

Lesson 12- P.R. in tourism and hotels sector (Hospitality):

A- Hospitality definition:

The term (Hospitality) derived from the Latin word (hospitare) meaning to —receive as a guest|| the hospitality industry is complex. It covers a wide range of jobs, locations, activities, and economic brackets; the hospitality field is a service industry. Its task is serving and satisfying guests‘ needs and wants. Industry segments include: hotels, restaurants, private clubs, managed food service, event planning, tourism related businesses, and travel providers.

The products are purchased are mainly mixture of intangible and tangible parts.

So the hospitality is defined as|| the act of kindness in welcoming and looking after the basic needs of guests or strangers, mainly in relation to food, drink and accommodation|| (Oxford English Dictionary) this definition refers to:

- The relationship process between a guest and a host.
- The reception and entertainment of guests, visitors, or strangers with liberality and goodwill.

There are four sectors of the hospitality industry :(food and beverage, accommodation, recreation, and travel and tourism).

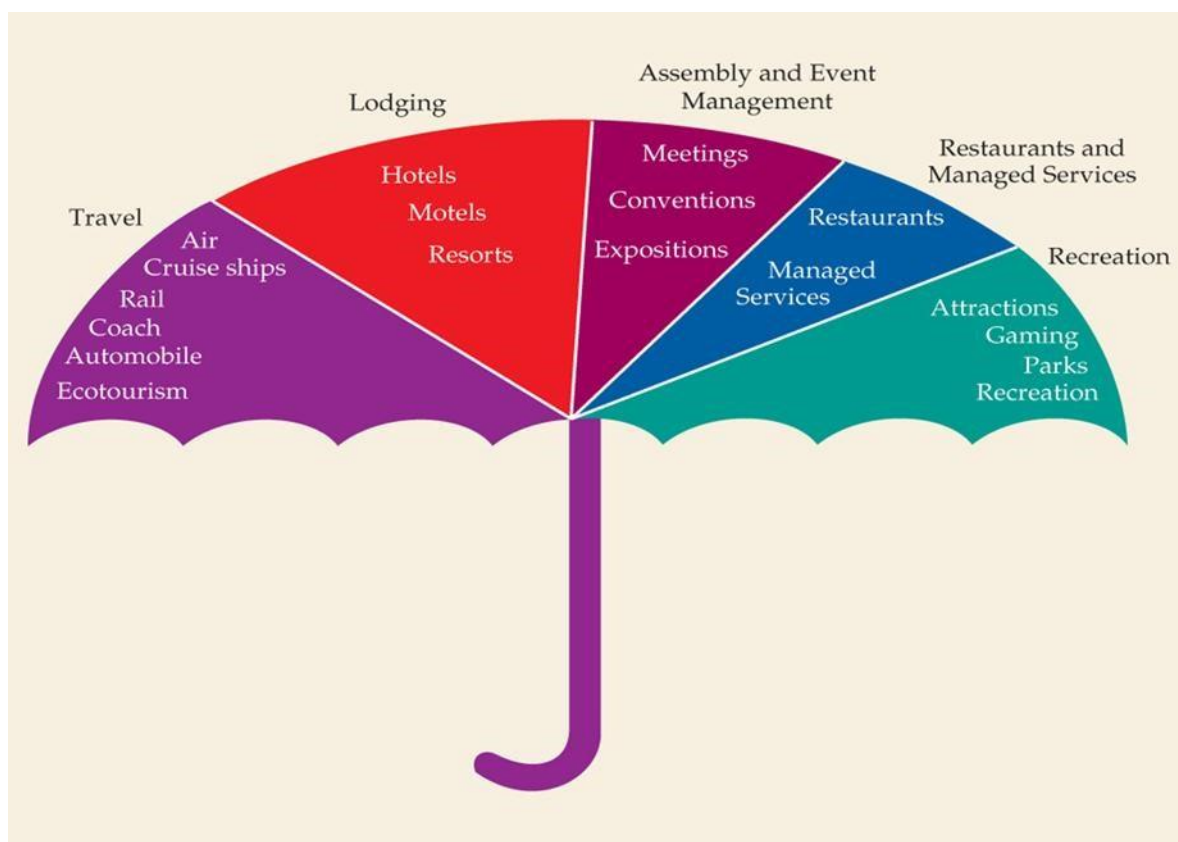
1- The food and beverage industry, also known as the foodservice industry, consists of businesses that prepare food for customers. The number of people employed in foodservice industry is expected to double by 2015 to approximately 22 million people.

2- Accommodation is the services that provide a place to sleep for one or more nights. It can be one of many sleeping places such as a fancy hotel, a youth hostel, a campground, or highway side motel.

3- Recreation is any activity that people do for rest, relaxation, and enjoyment. The goal of recreation is to refresh a person‘ s body and

mind. Any business that provides an activity for rest, relaxation, and enjoyment in order to refresh a person's body and mind is in the recreation business. Recreation businesses are incredibly diverse because people have varying ideas on what activities they participate in for rest, relaxation and enjoyment 4- Travel industry is in the business of moving people from place to place while the tourism industry provides those people with services that promote travel and vacations. Busses, planes, boats, and passenger trains are all part of the travel industry while travel agencies, tour operators, cruise companies, convention planners, and visitors bureaus are all part of the tourism industry.

The figure 4 shows the sectors which are included in the hospitality field.



B-Hospitality characteristics

As we mentioned the hospitality products are mixed (tangible and intangible) but many experts argue that the main rule classify the hospitality as services so it is mainly intangible, because of these characteristics the qualities of staff and the way they deliver the service are often more important than the tangible products in making a hospitality experience satisfactory or unsatisfactory, these are the intangible aspects of hospitality.;

- Inseparability of Production and Consumption (the provider and the guests meeting together).

- Highly perishable product (cannot be stored).

- Hospitality operations run on a 24 hour basis all year round.

One of the problems that the industry faces is that hospitality workers are often minimum wage earners who are unable to afford the service that they are providing. For the employees to be able to provide the necessary level of service, they too must feel appreciated and supported. They are, in fact, the internal customers of their company. One of the primary duties of P.R. managers in the hospitality organizations is to lead in such a way that both their internal and external customers can find satisfaction.

C-Trends influencing the hospitality industry

- Technology.
- More comfortable travel.
- Communication.
- Early retirement.
- Longer life span and better health in senior years.
- Political changes.
- Smaller families.
- Change in consumer spending patterns.

- Social impact.
- Shorter work week (More leisure time).
- Greater disposable income.

All the above will change the tourism shape in many aspects such as:

- 1- Meetings and conventions will drive the demand for business travel services(individual business travelers will continue to seek ways to do business without traveling, while demand for travel services from meeting and convention attendees will continue to grow)
- 2- Accommodation rates will rise.
- 3- "Upscale" and "Luxury" operators are likely to be the biggest beneficiaries of this trend as consumers who traded up.
- 4- Travel agents will continue to work into sellers of "complex" and "high risk" travel products and services including cruises, all-inclusive vacations, multi-stop tours and group tours.
- 5- Growing interest in "adventure" travel.
- 6- Consumers' utilization of the Internet will continue to reinvent the distribution and sale of travel services.
- 7- Increasing competition.
- 8- Customers' growing value consciousness.

Note: Services success (S.E.R.V.I.C.E) : Smile / Eye contact/ Respect and welcome all guests/ Value the magic/ Initiate guest contact/ Creative service solutions / End with a —thank youll.