgrimage tourism d) sustainable tourism
- x. Which year is consider as international year of ecotourism?
- a) 1999 b) 2000 c) 2001 d) 2002

Q. No. 2. Multiple Choice Questions.

1. Define Ecotourism.
2. What are the components of ecotourism?
3. What is the relation between environmental awareness and ecotourism?
4. Define sustainable tourism.
5. Name the key factors of sustainable tourism development.
6. What are Sustainable Development Goals (SDGs)?

Q. No. 3. Give detailed answers to the following questions.

1. Explain the concept of ecotourism.
2. Describe the strategies and indicators of sustainable tourism.
3. Write down the 17 goals of SDGs.
4. Explain the importance of preservation of natural environment.

Chapter 8 Interpersonal Skills



Students Learning Outcomes

After studying this chapter the student will be able to:

- define effective communication.
- know about characteristics of effective communication.
- define process of communication.
- learn effective communication skills.
- listen to the given instructions effectively.
- understand the importance of effective listening.
- know types of listening skills.

8.1. EFFECTIVE COMMUNICATION

The process of exchanging ideas, thoughts, opinions, knowledge, and information in such a way that the message is received and understood clearly is known as effective communication.

Human communication is filled with problems and difficulties. You often say or hear statements like *'I didn't really mean that'* or *'you still don't see what I mean'*, whatever we try to communicate, something often seems to get in the way and we are not

understood in the way we wanted. Whether we are writing or speaking, informing, entertaining, or explaining, we are always engaged in a task.

The objectives of communication in checkpoints are listed below.

Check-Points: The Objectives of Communication

- To be received (heard or read)
- To be understood
- To be accepted
- To get action (change of behavior or attitude)

If we fail to achieve any one of these, we have failed to communicate. It is therefore our individuality that is the main barrier to effective communication. With clear words – words that describe things we can touch, feel or hear – we may have a few difficulties explaining them to someone, but it is easy if they have experienced that thing before, they will recognize it and understand it. Effective communication is simply, the ability to convey your message in a simple yet effective way that the other will have no problem understanding.



8.2 Characteristics of Effective Communication

Characteristics of effective communication consist of 7 C's of communication which helps to improve the level of the professional way of communicating with someone using the skills and increasing the chances that the message will be understood correctly. If you want to have effective communication skills, you need to keep the following 7 C's of communication in mind.

1. Clear

The message you are trying to convey to another person should be clear and easy to understand. Focus on a single goal at a time and don't try to cover several ideas in a single sentence. The receiver will be confused and will most likely forget half of what you said.

2. Correct

The message should be correct and accurate i.e. correct and appropriate language must be used, and make sure to avoid any spelling or grammatical mistakes.

3. Complete

The message should be complete and not left halfway through. Make sure to include all the relevant information and details in your sentence. The complete information gives the receiver a better idea of what the purpose of the message is and what the sender wants them to do.

4. Concrete

The communication should be concrete. It means that you should be direct with your message and cover all the facts and figures in it so that there is no room left for any sort of misunderstanding.

5. Concise

The message should be precise and to the point. The sender should avoid sending a lengthy message. A short and precise message is thorough and it helps in keeping the attention of the receiver.

6. Consideration

When sending a message make sure to consider all the opinions, knowledge, and mindset of the receiver. To have effective communication it is better to look at the receiver's point of view.

7. Courteous

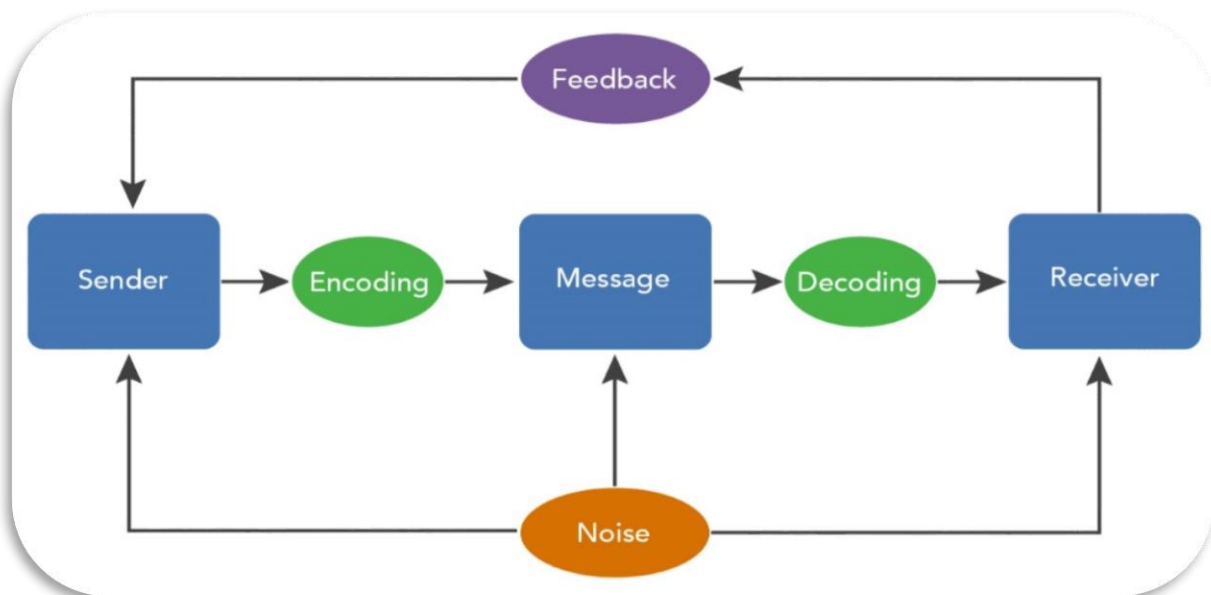
The sender of the message should put his or her professional feelings and emotions into the body of the message. The message should not be biased and must show in the message that you respect them.

8.3. Process of Communication

The process of communication is a series of actions that are required to successfully communicate with the other person. It involves the sender's information, the form of ideas, thoughts, feelings, and a medium through which the message is being conveyed.

The Process of Communication

1. Sender or Source
2. Encoding: Message Creation
3. Channel or Medium Decoding
4. Receiver



The process starts with the sender's source of information which is then processed towards the encoding of a message, means that creating the message which then goes to the next step of deciding which channel or medium to use to deliver the message, once the medium is decided the information goes towards the decoding of the message which means the receiver has to decode the message from that medium (email or any other source), after then the message finally delivers to the receiver. The last process of communication is completed when the receiver gives feedback on the message which was conveyed by the sender.

8.4. Effective Communication Skills

Effective communication requires having skills of hearing and speaking effectively. To make sure that the message you are trying to convey to the receiver is accurate and easy to understand, you must be able to have basic speaking skills.

- **Clarity**

To have good speaking skills you need first and foremost to be able to express your ideas and what you think you have in mind. You should use basic and simple language and should try to avoid using difficult words or vocabulary just to try to impress them, this can backfire.

- **Accuracy**

You should always make sure that you are saying exactly what you mean. The information you are passing on to others is accurate and all the facts are up to date.

- **Empathy**

Always try to be courteous and friendly. If you are feeling frustrated with someone who is not understanding your point then you should remain calm and control your emotions. Put yourself in their shoes so you will be able to understand how they feel about that particular thing.

- **Sincerity**

It means being natural and staying with your actual personality. Of course, when you talk to your boss you may not talk in the same manner as you do with your friends or colleagues.

Brain Activity:

- Do you freeze when you talk to certain people?
- Does your voice become higher or lower?
- Does your voice pitch and speed increase or go down?
- Do your movements and postures become stiff and awkward?
- Does your accent change?

- **Relaxation**

When our muscles are tense, we face difficulty expressing ourselves naturally. Try taking a deep breath for a second, this may help you to relax.

- **Eye contact**

The direction of your gaze, especially when someone is talking to you is an important factor. It tells if the person is interested in what you are saying or not.

• Appearance

Your appearance reflects how you see yourself, it's called 'self-image'. It is important to look good and dress properly when you are engaging with someone. People tend to judge you by the way you look. There are therefore two important things to consider:

- Tidiness and personal cleanliness
- Dress and appearance appropriate to the situation

• Posture

Good posture is also important. Someone who keeps leaning in their chair while they are communicating with someone indicates whether they are tired or sleepy. The listener will get tired and is not likely to be impressed.

Assignment:

First of all, think of someone whose speaking ability admires you.

- What are the characteristics and qualities which contribute to their success when speaking? Make a list.
- Have they any qualities which distract or irritate you? List down.

Now think of someone who you think is a poor speaker and is hard to understand what they are really trying to say. Make a list of ways you think they can improve and enhance their skills for effective speaking.

8.5. Listening Skills

The ability to accurately receive and interpret messages during the communication process is referred to as listening skills. It is important to listen, focus, and understand the message that is being conveyed by the other person during communication. Having good listening skills enhance the ability to understand better and make you a better communicator.

People usually focus more on speaking and writing skills and neglect the importance of listening skills. It is important to have good listening skills to avoid any kind of miscommunication and error in understanding the message. To listen to the instructions effectively it is best to listen with a sharp mind and attention.

Check-Points: How Well Do We Listen?

- Listening tests have shown that the average person can remember only 50 percent of what they have heard immediately afterward.

As for listening, as long as we don't have a hearing impairment, we are automatically capable of listening from the day we are born. When we are trying to listen, we often fail to understand, so we wait until the person finishes so that we can respond to them accordingly. Listening is crucial to good communication. Some companies or organizations make listening part of their culture. When you start listening, you will be surprised by all the enthusiastic sharing of ideas. Make your personality receptive to what you hear. Your team will only follow your steps so make sure to teach them by showing them that if you listen to what others are saying you will learn a lot about them and truly understand what they are trying to say.

8.6. Types of Listening Skills

Listening skills make communication more effective as you learn more from others instead of saying only what you already know. Listening makes it easy for you to understand what someone is trying to say. When we engage in listening we are doing that for so many reasons to achieve our goals.

Four different types of listening skills are essential in any area of work. The four types of listening are as follows.

1. Appreciative

It is good to appreciate the other person while listening to them. It encourages them to speak with more confidence. Listening to someone with focus and appreciating them is one of the kindest gestures and it helps you emotionally and mentally too.

2. Empathic

When listening to someone with empathy shows concern towards them. It is important to put yourself in their situation and understand what they are trying to communicate. When you show empathy, the other person is more likely to stay calm and talk things through.

3. Comprehensive

Comprehensive listening is important to understand and focus on the message. This skill requires concentration and participation during the process of communication. The more you focus on listening, the better listener you become.

4. Critical

Critical listening is used to evaluate the content of the message. Listen to all parts of the message and then analyze to evaluate what you hear.

Chapter 9 Personal and Professional Development



Students Learning Outcomes

After studying this chapter the student will be able to:

- learn the importance of job application.
- create and format CV/resume.
- access and register email account on various job portals.
- search jobs as per job description and title.
- familiarize oneself with online travel e-commerce websites.
- learn about hotel websites.
- learn about freelancing websites.

CV TEMPLATE

[Your Name]

[StreetAddress] | [City, Postcode] | [phone] | [email]

Objective

[To replace tip text with your own, just select a line of text and start typing. For best results when selecting text to copy or replace, don't include space to the right of the characters in your selection.]

Education

- [SchoolName, City, State]
- [Degree] | [Date of Graduation]
- [Major]
- [You might want to include your GPA here and a brief summary of relevant coursework, awards, and honors]

Experience

[Dates From] – [To]

[Job Title] | [Company Name] | [Location]

[This is the place for a brief summary of your key responsibilities and most stellar accomplishments.]

[Dates From] – [To]

[Job Title] | [Company Name] | [Location]

[This is the place for a brief summary of your key responsibilities and most stellar accomplishments.]

Awards & Acknowledgements

- [Don't be shy – list the acknowledgments you received for a job well done.]

Here are the steps which will guide on how to write a resume – step by step.

1. Always remember to pick the current resume format and a decent layout.
2. Start by mentioning your name, personal details, contact information, and your LinkedIn username to make a good impression on the employer.
3. State an objective that you are seeking and how will you be able to contribute to the growth of a company.
4. List down your work experiences by year (if any), and achievements in your professional or academic life.

5. Mention your soft and hard skills and get into details a little bit.
6. Include any additional details of your hobbies, languages you speak, and even your interest, etc.
7. Make sure to add a cover letter and attach it to the front side of your cv/resume.
8. Proofread your resume and cover letter both, as grammatical or spelling mistakes might cost you your chances of getting the job.

9.2 Job Portals

A job portal, also known as a career portal is an online platform that provides a place for both the employer and job seeker to find a job related to the field and experience. A job seeker can find useful information about a company which helps in the process of applying for that particular job. Whereas, for an employer, a job portal helps with the posting of a job and its advertisement, which in return plays an important part in finding a suitable candidate for any organization.



Creating job portals assist employers in determining all the needs, priorities, and preferences of an organization. It reduces the time and cost for both the employers and job seekers while finding the best possible fit on both ends. Job seekers can search for jobs and apply online or at least get to know about any openings and can go directly for a walk-in-interview.

Following are some of the examples of government job portals in Pakistan:

- National Job Portal (NJP)
- Punjab Information Technology Board (PITB)
- HEC Job Portal
- Tourism.gov.pk

Job portals give an additional option for the companies to provide a platform for candidates around the world. Jobseekers can make an account on job portals for free and get timely updates about a new job opening.



 Pakistan Tourism Development Corporation

INTRODUCTION TO E-COMMERCE

The trading of goods and services through the internet is known as e-commerce or electronic commerce. People buy and sell things on retail over the internet which has now become an important part of everyone's life. E-commerce is mainly a distribution channel through which some companies sell products online. It allows startups, small businesses, and large companies to sell their products and reach customers across the world.

E-commerce is the number one source of gathering data and information for the customers. Travel agencies have shifted from a physical office to an online-based system known as **OTAs** (Online Travel Agencies). Airlines also have developed an online booking system. The accommodation sector has also continuously increased online bookings through travel and tourism websites.



Online booking systems offer secure and instant bookings and funds are also managed through various payment methods. E-commerce automatically updates pricing and availability. It is easy to set up a booking through online platforms, save time, and money.

There are some advantages of e-commerce, which are as following

1. Companies can reach customers all around the country and the world through e-commerce. E-commerce allows business owners to reach out to customers from the comfort of their own homes. Customers can make purchases at any time and from any location.
2. There is a means to measure visitors' and customers' full user journeys in order to gain insight into keywords, marketing messages, user experience, and pricing strategy.
3. With the evolution of e-commerce platforms, starting and running an e-commerce business with a minimized cost has become quite economical and simple. Businesspeople no longer need to worry about large budgets for TV commercials or billboards, nor do they need to consider personnel or real estate costs.

With few advantages, there are some disadvantages of e-commerce that are as follows:

1. When visiting a retail shop and dealing with sales employees, some customers like the human approach they provide. Customers will want to buy the products and have an excellent experience during the process, thus a personal connection is especially important for firms that sell high-end products.

2. Customers can compare multiple products and choose the best deal when purchasing online. As a result, many businesses are forced to compete on price, lowering profit margins and lowering product quality.
3. For internet firms, credit card fraud is a natural and growing problem. It can result in a high number of chargebacks, resulting in penalties, revenue loss, and a bad reputation.

Hotel Websites through E-Commerce

A hotel reservation system handles safe online reservations made via the hotel's website. The information is then sent to a back-end system that hotels can use to handle reservations. A hotel reservation system is a piece of software that hotels use to allow visitors to make secure online reservations. The hotel registration system can be synchronized, allowing visitors to book rooms using social media at their leisure.

Today's lodging providers, whether large or small, require a hotel reservation system. An increasing proportion of travelers are booking their rooms purely through online reservations. Hotel websites also offer various options and accessibility to the customers. You can check the availability of rooms and the prices as well and can also book on a prior basis. You can check out the pictures of rooms and restaurants before booking anything or making any payments. Some of the examples of online hotel booking websites are Marsha, Expedia, booking.com, TripAdvisor, etc.

Freelancing Websites through Ecommerce

Freelancing means a person that works for themselves remotely, rather than for a company on a full-time basis. A freelancer earns wages on a per-job or per-task basis typically on a contract. A freelancer usually works in the creative, skilled, or service industries, such as film, art, design, editing, copywriting, proofreading, media, marketing, music, acting, journalism, video editing and production, illustration, tourism, consulting, website development, computer programming, event planning, photography, language translation, tutoring, catering, and many other fields.

Some international freelancing websites are; Upwork Inc., Freelancer, Fiverr, LinkedIn, etc. Any registered member can post the job or apply for any project according to their requirement.

SUMMARY

A CV or curriculum vitae means an application in which a candidate writes career objective, professional and academic qualification, and job experience along with other personal details such as skills, attributes, and interests. A resume is a similar application that involve a summarized information of a candidate along with a cover letter while applying for a job. A job portal is an online platform for job seekers where they can search for the relevant jobs and apply. Job portal also help the companies to find a suitable candidate for the company in less time.

- ix. NJP stands for _____.
- a) National Job Pakistan c) New Job Positioning
b) Networking Job Portal d) National Job Portal
- x. The trading of goods and services through the internet is known as _____.
- a) e-media b) e-commerce c) e-web d) e-trading

Q. No 2. Write short answers to the following questions.

1. What is a CV?
2. Differentiate between a CV and a resume.
3. What is a cover letter?
4. Define job portal.
5. What is the role of a job portal?
6. What is e-commerce?
7. Define soft skills.

Q. No. 3. Give detailed answers to the following questions.

1. Explain the importance of CV in a job application.
2. Describe the role of e-commerce in the tourism industry.
3. Write a brief essay on job portal.
4. Write an essay on ecommerce.



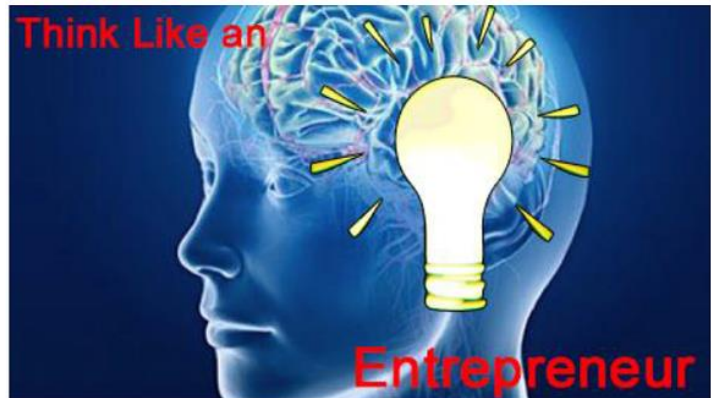
Students Learning Outcomes

After studying this chapter the student will be able to:

- define entrepreneurship.
- know key concepts of entrepreneurship.
- learn about tour guide role in tourism business.
- learn how to start your own business at the local level.

10.1 Introduction to Entrepreneurship

Entrepreneurship is defined as the process of starting a business with creativity, innovation, and resources bearing any of its risks to generate profit in return. Entrepreneurship helps in improving the standard of living for both, the entrepreneur and the community by creating wealth and employment opportunities. It also contributes to the economy of a country.



10.2 Concepts of Entrepreneurship

An entrepreneur is seen as someone with creativity, great ideas, and an innovative approach. Successful entrepreneurship is rewarded with big margin profits, fame, and continued growth opportunities. Entrepreneurship is one of the main sources of generating a massive economy in the tourism industry.

The entrepreneurship process starts with a business plan, hiring labor, acquire resources and funds while providing leadership and management skills for the business. The cycle of constantly having new ideas and thoughts for a business is always important.

Being an entrepreneur requires many skills but especially managerial skills. Managerial skills demand to manage and make sure the business doesn't lack in any area and manage the number of employees working in it.

Creativity is a tool used for attracting customers and inspiring them with your creativeness. An entrepreneur is both, people-oriented and business-oriented. Some of the other key concepts are; Innovation, Risk-taking, and vision or an eye for success.

10.3 Tour Guide Role in Tourism Industry

Tour guides are members of the travel and tourism industry that serves as a guide to those tourists who travel from one place to another. A tour guide leads a group of tourists or an individual to show around the places of interest, historical sites, museums, and other attractions.

The role of a tour guide or a tour broker is to work as intermediaries or brokers in the travel and tourism industry. Tour guides are tourism professionals that lead the group of tourists through the most interesting and eye-catching part of the region. It is their role to transfer knowledge to the visitors about historical and attraction sites. They help tourists to have a great experience.

In recent years, tour guides have faced a new challenge and a new kind of competition Internet and cell phones where a guest instead of asking or hiring a tour guide, open the location of the current place and attraction sites and route you towards them. Guidebooks have been around for many years, and offer information in a written form about the place, city, or even a country.

Innovation is an important aspect for entrepreneurs and it is no different for tour guides as well. They need to know what's going on in the market nowadays, what the trends are, and what the scope is. It is important to be aware of other innovative ideas that are used in the tourism industry.



10.4 Starting a Business at Local Level

Starting a business at the local level requires a market survey, knowing your target market, location, planning, and a budget. Following are the steps discussed below in detail to start a successful business:

a. Write a business plan

It will help to structure, run and grow a new business.

b. Conduct market research

As it will show the current trend and demand of the customers. It's a way of gathering information about potential customers and competition.

c. Financing the business

Figure out the budget set for investment and check if the budget is enough to start the specific business that is being planned.



d. Setting up a location

It is one of the most important decisions that affect the success of business, taxes, and revenue.

e. Choose a business name

Choosing a name that matches the theme and type of the business. Check if the name is already taken. It is important to showcase the name of the business to potential customers so they don't get confused with the name and the type of product and service they get in.

f. Registration and licensing

After choosing the name of the business, it is important to register it with the concerned authority or organization under which the business falls into the category. It helps in protecting the brand from copyrights and illegal issues.

g. Apply for licensing

The license or permit that is received by the regulating authority vary according to the type of business, industry, city, and other factors.

h. Open a business bank account

It is important to open a bank account under the business name to keep a check and balance of taxes, payroll, expenses, and income.

SUMMARY

Entrepreneurship means to start a business with a new idea that involves innovation and creativity. Entrepreneurship improves the lifestyle and create more job opportunities for people. An entrepreneurship process involves a business plan, labor, resources, funds, etc. While starting a new business there are some things to consider such as market research, budget, a business plan, etc.

Practical Activities

1. Write a business plan and submit it to your teacher for approval.
2. Arrange a session with a guest speaker to motivate students to start their own business in future
3. Think of a new idea or concept of a business that is not yet in Pakistan.

Exercise

Q. No. 1. Multiple Choice Questions.

- i. Entrepreneur means a person who _____.
a) continue a family business c) becomes a CEO but does not own the business
b) starts a new business d) works at a multi-national company

- ii. Entrepreneurship also help the _____ of a country.
a) geography b) demography c) economy d) population

- iii. A person who is creative, innovate new things and take risk is known as _____.
a) businessmen b) entrepreneur c) good employee d) innovator

- iv. Creativity is a tool that is used for attracting _____.
a) businessmen b) entrepreneur c) customers d) tourist

- v. Tour brokers work as _____ in the travel and tourism industry.
a) potential clients c) intermediaries
b) customers d) providers

- vi. Guidebooks offer information in a _____ format.
a) speaking b) hearing c) listening d) reading

- vii. Starting a business at local level requires a _____.
a) brand recognition c) competition
b) market survey d) critiques

- viii. A business plan helps in _____ a business.
a) structuring c) profiting
b) expanding d) competing

- ix. Conducting market research is a way of gathering _____.
a) information c) people
b) clients d) businesses

- x. Capital in a business refers to _____.
a) assets b) goods c) money d) staff

Q. No. 2. Write short answers to the following questions.

1. Define entrepreneurship.
2. Differentiate between an entrepreneur and a businessmen.
3. What are the skills required to become an entrepreneur?
4. What is a tour guide?
5. What is a business plan?
6. Define innovation.

Q. No. 3. Give detailed answers to the following questions.

1. Write down the steps of starting a business at local level.
2. Explain the role of tour guide in travel and tourism industry.
3. Describe the concept of entrepreneurship.
4. Describe the tools that are required for running a successful business in today's world.

GLOSSARY

Domestic tourism	Tourism that involves residents of one country traveling only within that country
International tourism	Tourism that involves traveling outside the country or across the border
Leisure tourism	Travel in which the primary motivation is to take a vacation from everyday life
Medical tourism	Travel in which the primary purpose is to receive health care services
Academics	An educational program that is offered by a degree-granting institution
Employment	Employment is a paid work agreement between an employer and an employee
Holidays	Experiencing a time away from home, school, or business to relax or travel
Scope	Vast options in different fields of jobs
Investment	An asset acquired or invested in to build wealth and save money
Man-made	Anything that is manufactured, created, or constructed by human being
Historical	Series of past events connected with a particular person or thing
Destinations	A place to which one is journeying
Hotels	An establishment that provides lodging and usually meals, entertainment, and various personal services for the public
Guesthouses	A private home or boarding house offering accommodation, especially to travelers
Career	A career is the job or profession that someone does for a long period of their life
Betterment	An improvement that adds to the value of a property or facility
Economy	The way in which goods and services are made, sold and used in a country or area
Marketing strategy	A business's overall plan for reaching prospective consumers and turning them into customers of their products or services
Lifestyle	The usual way of life of a person, group, or society
Entrepreneurial	An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards
Wildlife	Living things and especially mammals, birds, and fishes that are living in remote or unusual areas
Revenue	Revenue is the money a company earns from the sale of its products and services
Infrastructure	It refers to the basic physical systems of a business, region, or notion. Examples are roads, sewer systems and power lines

Accommodate	Provide lodging or sufficient space in a building or an area
Transportation	The action of transporting someone or something. The process of being transported from one place to another
Travel agency	An agency that makes the necessary arrangements for travelers
Convention centers	A building or group of buildings where large groups of people gather for meetings or events
Tour operators	Businesses that combine two or more travel services
Adventure	An unusual and exciting experience
Remote areas	Places that are out of the way or far away from civilization
Excitement	Feeling or situation full of activity, joy or eagerness
Hiking	An activity of going on a long walk for exercise or pleasure in natural environment
Sky diving	The sport of jumping from an airplane and falling freely through the air before opening the parachute
Kayaking	The activity of traveling in a kayak (a small narrow boat)
Mountaineering	The sport of attaining high points in mountainous regions, mainly for the pleasure of climbing
Water rafting	The activity of riding a raft over rough, dangerous parts of a fast-flowing river
TALC	Tourism Area Life Cycle is a Butler's model to study the evolution of a particular tourism destination
Exploration	The activity of searching and finding out about something or a place
Development	The process of coming into existence or of creating new or more advanced objects/infrastructure
Consolidation	A stage where the number of visitors are higher than the permanent residents
Stagnation	The number of tourists starts to decline
Rejuvenation	It involves a cash in-flow from either a private company or the government to create new tour attraction sites
Camping	The activity of spending a day in a tent in natural environment
Threats	A person or thing likely to cause danger or damage
Geography	A study of places and the relationships between people and their environment
Site seeing	The activity of visiting places of interest in a particular location
Techniques	A skillful or efficient way of doing or achieving something
Travel	The activity of going from one place to another especially to a distant place
Lodging	Temporary accommodation
Brokers	The middlemen who arrange travel packages and earn commission per booking
OTAs	Online Travel Agencies

DMOs	Destination Management Organization
NTCB	National Tourism Coordination Board
PTDC	Pakistan tourism Development Corporation
PATO	Pakistan Association of Tour Operators
DTS	Department of Tourist Services
PHA	Pakistan Hotel Association
TAAP	Travel Agents Association of Pakistan
STFP	Sustainable Tourism Foundation Pakistan
KPCTA	Khyber Pakhtunkhwa Culture and tourism Authority
TDGB	Tourism Development Corporation of Punjab
STDC	Sindh Tourism Development Corporation
WTTC	World Travel and Tourism Council
UNWTO	The World Tourism Organization
B-Leisure	A trip that involves traveling for the purpose of both business and leisure activities
Visa	An endorsement on a passport is required to be granted in order to travel outside the country
Hospitality	The friendly and generous reception and entertainment of guests, visitors or strangers
Courteous	Polite, respectful or considerate in manner
Staff	All the people employed by a particular organization
Personality	The combination of characteristics or qualities that form an individual's distinctive character
Resort	A place that is often visited for holidays
Skill	The ability to do something well
Independent ownership	A business that does not depend on any other firm or organization
Hotel structure	An organization structure planned by hotel owner to characterized departmental operations
Management	The process of dealing or controlling things or people
Franchise	It is a joint-venture between a franchisor and franchisee to use a business name of a franchise under a license
Hotel functions	To provide accommodation to the guest along with other facilities in order to function smoothly
Hotel departments	They are responsible for maintain and selling the rooms in a hotel along with providing other services
Food and Beverage	It deals with the purchasing of products, processing and serving it. It consists of different restaurants in a hotel
Human Resource	The department of an organization that deals with the hiring, firing and training of staff
Information technology	The study or use of systems especially computers and telecommunication for storing, retrieving and sending information
Culture	Arts, beliefs, and institution that are passed on generations to generations

Heritage	It is a range of inherited traditions, monuments, objects, and culture
Preservation	The act or process of keeping something valued free from damage or decay
Pride	The state of being proud
Social-impact	Effect of an activity on a community and the well-being of individuals and families
UNESCO	It ensures lasting stability and peace among humanities, culture, and education through unification of many nations
Archaeology	The study of human history and pre-history
Domestic	Existing or occurring inside a particular country
Global	Relating to the whole world; worldwide
Antiquity	A time before the middle ages; ancient times
Monument	A statue or building or site that is of historical importance
Directorate of Culture	Its role is to control, promote, and develop cultural activities in the province
Vehicle	A thing used for transporting humans. things or goods
ICOMOS	International Council of Monuments and Sites
Railway	A track made of steel rails along which trains run
Airline	An organization providing a regular public service of air transport
Marine	It is a transport of people or goods through sea
Retail	The sale of goods in small quantities to customers
Wholesale	It sell goods to other store in the retail industry rather than the customers
Commission	A fee paid to an agent or employee against providing a service
Receptive Tour Operators (RTOs)	It provides tourism products to tourism operators in other market
Destination Management Organization (DMOs)	It is a professional services company working in the activities of tours, transportation, and logistics
Eco-tourism	It is a form of tourism involving responsible travel to natural areas and conserving environment
Conservation	It minimizes environmental waste and educate travelers about the needs of environment
Sustainability	It is societal factor that involves environmental, economic, social dimension
Stability	A state or degree of being stable and steady
Revenue	The total amount of income generated by the sale of goods and services
Inhabited	To occupy a place of settled residence
Population	The number of people in single area, city, town, region, country, continent or the world
Financial benefits	Any material benefits including to money, stock, security, service or contract etc.

Introduction to Tourism

Cultural diversity	The existence of a variety of cultural groups within a society
Portray	To describe; to play the role of; or to make a picture
Indicators	a sign that shows or suggests the condition or existence of something
SDGs	The blueprint to achieve a better and more sustainable future for all
MDGs	Eight goals with measurable targets and clear deadlines for improving the lives of the world's poorest people
Poverty	Not having enough money to meet basic needs including food, clothing and shelter
Effective communication	The ability to convey information to another effectively and efficiently
Behavior	The way in which one acts or conducts oneself, especially towards others
Attitude	A feeling or way of thinking that affects a person's behavior
Recognize	Identify someone or something from having encountered them before
Characteristics	A special quality or trait that makes a person, thing, or group different from others
Concrete	A solid and chemically inert particulate substance
consideration	Careful thought, typically over a period of time.
Concise	Very brief in statement or expression
Sender	In the communication process, the sender is the individual who initiates a message and is also called the communicator
Encoding	Encoding is the process of converting data into a format required for a number of information processing needs
Decoding	Convert a coded message into understandable language.
Receiver	A person or thing that receives a message or information
Channel	A channel is a passageway, a means of access for a thing, a communication, or an idea
Clarity	The state or quality of being clear or transparent
Accuracy	freedom from mistake or error
Empathy	The ability to sense other people's emotions, coupled with the ability to imagine what someone else might be thinking or feeling
Sincerity	The quality or state of being sincere
Appearance	The way that someone or something looks
Posture	The position in which someone holds their body when standing or sitting
Appreciative	To grasp the nature, worth, quality, or significance of appreciating the difference between right and wrong
Comprehensive	Including or dealing with all or nearly all elements or aspects of something
Critical	Consisting of or involving a judgment of value, worth, or quality

Analyze	To study something closely and carefully
CV	A document used when applying for jobs
Resume	A job applicant creates a formal document to itemize their qualifications for a position. A resume is usually accompanied by a customized cover letter
Job Portal	Sites where you can advertise jobs and search for resumes
Candidate	A person who applies for a job
Employer	A person or organization that employees people
Professionalism	The competence or skill expected of a professional
Format	The way in which something is arranged
Job description	A formal account of an employee's responsibilities
Job specification	A statement of the qualifications, personality traits, etc. required by an individual to perform the job
Employment	The state of having paid work
Interview	A meeting of people face-to-face for the job
Interviewer	A person who takes an interview of a candidate
Interviewee	A candidate who gives an interview for a job
E-commerce	Business transactions that include selling information, services, and goods through internet
Freelancing	Independent laborer who earns wages on a per job basis for a short-term work
Copywriting	Any text or written content you create for an online store
Entrepreneurship	The process of setting up a business is known as entrepreneurship
Creativity	The use of imagination to create something
Innovation	The action or process of change
Standard	A level of quality
Profitability	A measure of an organization's profit relative to its expenses
Resources	A stock of money, materials, staff, and other assets that can be drawn on by a person or an organization
Business plan	A document setting out a business's future objectives
Labor	Work; specially physical work
Funds	A sum of money saved for particular purpose
Capital	A broad term that can describe anything that confers value or benefit to its owner
Budget	An estimate of income and expenditure for a set period of time
Managerial skills	A person who possess skills of managing people or staff
People-oriented	Skilled act or focused on interaction with people
Business-oriented	Something that relates to business or suitable for the needs of a business
Guidebook	A book of information about a place, design for the use of visitors and tourist
Market research	The action or activity of gathering information about consumers' needs and preferences

Registration	The action or process of registering or of being registered
Licensing	Relating to the granting of an official license
Bank account	an account with a bank created by the deposit of money or withdrawing it

About the Author



Abdul Moiz Imran

With vast experience in different fields of hospitality institutes and the tourism industry as an hotelier and trainer, Mr. Abdul Moiz Imran has been providing services in hospitality institutes for the last 6 years. He has worked with many International Hotel Chains including Karachi Marriott Hotel and Ramada Plaza Karachi and has been serving as a Senior Trainer of Hospitality and Tourism Management in one of the top hospitality institutes in Pakistan. His Graduation Degree in Hospitality and Tourism Management from one of the pioneer and leading hospitality institutes in Karachi, Pakistan lent him the experience and exposure of training and building the next generation of hoteliers and tourism experts. At such young age, he is passionate and highly motivated to change the perspective of the hospitality and tourism industry of Pakistan in a more positive way, building and encouraging the youth to take on the challenge of evolving and shaping the tourism industry of Pakistan in a much better way in coming years on an international level.

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