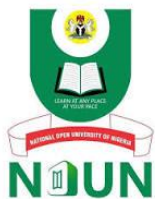


COURSE GUIDE

TSM 143 TOURISM SERVICES AND OPERATIONS

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First Printed 2006

Reviewed 2022

ISBN: 978-058-029-8

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Introduction

Tourism Services and Operations is a 2 unit course that deals with various services as it relates to the tourism industry. Transportation services, accommodation services, activities and services related to cultural tourism are all discussed in this work.

Working through this Course

Before you can be satisfied that indeed you have completed the course, you ought to have read through all the study units contained therein. In addition, read the set books and other materials provided by the University – The National Open University of Nigeria (NOUN). Each unit contains self-assessment exercises, and at certain points in the course, you are supposed to submit assignments for assessment purposes, especially the Tutor-Marked Assignment TMA. At the end of the course there will be a final examination to test your mastery of the course.

Study Units

Module 1

- Unit 1: Definitions and history of tourism
- Unit 2: Understanding Tourism Systems:
Components, Elements and Models
- Unit 3: Components of Tourism Industry
- Unit 4: Information on Tourism Services and
Operations

Module 2

- Unit 1: Transportation Services. Modes, Means in
Tourism
- Unit 2: Land base Transport
- Unit 3: Trends and Issues

Module 3

- Unit 1: History of Hotel
- Unit 2: Types of Hotels
- Unit 3: Classification of Accommodation

Module 4

- Unit 1: Classification of food and beverage service
- Unit 2: Land Base Recreation
- Unit 3: Water Based Recreation
- Unit 4: Entertainment
- Unit 5: Components of Travel Services

Assignment File

The assignment file will be made available in the file; you will find the details of the work you must submit to your tutor for marking. The marks you obtain for these assignments will count towards the final score you obtain for this course. Any further information on assignment will be found in the assignment file. Assignment will normally attract 30% of the final grade, while the final exam also attracts 70%. Addition of the assignments and final exam add up to 100%.

The assignment policy of the University as stated in the student's handbook should be observed. Application for extension should be submitted to the tutor. If the assignment is posted to the tutor, it is the responsibility of the student to check with his/her tutor to confirm the receipt of such assignment. As a precaution you are advised to keep a copy of each assignment you submit. At the end of every 4 units, i.e., at the end of module 1 units 4, module 2 unit 4, etc., you should turn in answers of the assignment in order to be very systematic in following the instruction as stated in the course material.

Tutor-Marked Assignment

There are Tutor-Marked Assignments in this course. You are strongly advised to attempt and submit all assignments. Each assignment counts towards your total course mark.

When you have completed each assignment, send it together with a TMA form to your tutor. Make sure that each assignment you turn in reaches your tutor on or before the deadline given. If for any genuine reason, you cannot complete your work on time, contact your tutor before the assignment is due to discuss the possibility of an extension for you. Extension will not be granted after the due date unless in exceptional circumstances backed up with good reason.

Below are some salient points that could be of help to you, while working through this course:

1. Read the Course Guide thoroughly.
2. Organize a study schedule. Note the time you are expected or should spend on each unit and how the assignments relate to the units.
3. Once you have created your own study schedule, do everything you can to stick to it. The major reason why students fail is that they get behind with their course work.
4. Review the Intended Learning Outcomes for each study unit to confirm that you have achieved them. If you feel unsure about any

of the Intended Learning Outcomes, review the study material or consult your tutor.

5. After completing the last unit, review the course and prepare yourself for the final examination.

Final Examination and Grading

The final examination of **Commercial Recreation Management** will be a paper of 2-3 hour's duration and has a value of 70% as formerly stated of the total course grade. All areas of the course will be examined. As a result, it is very important you read through and through the whole course material as thoroughly as possible as mere permutation may disappoint you. You might find it useful to review all the self-assessment tests, TMA assignments and comments on them before the exam period.

Summary

Organize how to manage your time. Do everything to stick to it. The major reason a lot of students fail is that they take things for granted and procrastinate, only to be rushing unnecessarily during exam period. If you get into difficulties with your schedule, do not waste time to let your tutor know before it will be too late to help you.

When you are confident and satisfied that you have achieved a unit's objectives, you can then move on to the next unit. Proceed unit by unit through the course, pacing your studies and making the whole exercise easy for yourself.

Good luck as you enjoy your reading.

MODULE 1

- Unit 1: Definitions and history of tourism
Unit 2: Understanding Tourism Systems:
Components, Elements and Models
Unit 3: Components of Tourism Industry
Unit 4: Information on Tourism Services and
Operations

**UNIT 1 DEFINITIONS AND HISTORY OF
TOURISM****Unit Structure**

- 1.1 Introduction
- 1.2 Intended Learning Outcomes
- 1.3 Main Content
 - 1.3.1 Definition of tourism
 - 1.3.2 History of tourism
 - 1.3.3 Types of tourism
 - 1.3.4 Definition of tourism according to experts
- 1.5 Summary
- 1.7 References/Further Readings/Web Resources
- 1.8 Possible Answers to Self-Assessment Exercise(s)

1.1 INTRODUCTION

Tourism is a global concept, which has been flagged as the largest and fastest growing industry in the world. This unit focused on general introduction to tourism, specifically on the definitions, history, types and forms of tourism.

1.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Define tourism
- Describe the history of tourism
- Identify the different types of tourism

1.3 DEFINING TOURISM

There are various definition of the concept of tourism over the years, a harmonised definition is that of the United Nations World Tourism Organization (UNWTO) which defines tourism as comprising of the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Other definitions that have sprung up forth on tourism include:

That tourism is the sign and act of businesses of attracting and transporting visitors, accommodatiNg them and catering for their needs and wants. (da Silva, 2001).

Goeldner and Ritchie (2009) defines tourism as the processes, activities and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host government, host communities and surrounding environment that are involved in the attracting and hosting of visitors.

Also Kovacic and Milosevic (2016) gave their own definition as “all activities that are voluntarily and temporary take a person from his /her usual place of residence in order to satisfy a need either for pleasure, excitement, experience or relaxation.

Defining tourism is not a simple matter, as it is a complex industry made up of many different businesses, the common theme being that they provide products and services to tourists/visitor.

Tourism is the entire world of travel, hotel, transportation, all other components that include, promotion of services that meets the needs and wants of travelers.

According to (Fennell, 2015) said that tourism is difficult to define because of its reliance on primary, secondary, and tertiary levels of production and service, as well as the fact that it is so intimately intertwined into the fabric of life economically, socio-culturally, and environmentally, tourism has proven difficult to define.

Academics have defined mass tourism as travel by groups on pre-scheduled tours, usually under the organization of tourism professionals. This form of tourism developed during the second half of the 19th century in the United Kingdom and was pioneered by **Thomas Cook**.

1.3.1 HISTORY OF TOURISM

The word tour in the context of tourism became established in the English language by the eighteenth century. On the other hand, according to oxford dictionary, the word tourism first came to light in the English in the nineteenth century (1811) from a Greek word 'tomus' meaning a round shaped tool.

Tourism dates back to the 17th century, when young nobles from western and northern European countries made what was called the Grand Tour: a trip around Europe (usually covering France, Germany, Italy and Greece) with the main purpose of soaking up history, art and cultural.

Tourism for pleasure originated as that meant for the affluent and people of the upper class and royalty. Jayapalan (2001) said that this was done to see majestic artworks and structures, experience new cultures, food, view natural scenery and learn new languages. There were definite records in Egypt 1500 BC about leisure travels and in Rome resorts and spas visits were for the famous and wealthy.

Medieval ages

This period started from the 12th century when the popularity of religious pilgrimage, mostly Christianity, Islam and Buddhism grew. Travel writers who documented travel history around the world or places of interest was noticed too

Grand tour

This was the origin of modern tourism. Though it started out with the royals, this trends witnessed the participation of young wealthy men and subsequently upper class students in the 18th century. These trips were educational in nature. The travel began to include the middle class after the advent of rail and steam ships travels which made travel more easy and affordable.

Emergence of leisure travel

Leisure travel was associated with the industrial revolution in the UK, which brought the need for leisure time in industrial environment. This started our exclusively for the owners of factories and machinery, traders and new middle class. The first known travel agency, Cox & Kings were founded about the same time in 1758. In 1841, the first leisure travel agency was open by Thomas Cook, which help the Britons to go on tour. In 1845 Thomas Cook operated the first commercial and advertised packaged tour with printed guides and cost effective railway tickets (Thomas Cook, 2014). By 1855, he organised his first international abroad tour, and subsequently started a grand circular tour of Europe. The

growth of tourism at this time was fostered by the development of rails. It is this era that tourism became a business.

Modern tourism

Evolving trends in tourism started in the middle of the 20th century and continued into the 21st century. This era witnessed international travel which started after the World War II. This era also witnessed tourism that is driven and leveraged on technological advancements in transportation, information and communication industry, availability of leisure time, increase in disposable income and change in social structures.

1.3.2 TYPES OF TOURISM

There are three basic forms of tourism: domestic tourism, inbound tourism, and outbound tourism.

1. **Domestic tourism** refers to activities of a visitor within their country of residence and outside of their home (e.g. a Nigerian visiting other parts of Nigeria).
2. **Inbound tourism** refers to the activities of a visitor from outside of country of residence (e.g. a American visiting Nigeria).
3. **Outbound tourism** refers to the activities of a resident visitor outside of their country of residence (e.g. a Nigerian visiting an overseas country).

WHY TOURISM?

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with a increasing diversification and competition among destinations.

1.3.3 THE DEFINITION OF TOURISM ACCORDING TO SOME EXPERTS

I hope you are beginning to understand the definitions, concepts, history of tourism? If yes, let us examine definitions according to some experts:

- According to the International Air Transport Association, “Tourism is the activity of people travelling to, visiting and/or staying in places other than their usual environments for leisure, business or other purposes” (IATA, 2015)
- According to Mathieson and Wall (1982) tourism refers to the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.
- According to the World Tourism Organisation (UNWTO) tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited
- According to Richard Sihite in Marpaung and the Bahar (2000: 46-47) Tourism as a journey that is done for a while, which was held from one place to another leaving its place, with the a plan and the with the intention of not for a strive or a to make a living in the places visited, but simply for a enjoy leisure activities and the for a meet the diverse desires
- Suyitno (2001) defines tourism as a temporary that in the short term tour players will return to its original place. Involve some travel components, such as transportation, accommodation, a restaurant, attractions, souvenirs and others.
- Richardson and Fluker (2004) Tourism comprises the activities or persons, travelling to and staying in place outside Reviews their usual environment for not more than one consecutive year for leisure, and other business purpose.
- Franklin (2003) Tourism Becomes absolutely everything associable with acts of tourist, or put into its proper form tantological "tourism is touri". (Editor: Rafans Manado - from wide range of sources),
- Given examples of McIntosh and Goeldner’s economic and Hunziker and Krapf’s holistic definitions of tourism, Stear (2005) developed his own definition as he particularly focuses on a set of specific activities: “Tourism is travel and temporary stay involving at least one night away from the region of a person’s usual home that is undertaken with the major expectation of satisfying leisure needs that are perceived as being at places outside of, and qualitatively different to, the home region..
- In the opinion of RG. Soekadijo (1997: 8), Tourism is everything in community activities related to the tourists.
- According to Smith (1988), an author of a specialist dictionary on tourism, the word ‘tourist’ was introduced in 1800 and the word

‘tourism’ in 1811. However, what exactly is ‘tourism’? Who are ‘tourists’?

- Researchers and practitioners have produced many definitions for both ‘tourist’ and ‘tourism’ but no definition of either term has become extensively recognised regardless of the fact that both terms have now been part of the English language for over two centuries.
- As indicated by Smith (1988), he suggests that there “probably never will be a single definition of tourism” or tourists as economists, psychologists and geographers perceive different things about tourism in their own professional field (Smith 1988 as cited in Leiper
- This definition specifies tourism as a particular set of activities and some of its key features including the relationship between the tourist and the tourist attraction or icon. One of its advantages is that it distinguishes tourism from social and economic activities, such as commuting, to work or university each day, migrating which obviously has no resemblance with “satisfying leisure needs”
- , If you enjoy meeting new people and interacting with new cultures and places, then you have no better profession to be in than this

1.5 SUMMARY

The principle of tourism have been dealt with extensive, from its context, definitions, types other experts definitions giving us more enlightenment on our introduction and familiarities on the subject matter on introduction to tourism operations and services.

We have seen tourism as a global concept and the largest and fastest growing industry in the world. Hence you have been taught in this unit about how tourism was established, definitions, history, types and forms. This will help you in having a better understanding about tourism operations and services.

Self-Assessment Exercise 1all Questions:Theory Questions

Define the harmonised form of tourism by the United Nations World Tourism (UNWTO)

Briefly describe the context on how tourism was established?

2 Fill-In-The -Gap

- a. According to the International Air Transport Association, “Tourism is the activity of people travelling to, visiting and/or staying in places other than their usual _____
- b. Tourism is an adventurous and experience even for the professional: It is both Science, Art and Business

- c. According to Mathieson and Wall (1982) tourism refers to the temporary movement of people to destinations outside their _____ places of work and residence
- d. There are basic forms of tourism
- e. _____ Evolving trends in tourism started in the middle of the 20th century and continued into the 21st century

True Or False Questions

1. In 1845 Thomas Cook operated the first commercial and advertised packaged tour with printed guides and cost effective railway tickets
 - a. True
 - b. False
2. This was the origin of modern tourism
 - a. True
 - b. False
3. Medieval ages period started from the 13th century when the popularity of religious pilgrimage.
 - a. True
 - b. False
4. Academics have defined mass tourism as travel by groups on pre-scheduled tours, usually under the organization of tourism professionals
 - a. True
 - b. False
5. There are various definition of the concept of tourism over the years
 - a. True
 - b. False

1.7 REFERENCES/FURTHER READINGS/WEB RESOURCES

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1.8 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE(S)

THEORY QUESTIONS

1. The United Nations World Tourism Organization (UNWTO) defines tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes
 - i. The word tour in the context of tourism became established in the English language by the eighteenth century.
 - ii. In Oxford dictionary, the word tourism first came to light in the English in the nineteenth century (1811)
 - iii. Tourism came from a Greek word 'tomus' meaning a round shaped tool.
 - iv. Tourism dates back to the 17th century, when young nobles from western and northern European countries made what was called the Grand Tour: a trip around Europe (usually covering France, Germany, Italy and Greece) with the main purpose of soaking up history, art and cultural
 - v. Tourism for pleasure originated as that meant for the affluent and people of the upper class and royalty to visits were for the famous and wealthy.

2. FILL IN THE GAP

- a. Environment
- b. Educational
- c. Normal
- d. Three (3)
- e. Modern tourism

3. TRUE OF FALSE

1. True
2. True
3. False
4. True
5. True

UNIT 2 UNDERSTANDING TOURISM SYSTEMS: COMPONENTS, ELEMENTS AND MODELS

UNIT STRUCTURE

- 2.1 Introduction
- 2.2 Intended Learning Outcomes
- 2.3 Understanding Tourism Systems: Components
 - 2.3.1 System and Tourism systems
 - 2.3.2 Tourism Services and Operations
 - 2.3.3 Tourist service
 - 2.3.4 A Package Provider
- 2.4 Components of tourism
 - 2.4.1 Attractions
 - 2.4.2 Accessibility
 - 2.4.3 Accommodation
 - 2.4.4 Amenities
 - 2.4.5 Activities/The Constituent of tourism industry
- 2.5 Importance of tourism industry and its service quality
 - 2.5.1 Importance of Service Quality
- 2.6 Summary
- 2.7 References/Further Readings/Web Resources
- 2.8 Possible Answers to Self-Assessment Exercise(s)

2.1 INTRODUCTION

Tourism system is made up of the elements of tourism and the interrelations that exists among them. The demand and supply of tourism products is entangled within the tourism system web. The demand focuses on the people wanting the tourism experience, while the supply is focused on the service provider.

2.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to::

- Know the term system and Tourist Services
- Define tourism Package
- Know a tourism provider
- Mention components of tourism
- Explain the constituents of tourism Industry
- Explain the Leiper's and Others Tourism Model
- Explain the importance of tourism and tourism service quality

2.3 UNDERSTANDING TOURISM SYSTEMS

Let us start by defining or describing what a system and tourism system means?

2.3.1 SYSTEM AND TOURISM SYSTEM

A system consists of several parts that are interconnected and interrelated, each part influencing each other through its dynamic nature while responding to the external influences as well. All the components within the system work to attain a common goal or purpose. According of (Hall 2008) said that a system is an assemblage or interrelated combination of things or elements or components forming a unitary whole.

Tourism can be referred to as a system as it reacts to the external environments like the social, political, technological and ecological. Elements like attraction, transport, accommodation, facilities interact with each other while it interacts with the external environment too.

Tourism as a system is not only made up of hotels or restaurants or cultural attractions but is a combination of various elements intertwined and woven together to form an interdependent relationship. This means that the tourism system must estimate the carrying capacity so that slogans to promote destinations will not have exclaimed. The system therefore has to be managed so that expectations are able to be realized. The way in which is managed will point to the degree of impacts of tourism on the industry. The larger objectives can be categorized into three economic, social and political.

2.3.2 TOURISM SERVICES AND OPERATIONS

All tourism activities and services undertaken, such as services connected with:

- Accommodation
- Bus tours
- Taxis
- Tour guiding
- Vending
- Water sports
- Food and beverages
- Facilities and services
- Leisure facilities and activities
- Trading
- Access to cultural &Historic or natural sites

It is important that you understand a brief explanation of the various tourism services and operations terms used in tourism studies

- i. **Accommodation** is one of the most crucial aspects of a destination. Any traveller choosing to visit any destination would firstly look for accommodation suited to his/her needs. It should provide him/her food and beverage services, resting facilities, etc. up to his satisfaction level.
- ii. **Bus tours** service is an escorted tour (sometimes a package holiday) or bus service that takes visitors sightseeing, with routes around tourist attraction
- iii. **Taxis** are licensed to transport passengers in return for payment of a fare and typically fitted with a taximeter.
- iv. **Tour guiding** are tourism professionals that lead their guests through the most interesting parts of their region. It is their task to entertain visitors to their ...
- v. **Vending machine** from which you can buy small things such as cigarettes, drinks, and sweets by putting coins into it..
- vi. **Water sports** that are carried out on water, such as waterskiing and windsurfing. "opportunities for water sports are good on the island"
- vii. **Food and Beverage Services** can be broadly defined as *the process of preparing, presenting and serving of food and beverages to the customers.*
- viii. **Leisure facility services:** comprise all supporting activities for the primary process of an organisation." Whereby the primary process consists of producing goods or providing services.
- ix. **Trade** refers to **the voluntary exchange of goods or services between economic actors.** Since transactions are consensual, trade is generally considered to benefit both parties. In finance, trading refers to the purchase and sale of securities or other assets.
- x. **Access to cultural and historic site or natural site** is an official location where pieces of political, military, cultural, or social history have been preserved due to their cultural heritage value. Historic sites are usually protected by law, and many have been recognized with the official national historic site status.

Offer wholly or mainly to tourists. Also the different component parts that brought about what will be studying today as tourism systems, their nature, characteristic and the importance of studying tourism? Each of these will be discussed later in the different modules and units, for better understanding. Again let us get deeper in understanding what a tourist service is, since we know what a tourism system is. Then the question is:

Offer wholly or mainly to tourists. Also the different component parts that brought about what will be studying today as tourism systems, their nature, characteristic and the importance of studying tourism? Each of these will be discussed later in the different modules and units, for better understanding. Again let us get deeper in understanding what a tourist service is, since we know what a tourism system is. Then the question is.

2.3.3 WHAT IS A TOURIST SERVICE?

The term tourist service is not a new concept. It appeared in the old Package Travel Regulations from 1992, and survives in the current 2018 Package Travel Regulations ('the PTRs'). However, it continues to cause a lot of confusion for the travel industry.

The main reason why this concept is so important is because it is one of the factors that will determine whether or not a holiday will be treated as a package. Potentially, travel companies could be selling package holidays without realizing it, and committing a criminal offence in the process.

The importance of understanding what could amount to a tourist service does not stop there. Let us say that you are already selling a package (e.g. flight and hotel) and you throw in a 'tourist service' on top. In doing that, you will be liable for anything that goes wrong during that 'tourist service'. Accidents inevitably occur from time to time even in low risk scenarios, such as a tourist bus being involved in a road traffic accident. It is vital, therefore, to make sure that you are adequately covered under your public liability insurance policy. Tourist services also account for this definition of a 'tourist service'.

1. Significant proportion of the total value of the travel services
2. They represent an essential feature of the trip or holiday
3. They are advertised as an essential feature of the trip or holiday. We should quickly recap on what constitutes a package.

2.3.4 A PACKAGE

Keeping it simple, a package holiday will be created when a travel company supplies at least two different services from the following categories of travel services:

- Carriage (e.g. flights, trains, cruise ship)
- Accommodation
- Rental of motor vehicles
- Tourist Services

The first thing to clarify is that, for example, simply supplying accommodation at two different hotels would not create a package. The two services need to be from different categories.

The traditional package that we think of would consist of a flight and accommodation, but any combination of two items from the above list would constitute a package. However, the difficulty comes where a travel company generally sells only one of these services but then decide to start including extras. The question is whether these extras would be considered as tourist service. If so, all of a sudden we are selling a regulated package holiday!

We should therefore take a look at the definition of a ‘tourist service’.

2.3.5 A TOURISM PROVIDER

1. Any type of government, private, or civic organization that participate in the **tourism** industry from the supply side, offering core or supplementary products and services is refers to tourism provider.
2. All businesses offering **tourism** services and experiences to consumers when the latter are travelling and performing **tourism** activities. These businesses include transport companies, hospitality companies, travel agents and tour operators and other **tourism**-related companies directly involved in servicing tourists’ needs. These services they provide refers to tourism services and they are called tourism operators.

Self-Assessment Exercise 1

ANSWER ALL QUESTIONS THEORY

List the various tourism services and operations terms used in tourism industry?

Who is a tourism provider?

What is a tourism service?

FILL IN THE GAP

_____ is one of the most crucial aspects of a destination.

A tour package is a holiday at a _____

Tourism system is made up of the elements of tourism and the interrelations that exists among _____

TRUE OR FALSE

1. Tourist service means the provision of services in travel, transportation, accommodation, meals and drinks, entertainment, information, guidance and other services to satisfy the needs of tourists.

True

False

2. Food and Beverage Services can be broadly defined *as* the process of preparing, presenting and serving of food and beverages to the customers

True

False.

3. Leisure facility services: comprise all supporting activities for the primary process of an organisation.” Whereby the primary process consists of producing goods or providing services.

a. True b. False

2.4 COMPONENTS OF TOURISM SERVICE

The five vital components of tourism system are:

- Attraction
- Accessibility
- Accommodation
- Amenities
- Activities
- Attraction

Let us define these terms that are vital to tourism system.

What does components of tourism service mean?

It is the provision of services in travel, transportation, accommodation, meals and drinks, entertainment, information, guidance and other services to satisfy the needs of tourists.

2.4.1 Attraction

Tourism activity starts with the attractions. At a place or destination there has to be some attraction only then people or tourists will visit that area. Attractions are believed to be the greatest influences of all the components. They can make or break a destination.

There are two types of attractions.

1. **Natural Attraction:**

Natural attractions are places made by nature itself e.g. natural beauty, climate, mountains, landscape, flora and fauna, water resources, beaches, wild life, caves, safari.

2. **Man-Made Attraction :** Man-made attractions are those Attraction made or developed by humans for e.g. monuments, historical

buildings, festivals, music, churches, temples, Disney lands, leisure parks, museums, casinos, discos club etc.

2.4.2 Accessibility

Accessibility is an essential component of tourism system as it creates linkage between market source and destination. For instance, attraction motivate tourists to a destination. Accessibility is directly linked to transport system that convey tourists and their luggage to their respective destinations. Transport sub- system is imperative component of a tour system. It should also be noted that transport can become an attraction. Transportation is a crucial/important key factor that has a huge impact on the growth and development of tourism industry.

For instance, most of the tourism destinations in Nigeria lack both accessibility and good transport system, thus, the marred the inflow of tourists tour rich tourist destinations. For instance, the roads to Yankari Game Reserve, Kanji National Park, etc., are not linked by air or sea, and even the road networks to these destinations are in poor condition for travelling.

2.4.3 Accommodation

Accommodation is very important element of any tour. Accommodation here refers to hotels, restaurants, guest houses, rest room, event centres, etc. Any tourism destinations that lack these facilities also attract few tourists. For instance, some the accommodations in out tourist destinations are less standard as compared to the international best practices. The facilities therein also serve as a booster to tourist inflow.

2.4.4 Amenities

Every tourist travelling to a new destination desires for world class facilities and services. In order to fulfil their demand huge efforts are made by the industry. High quality facilities are important aid to every tourist destination or center. For a coastal resort, services like swimming, boating, yachting, surf-riding and other amenities like recreation, dancing and other entertainment and amusement services are very essential for each and every tourist destination.

Amenities are the services required by the tourist to facilitate his travel. Amenities generally include infrastructure facilities like roads, sewage system, power grids, phone lines etc. and other facilities like police station, ATMs, Forex booths, hospitals etc. Although most of them are primarily developed for the residents but these amenities are utilized by the tourists also. In the terminology of tourism products these facilities

are known as 'Resident Oriented Products'. Amenities include various extra services and facilities required to the guest while travelling to different destination.

2.4.5 Activities

Tourism activity means commercial activity that contributes to the provision of accommodation, catering and other related tourism ventures and meets the needs of people who are travelling for pleasure or on business carried out for purposes of a touristic nature; Tourism is an activity for recreational or leisure activities of people. It is also an essential part of our life as it refresh the mind and reduce the stress of our life.

Let us see some of these examples of activities

Hard adventure activities such as

- climbing,
- trekking and
- mountain biking.

Soft adventure activities such as the following:

- garden and forests
- cycling and mountain biking
- walking and hiking
- fishing
- canoeing and water sports

Soft activities make the majority of the market as they:

- appeal to a wider range of people
- require less physical output than hard activities
- generally have lower perceived or real risks
- are easily adapted for different visitors, e.g. families

Types of activity tourism

Activity tourism generally combines:

- physical activity or adventure
- cultural exchange or interaction
- engagement with nature services any activities, such as walking, hiking and cycling, are typically free to access and so do not have a value market size in their own right.

However, they enhance the visitor experience and can increase opportunities for visitors to spend. This type of visitor will spend money on food, drink and accommodation.

Self-Assessment Exercise 2

ANSWER ALL QUESTIONS THEORY

List the vital components of tourism system

What are the different types of tourism activities?

Differentiate between natural attractions and man-made attraction

FILL IN THE GAP1.5

1. Tourism activity starts with the _____
2. _____ include various extra services and facilities required to the guest while travelling to different destination.
3. Accommodation is very important element of any _____
4. _____ motivate tourists to a destination

TRUE OR FALSE

1. Attractions can make or break a destination a. True
b. False
2. Many activities, such as walking, hiking and cycling, are typically free to access and so do not have a value market size in their own right
a. True b. False.
3. Tourism is an activity for recreational or leisure activities of people. It is also an essential part of our life as it refreshes the mind and reduces the stress of our life a. True b. False

The Constituents of Tourism Industry

The constituents of tourism industry is divided into two categories namely:

1. Primary/major constituents
2. Secondary constituents.

Primary Constituents

This constituent is composed of the following elements:

Transport: Transport is an essential constituent of tourism. A mode of transport is needed to move from one place to another.

Accommodation: Tourist needs a place to stay that is good accommodation, which could be of any type from cottages to tourist lodges, hotels, a house boat, etc.

Catering, food and entertainment: Tourist also needs something to eat, and hence comes the role of catering and food. Different forms of entertainment are also provided as attractions at the destinations.

Intermediaries: The intermediaries constitute the travel agency, tour operator and guide services. The constituent which co-relates all the components of tourism is the travel agent/tour operator.

Government Departments/Tourist information centers etc.: Many National and International organizations related to tourism form part of the tourism

Tourism is a multifaceted industry whose different component part is often brought together by the term "Tourism System". Leiper's model have been used as the organizing framework. The framework or the model was first suggested in 1979 and upgraded in 1990. According to Cooper, Fletcher Fyall, Gilbert and Wanhill, (2008) report that Leiper's three elements are :

- Tourist
- Geographical element
- Tourism industries.

Cooper et al (2008) summarized Leiper's tourism model as a whole range of

- Individuals
- Businesses
- Organization
- Places which combines in some ways to deliver the travel experience

While Cook et al (2006) identified the major services associated with the tourism model as:

- Tourism as food and beverage
- Transportation
- Attractions and Entertainment
- Travel agencies
- Accommodation
- Destination

Tourism is a service-based, an important aspect in terms of management. Few physical products are associated with the industry and this greatly influences how tourism should be managed.

Gronroos (2005), identified three (3) basic characteristics for most tourism services:

1. Services processes consists of activities on a series of activities rather than things

2. Services are at least to some extent produced and consumed simultaneously
3. The customer participates in the service production process at least to some extent.

He observed that services related to tourism services are characterized by the following:

- Complex product
- Complex Industry
- Fragmented Industry

COMPLEX PRODUCT

Tourism is characterized by input from various service suppliers into the total tourism product by a number of different suppliers both locally and internationally and the destination to be visited such as a:

- Travel agent
- National or local tourist office
- Handling agent
- Transfer company
- An airline, rail company
- An airport, railway station
- An accommodation provider
- Restaurants
- Shops etc.

All play a part in providing the total holiday experience.

COMPLEX INDUSTRY

The relationships are mentioned in the first sub topic, between these players, whether formal or informal linkages between organizations are often not recognized by travellers.

FRAGMENTED INDUSTRY

The tourism industry is characterized by a proliferation of small companies spread over vast geographical areas .Once an organization has developed a service offering, it must be made available for customer use. Travellers need access to a wide variety of tourism services.

These services may be as simple as having questions answered about the availability of services.

2.5 THE IMPORTANCE OF TOURISM

- Tourism boosts the revenue of the an economy
- Creates thousands of jobs
- Develop the infrastructure of a country
- Plant a sense of cultural exchange between foreigners and citizens.
- Plays a role in gender equality
- Supports low income countries
- Good for rural areas
- Encourages conservation
- Preserve culture
- Pays well

2.5.1 IMPORTANCE OF SERVICE QUALITY

The tourism industry has received increasing attention as it has become one of the fastest developing business sectors around the world.

Service quality at tourism destinations affects tourists' behavior and impacts service quality standards and brand names.

These products and services of the tourism industry aim to entice customers and influence their mind-set to travel to destinations.

It is generally accepted that the brand is an influential asset to all organizations. Brands are used as strategies to sell. A good brand name is recognized for being a good quality product. Hosani et al. (2007) revealed that a good brand lowers the risk perception of customers and increases high trust and customer satisfaction.

When trust exists between customers and organizations, customer loyalty behavior is noticed. This contributes to the growth, success and organizational development of the destination (Crouch, 2011).

Quality is always assured in services, however, when quality brand image is emphasized especially on online transactions, this attracts large customers who are willing to spend money to purchase the products of the destination.

Self-Assessment Exercise 3

ANSWER ALL QUESTIONS THEORY

How are services related to tourism services characterised ?
How did Cook et al (2006) identified the major services associated with the tourism model

Cooper et al (2008) summarized Leiper's tourism model as a whole range of

What are elements of primary consistent tourism consist of?

Self-Assessment Exercise 4

ANSWER ALL QUESTIONS THEORY

1a. What are the importance of tourism to the industry?

1b. What are the effect of quality service?

2.5 SUMMARY

In this unit, we learnt about the importance of studying tourism and have quality service delivery is importance to have repeat patronage which will turn to profitability and investment on the brand name. The importance of you studying tourism and knowing the its benefits and its service quality: boosting the economy, job creation, and citizens of any country.etc.

In this unit, we have learnt about major tourism services associated with tourism models by authors like Cook et.al, " Leiper's model have been used as the organizing framework and Cooper 2008 model is a model of a whole range of individual, business organization and in some models they combine in some ways to deliver travel experience. Also learnt about the elements of t services related to tourism services are characterized by the: constituents of Complex product, Complex Industry and Fragmented Industry.

**2.6 REFERENCES/FURTHER
RESOURCES****READINGS/WEB**

Cock, Roy, Cook, Given O, & Yale, Laura, J. (2005). Guide to Business Etiquette Upper Saddle River, NJ: Prentice-Hall Inc.

Gronoroos, C. (2000) Service Management and Marketing: A Customer Relationship Management what Approach, (2nd edition). Chichester: John Wiley & Sons.

2.7 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE 1

- i. Accommodation
- ii. Bus tours
- iii. Taxis.
- iv. Tour guiding...
- v. *Vending machine..*
- vi. Water sports
- vii. Food and Beverage Services.
- viii. Leisure facility services:
- ix. Trade refers to the voluntary exchange of goods or services between economic actors.
- x. Access to cultural and historic site or natural site.

2. A tour package is a holiday at a fixed price in which the travel company arranges your travel, hotels and sometimes meal. Holiday will be created when a travel company supplies at least two different services from the following categories of travel services:

3. A tourism provider can be describe any type of government, private, or civic organization that participate in the tourism industry from the supply side, offering core or supplementary products and services is refers to tourism provider.

Or

All businesses offering tourism services and experiences to consumers when the latter are travelling and performing tourism activities. These businesses include transport companies, hospitality companies, travel agents and tour operators and other tourism-related companies directly involved in servicing tourists' needs. These services they provide refers to tourism services and they are called tourism operators.

1. **FILL IN THE GAP**

- a. Accommodation
- b. Fixed price
- c. Them

2. **TRUE OR FALSE**

1. True
2. True
3. True

SELF-ASSESSMENT EXERCISE(S) 2

- Attraction
- Accessibility
- Accommodation
- Amenities
- Activities
- Attraction

2. **Hard adventure** activities such as climbing, trekking and mountain biking.

Soft adventure activities such as the following:

- garden and forests
- cycling and mountain biking
- walking and hiking
- fishing
- canoeing and water sports

Soft activities make the majority of the market as they:

- appeal to a wider range of people
- require less physical output than hard activities
- generally have lower perceived or real risks
- are easily adapted for different visitors, e.g. families

Types of activity tourism

Activity tourism generally combines:

- physical activity or adventure
- cultural exchange or interaction
- engagement with nature services any activities, such as walking, hiking and cycling, are typically free to access and so do not have a value market size in their own right. However, they enhance the visitor experience and can increase opportunities for visitors to spend. This type of visitor will spend money on food, drink and accommodation

3. Natural Attraction:

Natural attractions are places made by nature itself e.g. natural beauty, climate, mountains, landscape, flora and fauna, water resources, beaches, wild life, caves, safari

Man-Made Attraction : Attraction made or developed by humans for e.g. monuments, historical buildings, festivals, music, churches, temples, Disney lands, leisure parks, museums, casinos, discos club etc.

FILL IN THE GAP

1. Attractions
2. Amenities
3. Tour
4. Attraction

TRUE OR FALSE

1. True

2. False
3. True

SELF- ASSESSMENT EXCERCISE 3

1. They are characterized by the following:
 1. Complex product
 2. Complex Industry
 3. Fragmented Industry
2. While Cook et al (2006) identified the major services associated with the tourism model as:
 - Tourism as food and beverage
 - Transportation
 - Attractions and Entertainment
 - Travel agencies
 - Accommodation
 - Destination
3. Cooper et al (2008) summarized Leiper's tourism model as a whole range of
 - Individuals
 - Businesses
 - Organization
 - Places which combines in some ways to deliver the travel experience

4. Primary constituent composed of the following elements: .

Transport: Transport is an essential constituent of tourism. A mode of transport is needed to move from one place to another.

Accommodation: Tourist needs a place to stay that is good accommodation, which could be of any types from cottages to tourist lodges, hotels, a house boat, etc.

Catering, food and entertainment: Tourist also needs something to eat, and hence comes the role of catering and food. Different forms of entertainment is also provided as attractions at the destinations.

Intermediaries: The intermediaries constitute the travel agency, tour operator and guide services. The constituent which co-relates all the components of tourism is the travel agent/tour operator.

Government Departments/Tourist information centers etc.: Many National and International organizations related to tourism form part of the tourism

SELF-ASSESSMENT EXERCISE(S) 4

1a.

- Tourism boosts the revenue of the an economy
- Creates thousands of jobs
- Develop the infrastructure of a country

- Plant a sense of cultural exchange between foreigners and citizens.
- Plays a role in gender equality
- Supports low income countries
- Good for rural areas
- Encourages conservation
- Preserve culture
- Pays well

1b.

The tourism industry has received increasing attention as it has become one of the fastest developing business sectors around the world.

1. Service quality at tourism destinations affects tourists mind-set to travel to destinations.
2. Increases high trust and customer satisfaction.

UNIT 3 COMPONENTS OF TOURISM INDUSTRY

Unit Structure

- 3.1 Introduction
- 3.2 Intended Learning Outcomes
- 3.3 The nature of tourism
- 3.4 Types of tourism services
- 3.5 Components of tourism service
- 3.6 Characteristics of tourism services
- 3.7 Summary
- 3.8 References/Further Readings/Web Resources
- 3.9 Possible Answers to Self-Assessment Exercise(s)

3.1 INTRODUCTION

Tourism has been identified as the world's largest industry which is becoming popular for a number of reasons. Tourism and travel-related services include services provided by:

- Hotels and restaurants (including catering)
- Travel agencies
- Tour operator services
- Tourist guide services
- Other related services

3.2 INTENDED LEARNING OUTCOMES

At the end of this unit, you should be able to know the:

- Give reasons why tourism has been identified as the largest industry
- Mention the types of tourism services
- List tourism components
- Explain the Tourism characteristics

3.3 THE NATURE OF TOURISM

The growing disposable income among many populations from developed and developing countries is having an effect on reducing price elasticity for many holiday makers, as upmarket winter sports holidays, cruises, special interest and long-haul travel continue to attract a greater proportion of travellers (UNWTO, 2017).

Tourists travel for different reasons, for personal motives, including visits to friends and relatives (VFR travel); study; religious; sport; health, et

cetera. For the first group, the decision to travel, and where to go, is largely beyond their control.

The business travellers will have little discretion in the choice of their prospective destination, or on the timing of their trip. Generally, the purpose of their trip is not to enjoy the destinations' attractions and facilities.

Business travel is usually arranged at short notice and for specific and brief periods of time; the duration of their itinerary may often be as short as a day. In this case, there could be a substantial journey time involved. For these reasons, business travellers need the convenience of frequent, regular transportation facilities, efficient, reliable services and good accommodation facilities (in terms of accommodation and catering) of a high standard, at their destination. (Very often, business travellers will be less concerned about the cost of travel, as their employer could be paying for their travel arrangements (Gustafson, 2012).

Higher prices will not deter them from travelling, nor will lower prices encourage them to travel more often. On the other hand, leisure travel is highly elastic for those travellers who are price-sensitive. The lower prices for holidays to particular destinations will usually lead to an increase in the aggregate numbers of travellers.

Frugal tourists will usually shop around for affordable holidays (Xiang, 2013). Therefore, they may be prepared to delay their travel, or to book well in advance of their travel dates, if this would translate to a significant reduction in their travel costs.

3.4 TYPES OF TOURISM SERVICES?

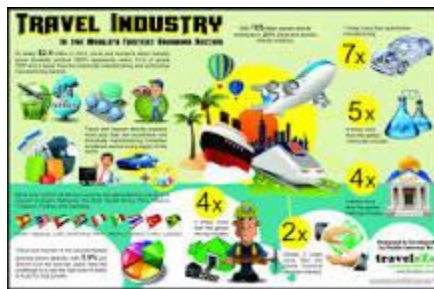
The role of tourism services is to connect business and people, generating destination awareness and information among potential travelers.

Let us look at their terms

- Accommodation Management.
- Association. An organization (usually non-profit) with members.
- Attraction. Avenue or national site which is of interest to be viewed or visited by tourists.
- Aviation Authority
- Destination Marketing Organization.
- Education and Training.
- Financial Services.
- Insurancton promotes the long –term development and marketing destinatione

Destination marketing organization are concerned with the marketing of destinations to prospect customers.

3.5 WHAT ARE THE COMPONENTS OF TOURISM SERVICES?



There are six major components of tourism, each with their own sub-components. These are:

- Tourist boards
- Travel services
- Accommodation services
- Conferences and events
- Attractions
- Tourism services.

Tourist board

Is an official organization that encourages people to visit an area, city, or country, and that provides information about travel, places of interest, where to stay, etc.: The city's tourist board is launching a campaign to lure more visitors.

Travel services

They are services offered by travel agents, including passenger transport services, air travel services, car hire services, road transport services, rail transport services, sea transport services, booking and reservation of travel services, travel ticket reservation services, tourist travel information.

Accommodation Services

The tourist accommodation service is defined as: “the provision, for a fee, of sheltered overnight accommodation in appropriately equipped rooms, including at least a bed, offered as a main service to tourists, travellers and lodgers.

Conference and Events

This is a sector that includes meetings, expos, gatherings, and special events. It includes corporate and private functions that are held in a variety of venues, from hotels and conference centers to events facilities and party functions.

Attractions

a place that people visit for pleasure and interest, usually while they are on holiday: can include historical places, sites of significant historic event, monuments, ancient temples, zoos, aquaria, museums and art .

3.6 CHARACTERISTICS OF TOURISM SERVICES

Tourism and travel-related services include services provided by hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services and other related services. A crucial aspect of trade in tourism services is the cross-border movement of consumers. Tourism services and operations are characterized by the following elements:

- Inseparability
- Heterogeneity
- Intangibility
- Perishability

They are characterised because for the following product and service elements

Inseparability

Inseparability expresses the notion that a tourist service cannot be separated from the service provider.

Heterogeneity

This means that the product is not always the same. For example, inclement weather, flight delays or the bad mood of service staff can make one person's holiday experience very different from those travelling at a different time.

Intangibility.

One of the characteristics of tourism products is that it cannot be touched. Tourism products are intangible so after using the product there is no physical proof that one has used it. For example, a tourist books a hotel and sleeps in his room for four days.

Perishability

Is one of the most important characteristics of the tourism industry. The products/services in the tourism and travel industry are consumed as they are produced. Hotel rooms and cable car seats cannot be warehoused for futures sales.

3.7 SUMMARY

In this unit, we have learnt about the nature of studying tourism, and the reasons are because of the growing disposable income among many populations from developed and developing countries is having an effect on reducing price elasticity for many holiday makers, as upmarket winter sports holidays, cruises, special interest and long-haul travel continue to attract a greater proportion of travelers.

Self-Assessment Exercise 1

1. Briefly discuss why tourists travel for different reasons with the nature of tourism

Self-Assessment Exercise 2

1. Discuss briefly the major components of tourism with their own sub-components

3.8 REFERENCES/FURTHER RESOURCES**READINGS/WEB**

Paul (2012). On the behavior of Bayesians credible intervals in partially identified models.

UNWTO (2017) Highlight 2017 edition World Tourism Organization

Xiang, Li & Tang (2013) Modelling Tourism Employment in China.

3.9 POSSIBLE ANSWERS TO SELF- ASSESSMENT EXERCISE(S)

1. Tourists travel for different reasons, For personal motives, including visits to friends and relatives (VFR travel); study; religious; sport; health, et cetera. For the first group, the decision to travel, and where to go, is largely beyond their control.

The business travellers will have little discretion in the choice of their prospective destination, or on the timing of their trip. Generally, the purpose of their trip is not to enjoy the destinations' attractions and facilities.

Business travel is usually arranged at short notice and for specific and brief periods of time; the duration of their itinerary may often be as short as a

2. Tourist board

Encourages people to visit an area, city, or country, and that provides information about travel, places of interest, where to stay, etc.

Travel services

They are services offered by travel agents, including passenger transport services, air travel services, car hire services, road transport services, rail transport services, sea transport services, booking and reservation of travel services, travel ticket reservation services, for tourist travel information.

Accommodation Services

The tourist accommodation service is defined as: "the provision, for a fee, of sheltered overnight accommodation in appropriately equipped rooms, including at least a bed, offered as a main service to tourists, travellers and lodgers.

Conference and Events

This is a sector that includes meetings, expos, gatherings, and special events.

Attractions

Places that people visit for pleasure and interest, usually while they are on holiday:

Tourism Services

Tourism and travel-related services include services provided by hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services and other related services.

UNIT 4: INFORMATION ON TOURISM SERVICES AND OPERATIONS

UNIT STRUCTURE

- 4.1 Introduction
- 4.2 Intended Learning Outcomes
- 4.3 Information on Tourism Services And Operations: Sources
 - 4.3.1 Sources of Information
 - 4.3.2 Best Sources of Information Generation
 - 4.3.3 Governments, both at the Federal, State and Local levels
- 4.4 Travel Agency and Tour Operators
 - 4.4.1 Hotel Industry
 - 4.4.2 Media
 - 4.4.3 Newspaper Magazines and Advertisement
- 4.5 Specialized Publication
 - 4.5.1 Non-Print Media
- 4.6 Summary
- 4.7 References/Further Readings/Web Resources
- 4.8 Possible Answers to Self-Assessment Exercise(s)

4.1 INTRODUCTION

Information is an important element of any system or industry to exist and prosper. The important information covers image of destination, products, competitor's offerings, prices, quality and services, promotional and selling activities. Customers visiting your premises will often have a range of enquiries regarding what is available to see and do while they are there. This unit is about providing tourism information to your guests. To do this you must be able to identify what it is your customers want and to source and provide that information.

Information technology has a major impact on tourism and hospitality industry. The Internet has provided a revolution to businesses which are involved in tourism, both as a source of information and as a medium of sale. Agapito et al (2013). The Internet has made tourist destinations closer than ever for prospective tourists, regardless of their geographical or country origin. Websites that provide information which are related to tourist destinations have brought massive impacts to the way potential tourists select their next tourism destination to visit. Kiral'ova et al. (2015).

Despite such positive promises as determined by technology number of visitors. One may presume that the information contained within their website has not had a significant impact on establishing tourists' interests to visit. Leung et al (2013). The quality of information that relates to

tourist destination is important because it plays a key role within tourists' decision-making process. Sharma et al (2016). Tourists' satisfaction and interest in visiting a destination is greatly influenced by the information they obtain. Shafiee et al (2016).

This Unit is, therefore, designed to communicate to you generation sources of specialized information required for market planning and market research by these various components of tourism industry.

4.2 INTENDED LEARNING OUTCOMES

After reading this unit you will be able to know the:

- Importance of information on tourism for a professional
- Roles of the main government and non -governmental agencies which provide tourism related information
- Role of private agencies and associations as sources of tourism information, and
- Sources for such information at appropriate places in the print media and internet.

4.3 INFORMATION ON TOURISM SERVICES AND OPERATIONS: SOURCES

4.3.1 SOURCES OF INFORMATION

The sources of tourism information such as communication media include:

- Brochures
- Guidebooks
- Local tourist offices
- Travel guides
- Travel agents
- Magazines
- Newspapers
- Friends and relatives
- Personal experiences.

4.3.2 BEST SOURCES OF INFORMATION ON DESTINATION

- Internet Sites Commonly Visited
- Websites Maintained By Destination Marketing, Bodies,
- Virtual Communities
- Travel Blogs

- YouTube
- And Online Travel Review Sites,
- Such As Trip Advisor (Pesonen&Pasanen 2017).

Now let us examine how tourism related information is being largely generated by the followings:

4.3.3 GOVERNMENTS, BOTH AT THE FEDERAL, STATE, AND LOCAL LEVELS

Tourism departments at the federal, state and local levels usually have statistics and implementation division to collect, compute, administer and manage the information collected. This information generated is used by the department in planning, production and development of tourism goods and services both at domestic and international level. The information generated by them broadly focuses upon:

- i) Destination Information
- ii) Booklets on availability of hotels, restaurants and other services both primary and ancillary available at destination.
- iii) Tourist guides and maps showing sites and their accessibility.
- iv) Procedural formalities for international tourists, permits for entry in restricted areas, etc.
- v) Specially developed tourism products like heritage properties,
- vi) Tourist profiles and other related data, etc.

Department of Tourism provides this information free of cost. This enables you to select and pick up information material of your interest and use the relevant information. In fact, for most of the countries such information is available on their websites.

4.4 TRAVEL AGENCY AND TOUR OPERATORS

The main categories of such information are given below:

The Tour operators, just issue brochures on main tourist attractions. However, each one of them confines to the area or interest on which he/she is doing business.

4.4.1 HOTEL INDUSTRY

There are many hotels in the country which sell package tours to both the domestic as well as international tourists. The information generated thus includes the following details of the area:

- Historical attractions

- Craft attractions
- Exotica
- Cuisine
- Room tariffs and services available, etc.

4.4.2 MEDIA

As a source of information the print/other media generally serves the purpose of addendum. The main categories of print media information of your interest would be:

4.4.3 NEWSPAPERS, MAGAZINES AND ADVERTISEMENTS

The newspapers and magazines have today started publishing tourism related information in a big and specific destinations under the following heads:

- History
- Geography and topography
- Craft traditions
- Accessibility and accommodation
- Cuisine and catering
- Shopping
- Higher education opportunity, etc.

Most of these write ups are today done by reputed travellers/tourism experts and should, therefore, be preserved by you.

Advertisements are an important source of information on tourism. They tell you about tariffs, off season discounts, tour packages, types of accommodation, view resorts, airline schedules and fares and above all in present scenario of ethical or unethical competition, competitive advantages like hidden costs, etc. of each products over the others.

4.5 SPECIALISED PUBLICATIONS

With the promotion of tourism as an important industry there have begun appearing specialized monographs on various aspects of tourism. These can be categorized as under:

- Travel and Tourism Definitions
- Tourism Management
- Tourism Guiding
- Cultural Tourism
- Wildlife Tourism Studies
- Island and Beach Tourism

- Desert Safaris
- Hill Resorts
- Adventure Tourism
- Convention Tourism etc.

4.5.1 NON-PRINT MEDIA

Today TV serials, sponsored programs, films, commercials, documentaries, promotional films, etc. Are important sources of information on tourism? With the help of video films and CD ROMs one can show the tourists the type of services available or one can have a look at the quality and size of rooms in a hotel before packaging them in the tour and so on. In fact non -print media is fast picking up. Internet as a source of information: The fact that internet is growing in usefulness and importance is compounding. At present there are hundreds of sites of travel companies providing information on wide areas of tour operations, besides getting information of general nature you can also book yourself an airline ticket or hotel room in any part of the world after going through the details and dimensions of airlines and properties that you are going to use at destination. The internet is replacing many other entities the way it is used.

People now turn to internet in the way, they turn to libraries, encyclopedias, newspapers, magazines, catalogues, brochures, travel agents ,maps with weather conditions at different times, governmental pamphlets or even physical locations for advises. Inbound and outbound data, new trends, etc. can also be found on websites.

Today availability of statistics both national and international is not difficult. At present there are hundreds of sites of travel companies providing information on wide areas of tour operations.

Self-Assessment Exercise

1. Highlight the sources of information for the tourist.

4.6 SUMMARY

This Unit has shown us the various sources of information in tourism. This ranges from Print media to non print as well as internet sources. Also, there are information that are archeological and historic that can only be found on-site. You must also have had the knowledge about the idea and importance of information for upcoming professional in the tourism industry. Examine the effects of information quality towards the

destination image model that may shape the tourist's interest to visit certain destinations.

In summary from this unit, you must have been acquainted with the importance of tourism its activities even with information technology that provides the necessary information needed. The sources of information discussed by us, now serves as a model that we have highlighted before.

4.7 REFERENCES/FURTHER READINGS/WEB RESOURCES

Agapito D, Valle P O and Mendes J C 2013 J. Travel Tour. Mark The Cognitive-Affective- Conative Model of Destination Image: A Confirmatory Analysis. 30(5) pp 471–481

Kiráľová A and Pavl'ičeka A 2015 Procedia - Soc. Behav. Sci Development of Social Media Strategies in Tourism Destination. 175 pp 358–366

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Sharma, M .P (2016) Factors Affecting the Adoption of ICT in Hospitality and Tourism Industry in Proceedings of the Second International Conference on Information and Communication Technology for Competitive Strategies. pp 1–5

1.8 POSSIBLE ANSWERS FOR SELF- ASSESSMENT EXERCISE

1. The sources of tourism information such as communication media include:

- Brochures
- Guidebooks
- Local tourist offices
- Travel guides
- Travel agents
- Magazines
- Newspapers
- Friends and relatives
- Personal experiences.

2. The information generated by them broadly focuses upon:

i) Destination Information

ii) Booklets on availability of hotels, restaurants and other services both primary and ancillary available at destination.

iii) Tourist guides and maps showing sites and their accessibility.

iv) Procedural formalities for international tourists, permits for entry in restricted areas, etc.

v) Specially developed tourism products like heritage properties

vi) Tourist profiles and other related data, etc.

MODULE 2

- Unit 1: Transportation Services. Modes, Means in
 Tourism
- Unit 2: Land base Transport
- Unit 3: Trends and Issues

**UNIT 1 TRANSPORTATION SERVICES MODES, MEANS IN
 TOURISM****UNIT STRUCTURE**

- 1.1 Introduction
- 1.2 Intended Learning Outcomes
- 1.3 Modes of Transportation
 - 1.3.1 Means of Transportation
- 1.4 Component of Air Transport
- 1.5 Air Transport Services
 - 1.5.1 Trends and Issues
- 1.6 Summary
- 1.7 References/Further Readings/Web Resources
- 1.8 Possible Answers to Self-Assessment Exercise(s)

1.1 INTRODUCTION

In this unit it is important to understand the different terms in transportation system and services. This unit intends to draw your attention into the different modes and means of transportation, component in tourism services like: Air ,Water, Land transport, which includes Rails or railways, road and off-road transport. Other Modes Also Exist Including: Pipelines, Cable transport, Space transport, Human-powered transport and Animal-powered transport.

1.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Differentiate between mode and means of transportation
- Understand Air service transportation
- Explain the basic elements of transportation
- Understand air transportation service management in Nigeria

1.3 MODES AND MEANS OF TRANSPORTATION

What do we mean, when we say mode of transport: It is a term used to distinguish between different ways of transportation or transporting people or goods

Westlake and Robbins (2005) confirms that the major modes and means of transportation are largely by: air, water and land, and that make their choices from these and is dependent on their prices, convenience, distance, time limit, security, status, benefits, geographical position, comfort and competition.

The transportation sector is vital to the success of our industry. The simple truth is that if we cannot move people from one place to the other whether by air, sea, or land, then we do not have an industry. This unit takes a broad approach, covering each segment of the transportation sector globally, nationally, and at home in Nigeria. Transportation sector is an inseparable industry from the tourism industry. Tourism involves movement both to and fro a tourism destination and this can be only achieved, via transportation. Essentially, if movement cannot be achieved, tourism is impossible.. Through travel and tourism, history, various forms of transportation have emerged, sub-merged and re-emerged and this is has aided the documentation of the peculiarity of different era in the history of tourism .Transportation is central to a nation's tourism growth and development Every nation regardless of its population, size, level of development and industrial capacity can benefit from an efficient transportation network be it, road, waterways, rail or air transport. But on the contrary transport poverty exist where inefficiency in all transportation modes is prevalent within an economy. Such the case in many African countries and cities, including Benin, Ethiopia, Nigeria, Uganda, Tanzania and Lusaka, Zambia and host of others.

In many developed countries transportation plays a significant role in the ease of doing business and the government plays an integral role in the implementation and administration.

1.3.1 COMPONENTS OF MODE OF TRANSPORT

A transport mode is a combination of the following:

Transportation Infrastructure:

- Thoroughfares
- Networks
- Hubs (stations
- Bus terminals
- Airport terminals), etc.

VEHICLES AND CONTAINERS:

- Motor vehicles
- Automobiles
- Motorcycles
- Trucks
- Wagons
- Trains
- Ships
- Aircraft

A STATIONARY OR MOBILE WORKFORCE

- Propulsion system and power supply (traction)
- Operations: driving, management, traffic signals, railway signalling, air traffic control, etc.

THE DIFFERENT MODES OF TRANSPORT ARE

- Air
- Water
- Land transport
- Which includes Rails or railways, road and off-road transport.

OTHER MODES ALSO EXIST INCLUDING:

- Pipelines
- Cable transport
- Space transport
- Human-powered transport
- Animal-powered transport

In general, transportation is used for moving of people, animals, and other goods from one place to another.

1.3.2 MEANS OF TRANSPORT

On the other hand, refers to the transport facilities used to carry people or cargo according to the chosen mode (animal, vehicle, car, airplane, ship, truck, train and so on and so forth). Each mode of transport has a fundamentally different technological solution, and some require a separate environment.

Each mode has its own infrastructure, vehicles, transport operators and operations.

AIR

Air transport is the fastest method of transport, Commercial jets reach speeds of up to 955.

HUMAN POWERED

Human powered transport, a form of sustainable transportation, is the transport of people and/or goods using human muscle-power, in the form of walking, running and swimming. Modern technology has allowed machines to enhance human power. Human-powered transport remains popular for reasons of cost-saving, leisure, physical exercise, and environmentalism; it is sometimes the only type available, especially in underdeveloped or inaccessible regions. Human-powered vehicles have also been developed for difficult environments, such as snow and water, by watercraft rowing and skiing; even the air can be entered with human-powered aircraft.

LAND

Land transport covers all land-based transportation systems that provide for the movement of people, goods and services. Land transport plays a vital role in linking communities to each other. Land transport is a key factor in urban planning. It consists of 2 kinds, rail and road.

RAIL



Rail transport is a means of conveyance of passengers and goods by way of wheeled vehicles running on rail track, known as a railway or railroad. Intercity trains are long-haul services connecting cities.

ROAD



Bus, cars and bicycles

Each mode of transport has a fundamentally different technological solution, and some require a separate environment. Each mode has its own infrastructure, vehicles, transport operators and operations. The most common road vehicle in the developed world is the automobile, a wheeled passenger vehicle that carries its own motor.

Water



Water transport is the process of transport that a watercraft, such as a boat, ship or sailboat, makes over a body of water, such as a sea, ocean, lake, canal or river.

OTHER MODES

Micromobility is the collective name for small electric powered vehicles.



Pipeline transport sends goods through a pipe, most commonly liquid and gases are sent, but pneumatic tubes can also send solid capsules using compressed air.

Cable transport is a broad mode where vehicles are pulled by cables instead of an internal power source. It is most commonly used at steep gradient. Typical solutions include aerial tramway, elevators, escalator and ski lifts; some of these are also categorized as conveyor transport.

Space transport is transport out of Earth's atmosphere into outer space by means of a spacecraft. Unmanned aerial vehicle transport (drone transport) is being used for medicine transportation in least developed countries with inadequate infrastructure by an American based start-up Zipline. (2019).

The major modes and means of transportation are largely by: air, water and land, and that make their choices from these and is dependent on their prices, convenience, distance, time limit, security, status, benefits, geographical position, comfort and competition.

SELF-ASSESSMENT EXERCISE(S)

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. The major modes and means of transportation are largely by: air, water and land, and that make their choices from these and is dependent on their prices, convenience, distance, time limit, security, status, benefits, geographical position, comfort and competition.
 - a. True
 - b. False
2. Pipeline transport sends goods through a pipe, most commonly liquid and gases are sent, but pneumatic tubes can also send solid capsules using compressed air
 - a. True
 - b. False
3. Space transport is transport out of Earth's atmosphere into outer space by means of a earthcraft
 - a. True
 - b. False
4. Water transport is the process of transport that a watercraft, such as a bart, ship or sailboat, makes over a body of water, such as a sea, ocean, lake, canal or river
 - a. True
 - b. False
5. Land transport covers all land-based transportation systems that provide for the movement of people, goods and services. Land transport plays a vital role in linking communities to each other. Land transport is a key factor in urban planning
 - a. True
 - b. False
6. Each mode of transport has a fundamentally different technological solution, and some require a separate environment.
 - a. True
 - b. False
7. Each mode has its own infrastructure, vehicles, transport operators and operations.
 - a. True
 - b. True
8. Each mode of transport has a fundamentally different technological solution, and some require a separate environment.

- a. True
 - b. False
9. Micromobility is the collective name for small electric powered vehicles
- a. True
 - b. False

1.4 COMPONENT OF AIR TRANSPORTATION

Travel by air is the main mode for international tourism. The development of a nation's international tourism is directly proportional to the growth and development of this sector. It also promote domestic tourism and also, Aids travel over long distances within a reasonable amount of time. Safest means of transportation in which destinations can be assessed within hours instead of weeks and months when compared to other transportation means. It can enable the access to destinations that can hardly be accessed by other modes. It encourages the use of aircrafts, whether chartered or scheduled. The cost is usually high. .The means include airplane, helicopters, and jets.

Air Transportation is an arm of the aviation/aerospace industry. It refers to all aviation movements of passengers, cargoes and mails from one location to another by means of an aircraft or aeroplane.

There are two components of air transportation, namely:

- (i) Civil air transportation
- (ii) Military air transportation.

Civil component of air transportation in Nigeria can be grouped into:

- (a) Airline or Air carrier (scheduled and unscheduled)
- (b) Passenger and Cargo operations
- (c) General aviation.

Airline or air carrier activities in Nigeria are the activities of certified commercial passenger and cargo airlines.

GENERAL AVIATION is a broad heterogeneous term which came out of the aviation history in the United States of America. It embraces a wide range of aircraft uses including: -

- Business fire fighting
- Advertisement - Institutional/pleasure or leisure – Pipeline
- Highway and Marine air patrol - Emergency and rescue operations
- Aerial photography
- Aerial surveying
- Ferry flights

- Research and development
- Sports
- Parachuting
- Agricultural applications etc.

SELF-ASSESSMENT EXERCISE(S)

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. Air Transportation is an arm of the aviation/aerospace industry. It refers to all aviation
 - a. True
 - b. False
2. Movements of passengers, cargoes and mails from one location to another by means of an aircraft or aeroplane.
 - a. True
 - b. False
3. Air Transport Services can be sub-divided into three
 - a. True
 - b. False
4. General Aviation is a broad heterogeneous term which came out of the aviation history in West Africa
 - a. True
 - b. False
5. Air Transportation is an arm of the aviation/aerospace industry
 - a. True
 - b. False
6. Travel by air is the main mode for international tourism.
 - a. True
 - b. False

1.5 AIR TRANSPORT SERVICES

This can be sub-divided into two, namely:

- Airline services in Nigeria
- Segmentation in air transport.

AIR TRANSPORT SERVICES IN NIGERIA CATEGORY:

(i) **Foreign Airlines:** These airlines operate on the international routes and are owned and controlled by foreigners. They operate into the four international airports of

- Abuja
 - Lagos
 - Kano
 - Port Harcourt. Examples of such airlines that have bilateral service agreements with Nigeria are: The British Airway, Air France, etc.
- (ii) **Private Domestic Airlines:** These are airlines operating on the domestic scene. They are owned and controlled by Nigerians and they operate on the 20 airports in the country including the four international airports.
- (iii) **Private Airlines (Intercontinental and Domestic):**
 Since the demise of the Nigeria Airways Limited, some private airlines are now granted license to fly the international routes, both at the regional level and beyond. Examples of some of these airlines are: Peace Airline, Arik Airline, Virgin Nigeria Airways etc.

1.5.1 TRENDS AND ISSUES

Air Impacts

According to the David Suzuki Foundation (2014), the aviation industry is responsible for 4% to 9% of climate change impacts, and greenhouse gas emissions from flights have risen 83% since 1990. Airline travel has a greater emissions impact than driving or taking the train per passenger kilometer, (Barrow, 2006).

SELF-ASSESSMENT EXERCISE(S)

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. Airline travel has a greater emissions impact than driving or taking the train per passenger kilometer, (Barrow, 2006).
 - a. True
 - b. False
2. Since the demise of the Nigeria Airways Limited, some private airlines are now granted license to fly the international routes, both at the regional level and beyond.
 - a. True
 - b. False
3. Private Domestic Airlines: These are airlines operating on the domestic scene. They are owned and controlled by Nigerians and they operate on the 20 airports in the country including the four international airports.
 - a. True

- b. False
- 4. Foreign airlines that have bilateral service agreements with Nigeria are: The British Airway, Air France, etc.
 - a. True
 - b. False
- 5. According to the David Suzuki Foundation (2014), the aviation industry is responsible for 4% to 9% of climate change impacts
 - a. True
 - b. False

1.6 SUMMARY

In this unit, you have learnt of the basic elements common to air transportation is to arrive safely at one's destination at the appropriate time. At the concluding part of this unit, you were introduced to the components of air transportation and the segmentations of air services. We have been able to examine an understanding of transport facilities used in tourism .Each mode has its own infrastructure, vehicles, transport operators and operations. Transportation means the movement from point A to point B usually by means of a carrier or vehicle. Air transportation, one of the modes of transportation, is an arm of the aviation/aerospace industry. It refers to all aviation movements of passengers, cargoes and mails from one location to another by means of an aircraft. There are two components of air transportation, namely: Civil air transportation, and Military air transportation.

Other Modes Also Exist Including: Pipelines, Cable transport ,Space transport, Human powered transport, Animal-powered transport.

On the other hand, refers to the transport facilities used to carry people or cargo according to the chosen mode (animal, vehicle, car, airplane, ship, truck, train and so on and so forth). Each mode of transport has a fundamentally different technological solution, and some require a separate environment. Each mode has its own infrastructure, vehicles, transport operators and operations.

1.7 REFERENCES/FURTHER READINGS/WEB RESOURCES

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1.8 POSSIBLE ANSWERS TO SELF- ASSESSMENT EXERCISE(S)

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. MARKING GUIDE

1. True
2. True
3. False
4. True
5. True
6. True
7. True
8. True
9. True

2. MARKING GUIDE

1. True
2. True
3. False
4. True
5. True
6. True

3. MARKING GUIDE

1. True
2. True
3. True
4. True
5. True

UNIT 2: LAND BASE TRANSPORTATION

UNIT STRUCTURE

- 2.1 Introduction
- 2.2 Intended Learning Outcomes
- 2.3 Land Base Transportation
 - 2.3.1 Rail Transportation
 - 2.3.2 Road Transportation
- 2.4 Scenic and Sightseeing Travel
 - 2.4.1 Rentals
- 2.5 Taxis
- 2.6 Summary
- 2.7 References/Further Readings/Web Resources
- 2.8 Possible Answers to Self-Assessment Exercise(s)

2.1 INTRODUCTION

This unit is going to focus on one of the mode of transport which is transport on lands is majorly divided into road and rail transportation. It plays significant role in domestic tourism as it links tourists to destinations. The cost of transport is usually affordable.

2.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Describe land transportation
- Know their advantages and disadvantages

2.3 LAND BASE TRANSPORTATION

Land transport is the transport or movement of people, animals or goods from one location to another location on land. The two main forms of land transport can be considered to be **rail** transport and road transport. It plays significant role in domestic tourism as it links tourists to destinations. The cost of transport is usually affordable.

Land transportation includes walking, cycling, public transit (transport), and the use of private vehicles and goods vehicles. Transportation affects health, both beneficially and deleterious

Basically, the modes of transport for delivery of goods have been classified into three categories, namely land transport, sea transport and air transport etc. We shall discuss some of the advantages and disadvantages of Land transport which is further divided into road transport and rail transport.

2.3.1 RAIL TRANSPORTATION

This involves the movement of people on railways or tracks. They are viable in connecting interstate visitors to main cities. This means is train coaches. Today, land-based travel is achieved through a complex web of local transit, taxis, rentals, walking, and short-term sightseeing. This section briefly explores these options.



Railways play a crucial role in the promotion of trade and industry all over the globe. They carry consignments of different nature ranging from fruits and fish to coal and steel to different parts of the country.

Advantages of Rail Transport

The merits of rail transport are given below:

1. Rail transports are the most suitable for carrying goods to distant places.
2. It helps to transport bulky and heavy goods.
3. Rail transports are more dependable than road transport (bad road conditions make road transport undependable).
4. Bad weather does not affect rail transport as much as it affects road transport.
5. It is as economical as road transport and in some cases even more economical.
6. As Railways are being managed by the Government in India, the tariff charged for transporting goods is determined only by the Railway Ministry. The rates, therefore, are standardized.
7. Railway accidents are much less when compared to accidents in highways. This ensures safe transportation of goods to different destinations.
8. Railways will have to strictly adhere to the time schedule. This avoids delay.

Disadvantages of Rail Transport

The demerits of rail transport are:

1. Not all places are connected by trains.
2. Trains cannot carry goods to the doorstep. From the destination point, one has to arrange to collect and carry the goods to the intended place.
3. Rail transport is generally not suitable for short distances. It is preferred mostly when the consignment is to be taken to distant places.
4. Railways have fixed routes. This mode of transport, therefore, lacks flexibility.

2.3.2 ROAD TRANSPORTATION

It enables the transportation of tourists to a destination and also within it. It also enables the connectivity of various tourism destination, allows flexibility during transport as routes can be changed to suit the visitors needs and it can vary from the use of personal cars to travel to commercial road transport means such as car rentals and coach services, includes cars, bus, trucks, bicycles, motorcycles.

In Nigeria, the advent of railway marked the beginning of the modern system of wheeled transportation in Nigeria's Unlike in European countries, Nigeria jumped the chariot stage by changing from human portorage on rail transport in the long distance movement of people and commodities across the land. Bullock-carts, Lorries, trucks, buses, etc., are the means of road transport. The merits of road transport are given below:

Advantages of Road Transport

1. Road transports are economical.
2. It is safe. Damage to goods is generally much less in road transport because handling is minimum.
3. It is flexible. It can reach the actual place of loading and unloading.
4. It gives access even to the common man.
5. It is the only option, if goods are to be delivered within a particular locality, e.g., if door delivery is to be given by a dealer.
6. It offers wider coverage. Any domestic or national market can be reached by the mode of road transport.
7. Loading and unloading of goods can be done more quickly.
8. When compared to all other modes of transport, packing expenses are the lowest in the case of road transport.
9. The overhead expenses are also less in the case of road transport. Rail transport, for example, requires the construction of railway stations, erection of signals and so on.
10. Road transport is the only suitable mode of transport for marketing goods in rural places.

Disadvantages of Road transport

The demerits of road transport are given below:

1. The carrying capacity is less.
2. Its efficiency is very much determined by the conditions of roads. Bad roads may cause such problems as breakdown and result in delay in the consignment reaching the market place.
3. It is slow. The competitive nature of Indian markets makes it undependable.
4. The rates are not standardized.
5. It is not suitable for carrying goods to very long distances, i.e., for foreign destinations.
6. Goods sent by trucks get lesser protection against rain, storm and so on.
7. Accidents occur often in highways. This makes road transport highly unsafe.
8. This mode of transport is highly irregular. The truck operators, generally, do not adhere to time schedule. Breakdowns and accidents further add to the problem.
9. During rainy season, the roads become unsafe and unfit for transportation.
10. As the truck operators are all private parties, their activities go unchecked. They charge a higher tariff and, as mentioned earlier, are not time conscious either.

SELF-ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. Land transport is the transport or movement of people, animals or goods from one location to another location on land.
 - a. True
 - b. False
2. Land-based travel is achieved through a complex web of local transit, taxis, rentals, walking, and short-term sightseeing.
 - a. True
 - b. False
3. In Nigeria, the advent of railway marked the beginning of the modern system of wheeled transportation in Nigeria's Unlike in European countries
 - a. True
 - b. False

2.4 SCENIC AND SIGHTSEEING TRAVEL

It is common for visitors to want to explore a community and appreciate the sights. Many destinations also offer short-term, hop-on-hop-off bus and trolley tours. Outside of impromptu excursions, sightseeing tours are often put together by inbound tour operators.



2.4.1 RENTALS



Today, when travellers are not using their own cars, automobile travel is traditionally split between rental vehicles and taxis (including limousines).

2.5 TAXIS

Ridesharing apps like Uber, which allow people to find a ride using their mobile phone, have emerged to exert influence on car travel in key destinations. Even though taxi operators maintain a monopoly over rides from the airport (Kuittinen, 2014).

As this and other examples illustrate, the transportation sector is vulnerable to regulatory, technological, operational, and business trends.

2.6 SUMMARY

This unit has exposed you to mode of transport on land is majorly divided into road, rail transportation. It plays significant role in domestic tourism as it links tourists to destinations. The cost of transport is usually affordable.

- After studying this you, it should be clear that today's land-based travel is achieved through a complex web of local transit, taxis, rentals, walking, and short-term sightseeing which this unit briefly explores these options.
- That railways play a crucial role in the promotion of trade and industry all over the globe. They carry consignments of different nature ranging from fruits and fish to coal and steel to different parts of the country. But they have their merits and demerits
- It is common for visitors to want to explore a community and appreciate the sights. Many destinations also offer short-term, hop-on-hop-off bus and trolley tours. Outside of impromptu excursions, sightseeing tours are often put together by inbound tour operators.
- Today, when travellers are not using their own cars, automobile travel is traditionally split between rental vehicles and taxis (including limousines)
- Most tourist today use taxis and cars like Uber, which allow people to find a ride using their mobile phone, have emerged to exert influence on car travel in key destinations.

2.7 REFERENCES/FURTHER RESOURCES

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2.8 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE(S)

1. MARKING GUIDE

1. True
2. True
3. True
4. True
5. True

2. MARKING GUIDE

1. True

2. True

3. True

3. MARKING GUIDE

1 True

2 True.

UNIT 3 TREND AND ISSUES IN TRANSPORTATION

UNIT STRUCTURE

- 3.1 Introduction
- 3.2 Intended Learning Outcomes
- 3.3 Trends and Issues
 - 3.3.1 Fuel cost
 - 3.3.2 Labour
- 3.4 Environmental impacts
 - 3.4.1 Air Impacts
 - 3.4.2 Rail Impacts
 - 3.4.3 Cruise Impacts
- 3.5 Land Impacts
- 3.6 Summary
- 3.7 References/Further Readings/Web Resources
- 7.8 Possible Answers to Self-Assessment Exercise(s)

3.1 INTRODUCTION

This unit explores issues directly relating to transportation today including fuel cost, labour, and environmental impacts.

3.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Know tourism services trends and issues affecting the industry today

3.3 TRENDS AND ISSUES

3.3.1 FUEL COSTS

When it comes to moving people, fuel cost is critical. The cost of jet fuel is one of the single highest factors in airline profitability. In 2013, the average cost was around \$125 per barrel, which was \$5 less than the previous year (IATA, 2014a). Cruise ships consume a lower grade of diesel than do land vehicles, but they consume a lot of it. Consumes roughly 380 tonnes of fuel every day if travelling at 28.5 knots (Briggs, 2008).

3.3.2 LABOUR

As in all tourism-related sectors, cyclical labour shortages can significantly impact the transportation industry. In the aviation sector, a

forecast found that by 2032 the world's airlines will need 460,000 additional pilots and 650,000 new maintenance technicians to service current and future aircraft. The drive to find employees also extends to the maritime sector, where the International Maritime Organization (IMO) launched a "Go to sea!" campaign to attract more workers to the field (PWC, 2012).

SELF-ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

**Pick correct answer from the
TRUE OR FALSE QUESTIONS**

1. When it comes to moving people, fuel cost is critical.
a. True b. False
2. Cruise ships consume a higher grade of diesel than do land vehicles, but they consume a lot of it.
a. True b. False
2. The transportation sector has a significant impact on the natural environment.
a. True b. False

3.4 ENVIRONMENTAL IMPACTS

In addition to fuel and labour costs, and regulations we have covered already, the transportation sector has a significant impact on the natural environment.

3.4.1 AIR IMPACTS

According to the David Suzuki Foundation (2014), the aviation industry is responsible for 4% to 9% of climate change impacts, and greenhouse gas emissions from flights have risen 83% since 1990. Airline travel has a greater emissions impact than driving or taking the train per passenger kilometre, (Barrow, 2006).

3.4.2 RAIL IMPACTS

Rail travel is widely regarded as one of the most environmentally friendly modes of transportation due to its low carbon dioxide emissions. Railways come under fire outside of the tourism realm, however, as freight shipping can produce hazards to resident health including an increased risk of developing cancer and noise pollution (The Impact Project,

3.4.3 CRUISE IMPACTS

Cruise ships can generate significant pollution from black water (containing human waste), grey water (runoff from showers, dishwashers, sinks), bilge water (from the lowest compartment of the ship), solid waste (trash), and chemical waste (cleaners, solvents, oil). One ship can create almost a million litres of grey water, over 113,000 litres of black water, and over 140,000 litres of bilge water every day. Depending on the regulations in the operating areas, ships can simply dump this waste directly into the ocean. Ballast tanks, filled to keep the ship afloat, can be contaminated with species which are then transported to other areas, disrupting sensitive ecosystems (Briggs, 2008). the aviation industry is responsible for 4% to 9% of climate change impacts, and greenhouse gas emissions from flights.

SELF-ASSESSMENT EXERCISES

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. Depending on the regulations in the operating areas, ships can simply dump this waste directly into the ocean.
 - a. True
 - b. False
2. Rail travel is widely regarded as one of the most environmentally friendly modes of transportation due to its low carbon dioxide emissions.
 - a. True
 - b. False
3. The aviation industry is responsible for 4% to 9% of climate change impacts, and greenhouse gas emissions from flights
 - a. True
 - b. False

4. Rail travel is widely regarded as one of the most environmentally friendly modes of transportation due to its low carbon dioxide emissions.
 - a. True
 - b. False
5. The aviation industry is responsible for 4% to 9% of climate change impacts, and greenhouse gas emissions from flights
 - a. True
 - b. False

3.5 LAND IMPACTS

A recent study found that the impact of travel on land is highly dependent on the number of passengers. Whereas travelling alone in a large SUV can have high emissions per person (as high as flying), increasing the number of passengers, and using a smaller vehicle, can bring the impact down to that of train travel (*Science Daily*, 2013). For this reason, it's important that the sector continue to press for innovations and greener transportation choices, if only to ensure future financial costs are kept at bay.

SELF- ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the TRUE OR FALSE QUESTIONS

1. The impact of travel on land is highly dependent on the number of passengers.
 - a. True
 - b. False
2. Travelling alone in a large SUV can have high emissions per person
 - a. True
 - b. False

3.6 SUMMARY

Tourism, freight, and resource industries such as forestry and mining sometimes compete for highways, waterways, and airways. It's important for governments to engage with various stakeholders and attempt to juggle various economic priorities — and for tourism to be at the table during these discussions. That's why in 2015 the BC Ministry of Transportation released its 10-year plan, *BC on the Move*. Groups like the Tourism Industry Association of BC actively polled their members in order to have their concerns incorporated into the plan. These included

highway signage and wayfaring, the future of BC Ferries, and urban infrastructure improvement

This unit explores issues directly relating to transportation today including fuel cost, labour, and environmental impacts

3.7 REFERENCES/FURTHER READINGS/WEB RESOURCES

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3.8 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE(S)

1. MARKING GUIDE

1. True
2. False

2. MARKING GUIDE

1. True
2. True
3. True
4. True
5. True

MARKING GUIDE

1. True
2. True

MODULE 3

- Unit 1: History of Hotel
- Unit 2: Types of Hotels
- Unit 3: Classification of Accommodation

Unit 1 HISTORY OF HOTELS

UNIT STRUCTURE

- 1.1 Introduction
- 1.2 Intended Learning Outcomes
- 1.3 History of Hotels
 - 1.3.1 The history of hotel industry
 - 1.3.2 The First Hotel
- 1.4 The history of hotels in the middle ages
 - 1.4.1 Hotels in the 18th and 19th centuries
 - 1.4.2 History of hotels in the 20th century
- 1.5 The Modern hotel
 - 1.5.1 History of Hotel industry in Nigeria
- 1.6 Summary
- 1.7 References/Further Readings/Web Resources
- 1.8 Possible Answers to Self-Assessment Exercise(s)

1.1 INTRODUCTION

In essence, hospitality is made up of two service of a destination and also informs people's choice. The extent of development in the accommodation sector of a country can be a pointer to the growth and capacity of tourism in such country: the provision of overnight accommodation for people travelling away from home, and options for people dining outside their home. We refer to the accommodation and food and beverage services sectors together as the hospitality industry. This unit explores the accommodation sector, Accommodation is a crucial component of the tourism industry. Tourist in their quest for the satisfaction of leisure, business or other motives require a place to stay, sleep and relax once their trip requires a minimum stay of twenty four hours, thus requiring an overnight accommodation. The key is to provide a home away from home for the tourists.

Accommodation facilities vary in forms and types, and are available to cover diverse types and needs of tourist while the principal service offered is lodging they are also offer accompanying services and facilities such as:

- Restaurant and bar offering food and drink
- Recreational facilities
- Swimming pool, gym
- Golf course
- Meetings and conference facilities
- Health facilities like spas
- Shopping facilities such as souvenir/gift shops
- Entertainment activities such as live in artiste performance and cultural events.

Accommodation can enhance the attractiveness of a destination and also inform people's choice. The extent of development in the accommodation sector of a country can be pointer to the growth and capacity of tourism in such country.

1.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Understand the history of Hotel globally and in Nigeria.

1.3 HISTORY OF HOTELS



The word hotel is derived from the French *hôtel*, which refers to a French version of the townhouse. A hotel is an establishment that provides paid accommodation, generally for a short duration of stay. Hotels often provide a number of additional guest services, such as restaurants, bars, swimming pools, healthcare, retail shops; business facilities like conference halls, banquet halls, boardrooms; and space for private parties like birthdays, marriages, kitty parties, etc.

Most of the modern hotels nowadays provide the basic facilities in a room- a bed, a cupboard, a small table, weather control (air conditioner or heater), and a bathroom- along with other feature like a telephone with STD/ISD facilities, a television set with cable channel, broadband internet

connectivity. There might also be a mini-bar containing snacks and drinks (the consumption of the same is added to the guest's bill), and tea and coffee making unit having an electric kettle, cups, spoons, and sachets containing instant coffee, tea bags, sugar, and creamer.

The Hotel Proprietor's Act of 1956 defines a hotel as: An establishment held out by the proprietor as offering food and drink and, if so required, sleeping accommodation, without special contract, to any traveller presenting himself who appears able and willing to pay a reasonable sum for the services and facilities rendered.

A hotel is defined by the British Law as a 'place where bonafide travellers can receive food or shelter, provided he/she is in a position to pay for it and is in a fit condition to be received'. Hence, a hotel must provide food (and beverage) and lodging to a traveler on payment, but the hotel has the right to refuse if the traveler is not presentable (either drunk, or disorderly, or unkempt) or is not in a position to pay for the services. Alternatively, a hotel may be defined as 'an establishment whose primary business is to provide lodging facilities to a genuine traveller along with food, beverage, and sometimes recreational facilities too on the chargeable basis'. Though there are other establishments such as hospitals, college hostels, prisons, and sanatoriums, which offer accommodation, they do not qualify as hotels, since they do not cater to the specific needs of the traveller.

1.3.1 THE HISTORY OF THE HOTEL INDUSTRY UNDERSTANDING TOURISM

The history of the hotel industry is a long one. Dating back to ancient times, hotels have played a key role in the growth of the tourism industry. In this unit I will provide you with a brief history of the hotel industry. Read on to learn more.

Before looking into the history of the hotel industry, it is important to recognize what a hotel is. A hotel is defined as an establishment providing accommodation, meals, and other services for travellers and tourists. A hotel is somewhere where one can sleep away from their home. This could be for a holiday or for business purposes, or for convenience when travelling for any other reason such as a hospital appointment in a different area. They are short-term let's ranging from one night to a few weeks. Hotels take all shapes and sizes and there are a variety of different types of hotels found throughout the world. In fact, the nature of hotels has changed and evolved throughout the years- the history of hotels is a long and interesting one.

1.3.2 THE FIRST HOTELS

Hotels go back to ancient times. Not in the way we know them, but right back to the early days of civilization. In those days there were places where you could exchange money or goods for a roof. Over your head for the night. This was especially important at this time because journeys were taken by foot (or horse and cart, later), so getting places took much longer than it does now. In the Ancient Roman times, society began to see more of what we would equate to today's hotels. *Hospitia*, derived from the word hospitality, was used to describe rooms rented in private homes, as explained above. Over time these were commercialized. A hotel is defined as an establishment providing accommodation, meals, and other services for travellers and tourists.

The hospitia started to offer food and drink as well as somewhere to sleep, and became somewhere that people would travel to for relaxation and holiday purposes – the upper classes, that is!

SELF ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes.

Instruction

Pick correct answer from the TRUE OR FALSE QUESTIONS

1. A hotel is defined as an establishment providing accommodation, meals, and other services for travellers and tourists
 - a. True
 - b. False
2. The history of the hotel industry is a long one. Dating back to ancient times, hotels have played a key role in the growth of the tourism industry.
 - a. True
 - b. False
3. The Hotel Proprietor's Act of 1956 defines a hotel as: An establishment held out by the proprietor as offering food and drink and, if so required, sleeping accommodation, without special contract, to any traveller presenting himself who appears able and willing to pay a reasonable sum for the services and facilities rendered
 - a. True
 - b. False

1.4 THE HISTORY OF HOTELS: THE MIDDLE AGES

During the middle age's inns and staging posts were established as rest spots for travellers, while abbeys and cloisters also offered places for tired travellers to spend the night.

Inns cropped up around Europe and the rest of the world, but travelling during this time was not particularly safe and/or common. Pilgrims, couriers and government workers were most likely to use these services.

1.4.1 HOTELS IN THE 18TH AND 19TH CENTURIES

The history of hotels has not changed massively since the 18th century. During the middle of the 1700s, hotels simply grew and provided more. As wealthy people were beginning to explore further afield and travel became more of a leisure activity than it ever had been (e.g. the upper classes of ancient Greco-Roman culture), hotels had to become grander and give their guests something else.

One of the first modern hotels to open was in Exeter in 1768. This was followed by the City Hotel in NYC. However, it wasn't until the early 1800s that people took the idea on board and hotels started to pop up throughout Europe and North America.

Mivart's Hotel opened in London in 1812 (later becoming Claridges), while Tremont House in Boston, USA opened a few years later in 1829. Tremont House holds the record for many industry firsts. It was the first hotel to have indoor plumbing with toilets and baths, as well as free soap (a tourist favourite) and a proper reception desk area which did more than just take payment. As time went on, more and more hotels opened.

Thanks to the industrial revolution, there was regular but structured work so people had more income as well as time off. Travel started to be more accessible and more appealing.

With the invention of trains and cars as well as reduced working hours and other benefits, travel was no longer something only the wealthy could do! Demand led to a turning point in the history of hotels as they increased in popularity hugely. By the 1900s, there were many hotels around the globe.

1.4.2 THE HISTORY OF HOTELS: THE 20TH CENTURY

As the physical aspect of travelling got easier and became more commonplace, the hotel industry boomed. The second half of the 20th century saw a massive boom in the economy, too. This meant that the

population grew, demographics completely changes and many places became more urban. As the desire to travel increased, so did the different types of hotels.

The boom in hotels was a prominent part of the history of tourism. With travel becoming a more popular activity, there had to be plenty of variety. This is why we now see beach resorts and motels, golf resorts and budget hostels around the globe. The diversity within business meant that different target audiences were catered to! It is also meant prices could vary depending on what particular hotels were offering. Hotel categorization brought a whole new level to the industry. And of course, international travel opening up meant that hotels and resorts around the globe had a whole new clientele to cater to: foreign tourists. People were no longer just travelling domestically. They were now visiting other countries to explore, staying for longer time periods and expecting more out of their trip.

So while the concept of a hotel hasn't really changed since time began, they have always had to adapt to the next big thing. Tremont House in Boston, USA opened a few years later in 1829. Tremont House holds the record for many industry firsts. It was the first hotel to have indoor plumbing with toilets and baths, as well as free soap (a tourist favourite) and a proper reception desk area which did more than just take payment. As time went on, more and more hotels opened.

SELF-ASSESSMET EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. The second half of the 20th century saw a massive boom in the economy, too. This meant that the population grew, demographics completely changes and many places became more urban. As the desire to travel increased, so did the different types of hotels
 - a. True
 - b. False
2. Mivart's Hotel opened in London in 1812 (later becoming Claridges),
 - a. True
 - b. False
3. The boom in hotels was a prominent part of the history of tourism
 - a. True

- b. False
- 4. Tremont House in Boston, USA opened a few years later in 1829. Tremont House holds the record for many industry firsts. It was the first hotel to have indoor plumbing with toilets and baths, as well as free soap (a tourist favourite) and a proper reception desk area which did more than just take payment. As time went on, more and more hotels opened.
 - a. True
 - b. False

1.5 THE MODERN HOTEL INDUSTRY

The hotel industry as we know it started around the fifteenth century. In France and England, laws were introduced that meant inn keepers and hotel owners must keep a guest register. Around 600 inns were registered in England at this time. These were precursors to the modern hotel, and very similar to what was offered in Ancient Rome and Ancient Greece. There were just more laws in place now!

These inns provided food and somewhere to sleep as well as stabling and fodder for any horses within the travelling party. Typically, an inn would consist of an inner court with bedrooms on either side, kitchen and parlour at the front, and stables at the back. Coaching inns were vital before the introduction of rail travel. In England, these were about 7 miles apart and there were up to 10 in any one town. There was plenty of rivalry between inn owners.

They allowed horses to be switched out so the journey went as smoothly as possible. Still, at this point, few people were travelling for 'leisure' purposes except for the very wealthy. It was mostly the mail coaches and business trips. In order to adapt and try to become the inn of choice in any one town, inn owners started running their lodgings in a more professional manner. This meant proper timetables and fixed food menus. This is where we start to see likenesses to the modern hotel industry.

1.5.1 HISTORY OF HOTEL INDUSTRY IN NIGERIA

In Nigeria, hotel industry began with the arrival of the missionaries on one and the trans-Saharan trade on the other hand. The missionaries are the white men who brought religion of Christianity to Nigeria. The work of the missionary necessitated them to build their rest houses and provided catering services after their evangelical work at the end of the day. As they move from one geographical region to another in Nigeria, so they built rest-houses and catering rest-houses. People were engaged and called the domestic servants. An increase in the in the number of convert who became Pastors, Evangelists and Bishops were transferred to distant

places. Accommodation and catering services were provided for them. This was how Rest-Houses and Catering Rest- Houses started in Nigeria.

THE SECOND STAGE- (Nigeria Railways 1928) The second stage of hotel management came when railway as a means of mechanized transport came to Nigeria in 1928. The use of wagon in Nigeria encouraged more people to travel most especially from Lagos by rail to Kano. The Hausas would come to the south to buy kola nuts while the Yorubas went to the north to buy groundnuts. These traveling activities had another positive impact on hospitality industry as the demand for sleeping facilities and eating increased. The first recognized catering organization was the Nigerian Railway Caterers Limited. They contributed in no small measure to building of Guest Houses whose aim was to provide accommodation and catering services for their staff and other travelers. It is also worth mentioning that inside the train wagons were provided sleeping beds, foods and drinks. The era of railway in Nigeria was the period of people's awareness about hotel and relaxation centres. Government also started to invest in hotel industry, private individuals also participated.

THE THIRD STAGE (1945) After the second world war, (1939 – 1945), there was importation of cars into the country. This also promoted urbanization because many roads were constructed to enable accessibility from one geographical area to another. Roads were constructed by the then colonial government from north to west, west to south, south to east an east to the north. More people had opportunity to travel far and near within the country for pleasure, relaxation, business and official work. Hotels and Guest Houses were also on the increase to meet up with the demands while people were provided job opportunities.

THE LAST STAGE (1958) The final stage of hotel management was the time when the civil aviation started operation in Nigeria. This was the period of more sophisticated, technological advancement in transport industry. Aircraft came to Nigeria, since that period, Nigeria started to receive international people called the foreigners, expatriate, international tourist. The incoming of foreigners encouraged and promoted tremendous improvement on accommodation services and catering services to meet up with the international standards. We had the Nigeria hotels Limited who was formerly the Nigeria Railway caterers Limited.

The first standard hotel of its kind was built in Kano called Central Hotel Kano. Other Hotels operated under the Nigeria Hotels limited were:

- Premier Hotel in Ibadan
- Lafia Hotel in Ibadan
- Ikoyi Hotel in Lagos

- Metropolitan Hotel in Calabar
- Hamdala Hotel in Kaduna
- Airport Hotel in Lagos
- Hill station Hotel in Jos

Thereafter, Arewa Hotels Limited came as consultant and specialist in hospitality management and took over the management of these hotels.

- Daula hotel in Kano
- Durba Hotel in kaduna
- and closed down - Durba hotel in Badagry in Lagos state
- Kwara Hotels in Ilorin
- Hawala Hotels in Bauchi
- Zarander Hotel in Bauchi

The Ibru organization in Nigeria also went into hospitality management business and is managing:

- Sheraton Hotel in Lagos Sheraton Hotel in Abuja
- Nikon- Nuga hotel in Abuja

SELF-ASSESSMENT EXERCISE(S)

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the TRUE OR FALSE QUESTIONS

1. The Ibru organization in Nigeria went into hospitality management business and they managed: Sheraton Hotel in Lagos Sheraton Hotel in Abuja, Nikon- Nuga hotel in Abuja
 - a. True
 - b. False
1. The first standard hotel of its kind was built in Kano called Central Hotel Kano
 - a. True
 - b. False
2. The Last Stage (1958) was the final stage of hotel management when the civil aviation started operation in Nigeria.
 - a. True
 - b. False
3. 1968 witnessed more sophisticated, technological advancement in transport industry. Aircraft came to Nigeria, since that period,

- Nigeria started to receive international people called the foreigners, expatriate, international tourist
- a. True
 - b. False
4. The incoming of foreigners encouraged and promoted tremendous improvement on accommodation services and catering services to meet up with the international standards.
- a. True
 - b. False
5. Nigeria hotels Limited was formerly the Nigeria Railway caterers limited.
- a. True
 - b. False
6. The Third Stage (1945) After the second world war, (1939 – 1945), was when importation of cars into the country. This also promoted urbanization because many roads were constructed to enable accessibility from one geographical area to another.
- a. True
 - b. False
7. The hotel industry as we know it started around the fifteenth century.
- a. True
 - b. False
8. In France and England, laws were introduced that meant inn keepers and hotel owners must keep a guest register. Around 600 inns were registered in England at that time
- a. True
 - b. False

1.6 SUMMARY

In going through this unit, you have come across the history of hotels from the Middle Ages, 18th, 19th and 20th centuries till modern day This unit has introduced you to what the hotel industry is made up and you should be able to:

- Explain details of the formation of the hotel industry
- Explain the developmental history on how hotels transformed from the 18th to 20th centuries to modern day today information about the history of hotels
- Explain the past and present history of hospitality management in Nigeria and the future potentiality.

1.7 REFERENCES/FURTHER RESOURCES**READINGS/WEB**

Hospitalitynet.org: Hotels- A brief History.

1.8 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE(S)**1. MARKING GUIDE**

1. True
2. True
3. True

2. MARKING GUIDE

1. True
2. True
3. True
4. True

3. MARKING GUIDE

1. True
2. True
3. True
4. False
5. True
6. True
7. True
8. True
9. True

UNIT 2: TYPES OF HOTELS

UNIT STRUCTURE

- 2.1 Introduction
- 2.2 Intended Learning Outcomes
- 2.3 Types of Hotels
 - 2.3.1 Hotels
 - 2.3.2 Motels
 - 2.3.3 Resort
- 2.4 Guest house
 - 2.4.1 Bed and Breakfast Inns
 - 2.4.2 Inns
 - 2.4.3 Eco-lodges
 - 2.4.4 Hostels
- 2.5 Farmhouses
 - 2.5.1 Timeshare
 - 2.5.2 Camping
 - 2.5.3 Apartment
 - 2.5.4 Cottage
 - 2.5.5 Caravan
- 2.6 Summary
- 2.7 References/Further Readings/Web Resources
- 2.8 Possible Answers to Self-Assessment Exercise(s)

2.1 INTRODUCTION

There are diverse ways of accommodation facilities. According to Middleton et al, (2009) said that accommodation can be generally classified as: Serviced Non-serviced Self-service Serviced accommodation Serviced accommodation provides lodging and accompanying services such as: Room service for its patrons, under this class, we have Hotel Motel Resort Guesthouses Bed and breakfast Inn Eco-lodges.

2.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Identify different types of hotels available in the tourism and hospitality industry.

2.3 TYPES OF HOTELS

2.3.1 HOTELS

Hotels are the most common and popular accommodation type in the tourism industry. They are public facilities that provide a reasonable degree of comfort, convenience and quality (Durodola 2009) Hotels vary in styles and in services they render. Depending on their attributes and quality of services rendered, they are classified or rated by different organizations and countries using symbols and nomenclatures such as:

- Stars
- Diamonds
- Crowns
- Sun
- Letters.

The classification and ratings inform the tourists on the type and extent of services to expect from the facility, Hooff, (2015) said that countries like:

- Africa
- Europe
- Asia
- Canada

Mostly use the star rating from:

- 1star
- 2 star
- 3star
- 4 star
- 5 star

The quality of facilities and services offered increase along the star scale, so also the price. 5 star hotels are also called luxury hotels which offer distinctive and high class products and services.

2.3.2 MOTELS

These are accommodation facilities usually located along expressways and highways. They provide basic amenities for the needs of the tourists. They are usually not as expensive as hotels and thus can be made use of by cost conscious tourists. Also, they are preferred by tourists on transit across different destinations.

2.3.3 RESORTS

This type of accommodation facility is for tourist who seek a mix relaxation and recreation. These facilities provide and cater for both. Examples are:

- Indoor and Outdoor game facilities
- Spas
- Swimming pool
- Horse rides
- Gymnasium etc.



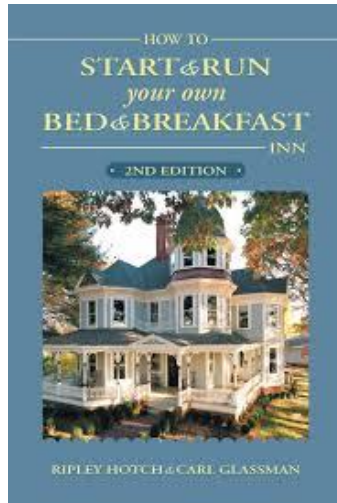
They are usually located at sea sides and islands.

2.4 GUEST HOUSES

This type of accommodation facilities offer few number of rooms to guests. They can be residential homes which are converted for business purposes. Traditionally, the peculiarity of guest house is the fact that the owners usually live in a separate area within the premises of the guest house. However, guest houses in recent times have been considered to be cheap hotel- like accommodation facilities and the owners does not necessarily reside in the same premises.

2.4.1 BED AND BREAKFAST INNS

Bed and breakfast inns are usually referred to as B&B are accommodation facilities that have fewer number of rooms, offer overnight stay and also breakfast in the morning. Basic facilities are offered to the patrons such as television in the rooms. Usually, the owners also live within the inns. They are ideal accommodation type for tourists on transit across various locations.



2.4.2 INNS

These are small accommodation establishments that provide overnight stay, food and drinks to tourists. Basic facilities are offered to guests. They are usually inexpensive.



2.4.3 ECO-LODGES

These are accommodation facilities usually present in eco-tourism destinations or rural areas for tourists who want to have an experience of natural or local environments. They are usually designed with environmental conservation in mind. These facilities offered reflect such. They are sometimes referred to as green hotels.



They usually offer small number of rooms. They operate by the 3Rs of:

- Reduce
- Reuse
- Recycle

They employ tactics that save energy and reduces water consumption for example, tourists are expected to be environmentally conscious and operate by some defined codes of conducts. Operations in the eco-lodge are expected to benefit the environment and rural community as well as create awareness and educate tourists.

a. Non- Serviced or Self- serviced accommodation

These types of accommodation concentrates on the provision of lodging facilities (bed, rooms) without housekeeping services. The guest engages in the provision of their foods and housekeeping work. Examples are:

- Hostels
- Farm house
- Time share
- Apartments
- Cottages
- Caravans
- Camping facilities.

2.4.4 HOSTELS

These are accommodation facilities which provide shared rooms to guest with communal facilities such as:

- Kitchen
- Bathroom.

They are designed for the youth population such as students on educational and research tours and also for backpackers. They are typically cheap and services are of low quality



9.5 FARMHOUSES

This type of accommodation facilities are found within or close to agri-tourism destinations. They are designed for tourists who visit farms, learn about farm practices and sometimes participate in them. The style and operations varies. They are however usually not offer luxury facilities do, rather facilities are practical.



2.5.1 TIMESHARE

This type of accommodation is also referred to as vacation ownership accommodation. It is a type of accommodation usually a vacation property where usage rights and ownership is shared amongst multiple individuals. They offer homelike resources and can vary in style and attributes.

2.5.2 CAMPING

This is the practice of staying in outdoor environment overnight, in a tent, hut or other temporary structures, largely, adventure tourists such as backpackers make use of this.



2.5.3 APARTMENTS

These are self- contained accommodation units within a building providing temporary accommodation to guests. They are usually more

spacious when compared to hotel rooms and enables privacy. They are also cheaper. Aside the bedroom facilities, they also make provisions for kitchen or kitchenette

2.5.4 COTTAGE

This is a small cozy accommodation type found in rural or semi-rural destinations. They mostly carry an aura of being old or old fashioned.

2.5.5 CARAVAN

This is a wheeled trailer or camper towed behind a vehicle and provides a place to rest and sleep. It is like a self-carried home for travelers. It can vary in styles and designs and can cater for few individuals. They are ideal for families and friends on tours. This type of on the road accommodation offers freedom and flexibility to the tourists. In some countries, they are constrained to be parked in some areas and charged for the space.

SELF-ASSESSMENT EXERCISE(S)

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the TRUE OR FALSE QUESTIONS

1. Caravan is a wheeled trailer or camper towed behind a vehicle and provides a place to rest and sleep. It is like a self-carried home for travellers
 - a. True
 - b. False
2. This is a small cozy accommodation type found in rural or semi-rural destinations
 - a. True
 - b. False
3. Apartments are self- contained accommodation units within a building providing temporary accommodation to guests
 - a. True
 - b. False
4. Camping is the practice of staying in outdoor environment overnight, in a tent, hut or other temporary structures, largely, adventure tourists.
 - a. True
 - b. False

5. Farmhouses are type of accommodation facilities a found within or close to agri-tourism destinations. They are designed for tourists who visit farms, learn about farm practices and sometimes participate in them.
 - a. True
 - b. False

2.6 SUMMARY

By the end of this unit, you will be able to:

- Explain hotels styles and the services they render.
- Explain how serviced accommodation provides lodging and accompanying services such as: Room service for its patrons, under this class, we have Hotel Motel Resort Guesthouses Bed and breakfast Inn Eco-lodges

Hotels vary in styles and in services they render. Depending on their attributes and quality of services rendered, they are classified or rated by different organizations and countries using symbols and nomenclatures We have successfully completed this unit with the understanding that you will be able to explain what hotels, the most common and popular accommodation type in the tourism industry as they are public facilities that provide a reasonable degree of comfort, convenience and quality.

2.7 REFERENCES/FURTHER RESOURCES

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2.9 POSSIBLE ANSWERS TO SELF ASSESSMENT EXCERCISE

MARKING GUIDE

1. True
2. True
3. True
4. True
5. True.

UNIT 3: CLASSIFICATION OF HOTELS

UNIT STRUCTURE

- 3.1 Introduction
- 3.2 Intended Learning Outcomes
- 3.3 Classification of hotels
 - 3.3.1 Classification of Accommodation
 - 3.3.2 Hotels by Star Rating
- 3.4 Hotels by Location
- 3.5 Hotel by Clientele
- 3.6 Summary
- 3.7 References / Further Readings and Web Source
- 3.8 Possible Answers to Self-Assessment Exercise(s)

3.1 INTRODUCTION

Finding the right type of accommodation can make a world of a difference to your overall travel experience. But since there are so many different types of hotels in the world, sometimes it can be difficult to choose the one that fits your needs.

3.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Identify the different types of hotels
- Understand how classification of accommodation is done

3.3 CLASSIFICATION OF HOTELS

3.3.1 CLASSIFICATION OF ACCOMMODATION

Hotels vary in styles and in services they render. Depending on their attributes and quality of services rendered, they are classified or rated by different organizations and countries using symbols and nomenclatures such as:

- Stars
- Diamonds
- Crowns
- Sun
- Letters.

The classification and ratings inform the tourists on the type and extent of services to expect from the facility, Hooff, (2015) said that countries like:

- Africa
- Europe
- Asia
- Canada

Mostly use the star rating from:

- 1 star
- 2 star
- 3star
- 4 star
- 5 star

The quality of facilities and services offered increase along the star scale, so also the price. 5-star hotels are also called luxury hotels which offer distinctive and high class products and services. Let us take a look at what kind of hotels exist today, starting with hotels by star rating.

3.3.2 HOTELS BY STAR RATING



The star-based classification of hotels has been in use since the late 11050s. There are certain criteria or standards that a hotel must meet to be given a specific star rating. Below you will find a description of each standard:

1 STAR

A 1 star hotel is a basic or no-frills accommodation venue that offers limited amenities. It is important to note that a 1-star rating doesn't mean the venue is dirty or unsafe. You can think about it as a small (usually family run) place to drop your luggage and get some sleep.

2 STAR

A 2 star hotel is still within the budget range, and it may be individually owned, although it usually is part of a budget hotel chain. Bedrooms in 2 star hotels should have a TV and phone, but do not expect the latest technology. A restaurant and housekeeping services are often available.

3 STAR

A 3 star hotel is a mid-range option that offers a higher standard of comfort and has a more contemporary style. Typical amenities may include a gym, business centre, room service, cable TV, and valet parking.

4 STAR

A 4 star hotel is an upscale property offering very high standards of service and superior comfort. Here you can expect to find amenities like designer toiletries, premium bedding, concierge service, a wellness or spa centre, swimming pool, and high-end pick up services, like a limousine. Many boutique hotels fall within this category.

5 STAR

A 5 star hotel is a luxury hotel that offers first-class standards of service, amenities, and comfort. Typical amenities in luxury hotels include personalized greeting, complimentary services like ironing, fresh flowers, a personal butler, in-room Jacuzzi, access to multiple restaurants, on-site golf courses, etc.

The star system is mostly used in Europe and North America. In other parts of the world stars may also be used, but the standards different from the ones we have described above.

In addition to stars, hotel categories can also be defined based on other criteria, such as location, clientele, or theme.

3.3 HOTELS BY LOCATION



Within this category, common hotel types include the following:

URBAN HOTELS

Are usually properties located in major urban centres and ideal for travellers interested in city breaks or who want to enjoy easy access to public transportation, restaurants, museums, shops, etc.?

BEACH RESORTS

In many cases, these are all inclusive hotels with a seaside location and focused on offering leisure and relaxation options.

SKI HOTELS

Offer easy access to ski slopes and are built around winter sport activities like snowshoeing, ice skating, snowboarding, or sledding.

3.5 HOTELS BY CLIENTELE

You can also find that hotels are classified based on the type of guest they target. For example, business hotels will have a wide range of amenities for this traveller type, such as **meeting and** conference rooms, high-speed internet, airport pick-up, and a business centre.

Then there is family hotels, which may have a kids' club, restaurants that offer children's menus, dedicated play areas, or baby-sitting services. At the other end of the spectrum we find adults-only hotels, which are the

perfect getaway choice if you're looking to celebrate a special occasion like a wedding anniversary or a honeymoon.

THEMED HOTELS

Last but not least, themed hotels offer specific travel interests. Common categories include gastro hotels (perfect for foodies), spa hotels (which focus around well-being and relaxation), wine hotels (often located in or near vineyards to offer a complete experience to wine lovers), and retro hotels, decorated and set to take travellers back in time.

SELF-ASSESSMENT EXERCISE(S)

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. Themed hotels offer specific travel interests. Common categories include gastro hotels (perfect for foodies), spa hotels (which focus around well-being and relaxation), wine hotels (often located in or near vineyards to offer a complete experience to wine lovers), and retro hotels, decorated and set to take travellers back in time.
 - a. True
 - b. False
2. Hotel by clientele type of guest they target. For example, business hotels will have a wide range of amenities for this traveller type, such as **meeting and** conference rooms, high-speed internet, airport pick-up, and a business centre.
 - a. True
 - b. False

1.6 SUMMARY

After the completion of this unit, it is agreed that you obtain and can:

- Explain the knowledge of different criteria necessary for hotel classification
- Explain and understand the existing market and nature of tourist demand when it comes for shopping for hotel accommodation of each category of accommodation classification of hotels should always be at your fingertips as an upcoming professional

10.7 REFERENCES/FURTHER READINGS/WEB RESOURCES AND WEB SERVICES

Hooff, R. (2015). The Relevancy of Star Classification Systems in the Hotel Industry. Bachelors of Science Project. Finland: Haaga- Helia, University of Applied Sciences

10.8 POSSIBLE ANSWER TO SELF-ASSESSMENT EXERCISE

1. True
2. True

MODULE 4:

- Unit 11: Classification of food and beverage service
- Unit 12: Land Base Recreation
- Unit 13: Water Based Recreation
- Unit 14: Entertainment
- Unit 15: Components of Travel Services

UNIT 11 CLASSIFICATION OF FOOD AND BEVERAGE SERVICE**UNIT STRUCTURE**

- 11.1 Introduction
- 11.2 Intended Learning Outcomes
- 11.3 Food and beverage Services
 - 11.3.1 Classification of Food and Beverage Service
- 11.4 Non Commercial Food and Beverage Service
 - 11.4.1 Commercial Food and Beverage Service
- 11.5. The primary aim of Food and beverage
- 11.6 Summary
- 11.7 References/Further Readings and Web Sources
- 11.8 Possible Answers to Self-Assessment Exercise(s)

11.1 INTRODUCTION

The food and beverage sector comprises “establishments primarily engaged in preparing meals, snacks and beverages, to customer order, for immediate consumption on and off the premises” . This sector is commonly known to tourism professionals by its initials as F&B.

The food and beverage sector grew out of simple origins: as people travelled from their homes, going about their business, they often had a need or desire to eat or drink. Others were encouraged to meet this demand by supplying food and drink. As the interests of the public became more diverse, so too did the offerings of the food and beverage sector. The goal is to ensure that visitors have a remarkable experience. Food and beverages are an everyday requirement and this is not different during travel. The role of this sector includes:

- Preparation of food and drinks
- For the consumption of the visitors while on their premises or afterwards.
- Also offers visitors cross-cultural opportunities to explore different food and beverages pertaining to several people and understand their culture and heritages.

All these can be a contributor to any destination's attractiveness and itself can be an attraction.

11.2 INTENDED LEARNING OUTCOMES

- Describe the classification of food and beverage service
- Explain the various types of food and beverage provider
- Know the main purpose of a commercial food and beverage service industry
- Know how commercial food and beverage services can be classified

11.3 FOOD AND BEVERAGE SERVICE

11.3.1 CLASSIFICATION OF FOOD AND BEVERAGE SERVICE

The outlets for food and beverage service and operations include:

- Hotels
- Pubs
- Clubs and night clubs
- Fast food store
- Cafeterias
- Takeaways
- In-flight catering and Kiosks(Riley 2005)

11.4 NON- COMMERCIAL FOOD AND BEVERAGE SERVICE

This type serves food and beverages as a secondary support service business, while they are primarily involved in other activities .They generally offer limited menus to patrons. They are typically called cafeterias and they are often run under a predetermined contract, this sector includes:

- Hospitals
- Universities, colleges, and other educational institutions
- Prisons and other detention facilities
- Corporate staff cafeterias
- Cruise ships
- Airports and other transportation terminals and operations

Non-commercial operations cater predominantly to consumers with limited selection or choice given their occupation or location. This type of consumer is often referred to as a **captured patron**. In a tourism capacity such as in airports or on cruise ships, the accepted price point for these patrons is often higher for a given product, increasing profit margins. This type serves food and beverage as a secondary business, while they are primarily involved in other activities. They usually offer limited menus to patrons. They are typically called cafeterias. Examples of this include:

- Food service in hospitals
- Educational institutions
- Staff cafeteria's
- Correctional facilities. In tourism however examples are in-flight or cruise food service
- Golf course
- Hostels
- Airports

11.4.1 COMMERCIAL FOOD AND BEVERAGE SERVICE

Commercial establishments include fast-food and full-service restaurants, catering, and nightclubs and recreational outlets. All these are focused primarily on providing food and earning a profit. Noncommercial outlets exist inside of organizations such as hospitals, schools, nursing homes, and military bases.

A commercial food service establishment is that whose main purpose is creating and selling food and beverage.

SELF-ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. Commercial establishments include fast-food and full-service restaurants, catering, and nightclubs and recreational outlets. All these are focused primarily on providing food and earning a profit
 - a. True
 - b. False
2. This type serves food and beverages as a secondary support service business, while they are primarily involved in other activities
 - a. True
 - b. False

11.5 THE PRIMARY AIM OF FOOD AND BEVERAGE.

Is the provision of food and beverages in the following facilities :

- Restaurants
- Catering establishments

- Drinking establishments
- Accommodation food and beverage service
- Vending
- Automated food and beverage service

Restaurant

Hotel restaurants are usually open to the public and reliant on this public patronage in addition to business from hotel guests. Collaborations between hotel chains and restaurant chains have seen reliable pairing of hotels and restaurants. The service of food is usually done on the premises, however they may also offer takeaway and food delivery service. Restaurant can be largely classified into two: full restaurant and quick –service restaurant

Full- Service restaurants

They offer various menus and operate at a higher level of efficiency. The expectation of the customers are high.

Quick service restaurants

Quick service restaurants formally referred to as fast food restaurants, like the name implies that food that is prepared, purchased and consumed quickly. The main focus is offering familiarity and convenience to customers. Food are usually served in disposable tem. The categories of fast foods are:

- Fast food
- Cafes
- Food trucks and stand

a. Fast foods

Foods are provided for the customers are offered in a quick way and offering a conducive environment. They can offer counter or drive through service. Most of the time they are chained businesses that are found in different countries or states within a country. Examples are:

- Kentucky fried chicken
- Mr. Biggs
- Tantalizers
- Chicken republic. Prices of these food are moderately high.

b. Cafés

This provides hot casual foods and drinks such as snacks, coffee and tea to customers in a casually designed and relaxed atmosphere.

c. Food truck and stand

They offer small range menu of the same type to customer at affordable prices. They are usually present at fairs, city streets, sports field. Examples are:

- Ice cream spot
- Barbecue stand

Vending and Automated Foodservices

While not generally viewed as part of the food and beverage sector, automated and vending services do account for significant sales for both small and large foodservice and accommodation providers. Vending machines are located in motels, hotels, transportation terminals, sporting venues, or just about any location that will allow for the opportunity for an impulse or convenient purchase.

Fine dining restaurants

They are characterized by highly trained chefs preparing complex food items, exquisitely presented. Meals are brought to the table by experienced servers with sound food and beverage knowledge in an upscale atmosphere with table linens, fine china, crystal stemware, and silver-plate cutlery. The table is often embellished with fresh flowers and candles. The cost of food and services is usually high. This type of restaurant is ideal for tourists of high social and financial status or those who are not cost conscious.

Family/casual restaurants

This are characterized by being open for all three meal periods. These operations offer affordable menu items that span a variety of customer tastes. They also have the operational flexibility in menu and restaurant layout to welcome large groups of diners. This type of restaurant offer to customers in a family inclined way, where food are served on large platters for a group to share. They also offer individual dishes. Usually guests pass the food bowls around the table and serve themselves. Food is moderately expensive. This is ideal for tourists, family and friends travelling in groups.

Ethnic restaurants

These are restaurants that typically reflect the owner's cultural identity. While these restaurants are popular with many markets, they are often particularly of interest to visitors and new immigrants looking for a specific environment and other people with whom they have a shared culture. Food is often the medium for this sense of belonging (Koc & Welsh, 2001; Laroche, Kim, Tomiuk, & Belisle, 2005).Laroche et al (2005) also confirms that food served usually promotes sense of belonging and examples of these are:

- Chinese restaurant
- Igbo kitchen
- Yoruba restaurant etc.

The growth and changing nature of this sector reflects the acceptance of various ethnic foods within our communities. Ethnic restaurants generally evolve along two routes: toward remaining authentic to the cuisine of the country of origin, or toward larger market acceptance through modifying menu items (Mak, Lumbers, Eves, & Chang, 2012).

Upscale casual restaurants emerged in the 1970s, evolving out of a change in social norms. Consumers began to want the experience of a fun social evening at a restaurant with good value (but not cheap), in contrast

to the perceived stuffiness of fine dining at that time. These restaurants are typically dinner houses, but they may open for lunch or brunch depending on location.

SELF- ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the TRUE OR FALSE QUESTIONS

Upscale casual restaurants emerged in the 1970s, evolving out of a change in social norms. Consumers began to want the experience of a fun social evening at a restaurant with good value

- a. True
 - b. False
- 1 Ethnic restaurants are restaurants that typically reflect the owner's cultural identity. While these restaurants are popular with many markets, they are often particularly of interest to visitors and new immigrants looking for a specific environment and other people with whom they have a shared culture.
 - a. True
 - b. False**
 3. Food truck and stand offer small range menu of the same type to customer at affordable prices. They are usually present at fairs, city streets, sports field. Examples are:
 - Ice cream spot
 - Barbecue stand
 - a. True
 - b. False
 - 2 Fast foods are provided for the customers are offered in a quick way and offering a conducive environment. They can offer counter or drive through service. Most of the time they are chained businesses that are found in different countries or states within a country.
 - a. True
 - b. False

11.6 SUMMARY

In this unit, you must be able explore the main purpose of a commercial food and beverage industry, why restaurant are opened and classified. In this unit, we have learnt what commercial food and beverage is and their example. We can say for sure, that you have successfully understood what commercial food and beverage is as a profit making sector

Hotel restaurants are usually open to the public and reliant on this public patronage in addition to business from hotel guests. Collaborations between hotel chains and restaurant chains have seen reliable pairing of hotels and restaurants.

The service of food is usually done on the premises, however they may also offer takeaway and food delivery service.

11.7 REFERENCES/FURTHER READINGS/WEB RESOURCES

Koc, M., & Welsh, J. (2001). *Food, foodways and immigrant experience*. Toronto: Centre for Studies in Food Security.

Laroche, M., Kim, C., Tomiuk, M. A., & Belisle, D. (2005). Similarities in Italian and Greek multidimensional ethnic identity: Some implications for food consumption. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 22(2), 143-167.

Riley, M.(2005). Food and beverage management a review of change, international journal of Cnotemporary Hospitality Management, 17(1): 88-93

1.8 POSSIBLE ANSWER TO SELF- ASSESSMENT EXERCISE.**1 MARKING GUIDE**

1. True
2. True

2 MARKING GUIDE

1. True
2. True
3. True
4. True

Unit 12 LAND BASE RECREATION**UNIT STRUCTURE**

- 12.1 Introduction
- 12.2 Intended Learning Outcomes
- 12.3 Recreation
 - 12.3.1 What Is Outdoor Recreation?
 - 12.3.2 What Are the Benefits?
- 12.4 What Is Land-Based Recreational Activities?
- 12.5 What Are The Various Land Based Adventure Activities
- 12.6 Summary
- 12.7 References/Further Readings/Web Resources
- 12.8 Possible Answers to Self- Assessment Exercise

12.1 INTRODUCTION

In this unit, we will discuss the concept of recreation in tourism, which can be defined as the pursuit of leisure activities during one's spare time (Tribe, 2011) and can include vastly different activities such as golfing, sport fishing, and rock climbing. Defining recreation as it pertains to tourism, however, is more challenging. Also this recreation activity can be defined as "outdoor activities that take place in a natural setting, as opposed to a highly cultivated or managed landscape such as a playing field or golf course" (Tourism BC, 2013). This term is typically applied to outdoor activities that individuals engage in and that are located close to their community. When these activities are further away, and people must travel some distance to participate in them, they are often described as adventure tourism. According to the United Nations World Tourism Organization (UNWTO), is a trip that includes at least two of the following three elements: physical activity, adventure tourism natural environment, and cultural immersion" (UNWTO, 2014). Examples of adventure tourism in river rafting, helicopter skiing, and rock climbing. Is another term that is used, one that overlaps with the definitions of outdoor recreation and adventure tourism which refers to "those tourism experiences that are directly or indirectly dependent on the natural environment" (Tourism BC, 2005b). This term is often used to describe activities that are closely connected to nature, such as whale watching, birding, or self-propelled travel such as hiking and kayaking.

3.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Understand What Outdoor Recreation Activities Are
- Know The Different Outdoor Recreation Benefits
- Identify what are The Various Land Based Adventure Activities?

3.3 RECREATION

3.3.1 WHAT IS OUTDOOR RECREATION?

Outdoor recreation can overlap with competitive outdoor activities such as orienteering or ski races. It can also be done with other activities such as environmental education for example hiking to study an old growth forest. Outdoor recreation can also simply be enjoying the peace and quiet in a non-physical way.

3.3.2 WHAT ARE THE BENEFITS?

Outdoor recreational activities benefit people in a variety of ways. Some are listed below. Many activities provide a combination of physical, mental and spiritual benefits.

Physical fitness

Some of these activities will help keep you physically fit if you do them regularly.

Relaxation

Relaxation provides a quiet setting to escape from everyday pressures and relax your mind while enjoying an outdoor activity.

Adventure

Some of these activities such as mountain biking can be stimulating, challenge your limits, and provide fun and adventure.

Personal enjoyment

You may appreciate the outdoors for such pleasures as enjoying the beautiful scenery, or the sense of discovery in finding interesting historical or natural features such as wild flowers.

Nature Appreciation

Spending time on nature can encourage an appreciation of what we see and a desire to better understand and care for nature.

Other

If outdoor recreation benefits you in another way, describe it here in a sentence or two.

SELF-ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. Outdoor recreational activities benefit people in a variety of way
 - a. True
 - b. False
2. Outdoor recreation can also simply be enjoying the peace and quiet in a non-physical way.
 - a. True
 - b. False

3.4 WHAT IS LAND-BASED RECREATIONAL ACTIVITIES?

Activities include:

- Backpacking
- Canoeing
- Canyoning
- Caving
- Climbing
- Hiking, hill walking
- Hunting
- Kayaking
- Rafting.

Broader groupings include:

- Water sports
- Snow sports
- Horseback riding.

Outdoor recreation allows individuals to engage in physical activity while being outdoors.

1.5 WHAT ARE THE VARIOUS LAND BASED ADVENTURE ACTIVITIES?

- (i) Land Based: Mountaineering,
- (ii) Trekking, Rock Climbing,
- (iii) Sport Climbing,
- (iv) Camping,
- (v) Snow Skiing

SELF-ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. Land base adventure activities include the following:
 - i. Mountaineering
 - ii. Camping
 - iii. Trekking rock climbing
 - a. True

- b. False

3.6 SUMMARY

In this unit we have been able to explore outdoor and nature tourism is. What land base activities are and their benefits

By the end of this unit, you will be able to:

- Explain what outdoor recreation is.
- Explain the types of outdoor activities available for the tourist
- Explain the benefits of outdoor activities of land based recreation

3.7 REFERENCE AND FURTHER READING

Dalat, G.D (2007) A survey of Agricultural Sites in Eggon Land, Potentials for tourism development in Nassarawa State. An unpublished M>A Thesis. Department of Archaeology and Tourism. University of Nigeria Nsukka:

3.8 POSSIBLE ANSWERS TO SELF- ASSESSMENT

MARKING GUIDE

1. True
2. True

MARKING GUIDE

1. True

UNIT 4 WATER-BASED RECREATION

UNIT STRUCTURE

- 4.1 Introduction
- 4.2 Intended Learning Outcomes
- 4.3 Definition of terms
 - 4.3.1 Water based Means and Modes Of Water Transport
 - 4.3.2 Water based sports
 - 4.3.3 Health benefits of water based physical activity
 - 4.3.4 Water-dependent activities contribution to the tourism industry
- 4.4 Summary
- 4.5 References/Further Readings/Web Resources
- 4.6 Possible Answers to Self-Assessment Exercise(s)

4.1 INTRODUCTION

Water based recreation in tourism refers to tourist activities undertaken at water resources such as dams, lakes, canals, seas, coastal zones, oceans and creeks. It is a niche type of tourism that involves exploration and travel in an unfamiliar, remote, and exotic and wilderness location and the activities can have substantial benefits to health and well-being. Swimming pools, beaches, lakes, rivers and spas provide environments for rest and relaxation, physical activity, exercise, pleasure and fun. Yet they also present risks to health. Lots of tourist like to use rivers for recreational activities as well, such as: fishing, bird watching, walking, canoeing, sailing and windsurfing.

4.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Describe water-based transportation segments including cruise travel and passenger ferries
- Explore the impact of water-based recreation on the water regime and the reciprocal impact of water management on water-based recreational experiences.

4.3 DEFINITION OF TERMS

Another term that is used, one that overlaps with the definitions of outdoor recreation and adventure tourism, is nature-based tourism, which refers to “those tourism experiences that are directly or indirectly dependent on the natural environment” (Tourism BC, 2005).

4.3.1 WATER BASED MEANS AND MODES OF WATER TRANSPORT

They include:

- Cruise
- Boat
- Ocean liner
- Catamarans

CRUISES. Cruise ships are large passenger ship used mainly for vacationing. While cruising is often a pleasant and relaxing experience, there are a number of safety concerns for vessels of all types. One of the major concerns on cruise lines is disease outbreak, specifically the norovirus (a stomach flu), which can spread quickly on cruise ships as passengers are so close together. The US Centers for Disease Control (CDC) vessel sanitation program (<http://www.cdc.gov/nceh/vsp/default.htm>) is designed to help the industry prevent and control the onset, and spreading, of these types of illnesses (Briggs, 2008).

BOAT

Is a small vehicle for travelling on water. A boat is a watercraft of a large range of types and sizes, but generally smaller than a ship, which is distinguished by its larger size, shape, cargo or passenger capacity, or its ability to carry boats. Small boats are typically found on inland waterways such as rivers and lakes, or in protected coastal areas. Wikipedia



FERRIES

A ferry is a vessel used to carry passengers, and sometimes vehicles and cargo, across a body of water. A passenger ferry with many stops, Ferries form a part of the public transport systems of many waterside cities and islands, allowing direct transit between points at a capital cost much lower than bridges or tunnels. Ship connections of much larger distances (such as over long distances in water bodies Wikipedia, the free encyclopedia (Wikipedia)



OCEANLINER

An ocean liner is a passenger ship primarily used as a form of transportation across seas or oceans. Liners may also carry cargo or mail etc.

CATAMARANS are boats with two hulls..

It also includes recreational activities within destinations such as snorkelling and surf boarding. It largely promotes domestic tourism in countries where this sector is largely developed

RIVER CRUISING

Is a voyage along inland waterways, often stopping a multiple ports along the way. Since cities and towns often grew up around rivers, river cruise ships frequently dock in the center of cities

SELF-ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the

TRUE OR FALSE QUESTIONS

1. Cruise ships are large passenger ship used mainly for vacationing
 - a. True
 - b. False

2. Boat is a small vehicle for travelling on water
 - a. True
 - b. False

3. Ferries form a part of the public transport systems of many waterside cities and islands, allowing direct transit between points

at a capital cost much lower than bridges or tunnels. Ship connections of much larger distances

- a. True
 - b. False
4. An ocean liner is a passenger ship primarily used as a form of transportation across seas or oceans. Liners may also carry cargo or mail etc
 - a. True
 - b. False.

4.4 WATER-BASED SPORTS

- Swimming and Diving. Swimming is the act of moving through water by using the arms, legs, and body in motions called strokes, such as the backstroke, breaststroke, and crawl.
- Surfing. Surfing is the act of riding on waves. ...
- Waterskiing.
- Canoeing and Kayaking.
- Rowing
- Fishing.
- Sailing

4.4.1 BENEFITS OF WATER-BASED RECREATIONS?

Water is an important component of recreational opportunities and experiences. In addition to being an essential medium for conducting water-based activities. Water-based exercise can benefit older adults by improving the quality of life and decreasing disability. It also improves or maintains the bone health of post-menopausal women. Exercising in water offers many physical and mental health benefits and is a good choice for people who want to be more active.

Taking part in leisure and recreation activities can make it easy for you to manage stress thus reducing depression. Leisure gives you the opportunity to find the right balance in life while also controlling how you get to spend your time. This is important as it makes one feel overwhelmed by obligations.

4.5 HEALTH BENEFITS OF WATER BASED PHYSICAL ACTIVITY

- Improved cardiovascular fitness when performed at a moderate to vigorous pace continuously.
- Improved muscular strength and endurance due to water resistance.

- Improved flexibility.
- Improved quality of life.
- Reduced risk of chronic disease and death.

4.5.1 WATER DEPENDENT ACTIVITIES ‘S CONTRIBUTION TO THE TOURISM INDUSTRY

Water-dependent activities are those in which water is essential to conducting the activity such as fishing, boating, water-skiing, swimming, kayaking, rafting, canoeing, sailing, and most waterfowl hunting. Water-enhanced recreational activities are those in which water is not required in order to participate in the activity, but in which it greatly contributes to the recreationist’s overall experience. These activities include, but are not limited to, hiking and camping along bodies of water, viewing scenery, and studying nature.

Water contributes to the recreation and tourism industry worldwide by:

- Accentuating beautiful beaches
- White-water rivers
- Mountain lakes
- Aquatic ecosystems such as coral reefs.
- Water has a powerful attraction for people.

SELF-ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the True or False

TRUE OR FALSE QUESTIONS

1. Water-dependent activities are those in which water is essential to conducting the activity such as fishing, boating, water-skiing, swimming, kayaking, rafting, canoeing, sailing, and most waterfowl hunting. Water
 - a. True
 - b. False
2. Water contributes to the recreation and tourism industry worldwide
 - a. True
 - b. False

4.6 SUMMARY

In this unit, you have learnt about water based recreation and all its activities, advantages and contribution to the tourism industry. Water base

recreation is as an important component of recreational opportunities and experiences. In addition to being an essential medium for conducting water-based activities. Water-based exercise can benefit older adults by improving the quality of life and decreasing disability. It also improves or maintains the bone health of post-menopausal women. Exercising in water offers many physical and mental health benefits and is a good choice for people who want to be more active.

4.7 REFERENCES/FURTHER READINGS/WEB RESOURCES

Belsoy, J.Korir, J& Yegoj (2012) Environmental Impacts of Tourism in protected Areas. Journal of Environment and Earth-Science. Vol 2 No 10 2012, pp.64-73

Dalat, G.D (2007) A survey of Agricultural Sites in Eggon Land, Potentials for tourism development in Nassarawa State. An unpublished M>A Thesis. Department of Archaeology and Tourism. University of Nigeria Nsukka

Wikipedia, the free encyclopedia

4.8 POSSIBLE ANSWERS TO SELF- ASSESSMENT EXCERCISE

MARKING GUIDE

1. True
2. True
3. True
4. True

MARKING GUIDE

1. True
2. True

UNIT 5 ENTERTAINMENT

UNIT STRUCTURE

- 5.1 Introduction
- 5.2 Intended Learning Outcomes
- 5.3 Entertainment
 - 5.3.1 Festival
 - 5.3.2 Events
- 5.4 List of Notable Tourist Attractions
- 5.5 Cultural/Heritage Tourism
 - 5.5.1 Amusement Theme Parks
 - 5.5.2 Spectator sports & Sport tourism
 - 5.5.3 Culinary tourism
- 5.6 Summary
- 5.7 References/Further Readings/Web Resources
- 5.8 Possible Answers to Self-Assessment Exercise(s)

5.1 INTRODUCTION

This unit focuses on the major components of arts, entertainment, and attractions, including motion pictures, video exhibitions and all activities. When a traveller enters any country he/she visits, there is a good chance he or she will be asked at the border, What is the nature of your trip? Whether the answer is for business, leisure, or visiting friends and relatives, there is a possibility that a traveller will participate in some of the following activities as listed below: Attend a festival or fair, or other cultural events, visit a zoo, historic site, national park, museum, or art gallery, watch sports or participate in gaming. These activities fall under the realm of entertainment as it relates to tourism will be discussed .

5.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Describe the nature and function of activities and businesses that provide entertainment for tourists in the entertainment sector
- Identify tourism entertainment activities by their industry groups
- Review various types of attractions including zoos
- List components of cultural heritage tourism including museums, galleries, and heritage sites
- List other experiences including sport tourism and culinary tourism

5.3 ENTERTAINMENT

Let us take a closer look at this segment of the entertainment sector.

5.3.1 FESTIVAL

The broad nature of festivals depending on the type of festival:

1. Local festivals funding is provided to local groups for recurring festivals that present the work of local artists, artisans, or historical performers.
2. Community anniversaries funding is provided to local groups for non-recurring local e

5.3.2 EVENTS

An event is a happening at a given place and time, usually of some importance, celebrating or commemorating a special occasion. To help broaden this simple definition, categories have been developed based on the scale of events.

5.3.3 ATTRACTIONS

Without attractions there would be no need for other tourism services. Indeed tourism as such would not exist if it were not for attractions. (Swarbrooke, 2002, p. 3) There are 4 different types of attractions in the travel and tourism industry.

These are:

- Purpose built attractions
- Natural attractions
- Events
- Heritage attractions.

In the travel and tourism sector, attractions are an important part as this is what bring in tourist from all over the world.

There are several tourist attractions in Nigeria, each with its own uniqueness, nature, structure and historical background.

5.4 LIST OF NOTABLE TOURIST ATTRACTIONS IN NIGERIA, ARRANGED IN ALPHABETICAL ORDER

- Agbokim Waterfalls
- Agodi Gardens
- Aso Rock

- Bar Beach, Lagos
- Benue River
- Biu Plateau
- Bina Footprint
- Chad Basin
- Cross River National Park
- Emotan Statue
- Erin-Ijesha Waterfalls
- Ezeagu waterfalls
- Gashaka Gumti National Park
- Gurara Waterfalls
- Ibeno Beach
- Idanre Hill
- Ikogosi Warm Springs
- Isaac Boro Park
- Kainji Dam
- Kainji National Park
- Kamuku National Park
- Lake Chad
- Mambilla Plateau
- Mandara Mountains
- Millennium Park (Abuja)
- Mount Patti
- National Arts Theatre
- National War Museum, Umuahia
- National Stadium Abuja
- New Afrika Shrine
- Ngwo Pine forest
- Niger River
- Oban Hills
- Obudu Cattle Ranch
- Obudu Plateau
- Ogbunike Caves
- Okomu Forest Reserve
- Okomu National Park
- Old Oyo National Park
- Olumo Rock
- Oron Museum
- Osun-Osogbo
- Port Harcourt Tourist Beach
- Queen Amina Statue
- Sir Lugard Empire Hill
- Sukur Cultural Landscape
- Tinapa Resort
- Yankari National Park
- Zuma Rock

SELF-ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

FILL-IN-THE-GAP QUESTIONS

What state are these attractions’?

1. Okomu Forest Reserve _____
2. Olumo Rock _____
3. Oron Museum _____
4. Yankari National Park _____
5. Zuma Rock _____

5.5 CULTURAL/HERITAGE TOURISM

Nigeria is a culturally-diverse country, with over 250 local languages. These various cultures have very rich histories and backgrounds and the local people are incredibly proud of their heritage. The heritage comes in the form of ancient places of worship, artifacts, old towns and monuments, to mention a few. These are the top 10 heritage sites in Nigeria, all recognized by UNESCO.

OSUN-OSOGBO SACRED GROVES

The sacred groves of Osun, the goddess of fertility and one of the most popular deities in S are located on the outskirts of Osogbo, in Osun State. The groves, which are dotted by shrines, sculptures, and artworks, represent a time when people dedicated areas outside their settlements to deities, areas which are regarded as sacred. The Osun-Osogbo grove itself is located in a dense forest that is one of the primary high forest in southern Nigeria.

IDANRE HILLS

The hills of Idanre are found in Ondo State in the southwest of Nigeria. The hills are about 680 steps from the bottom to the peak and have mysterious handwritings etched into the rock, which have never been decoded. On the hill also is a magical footprint that fits any foot put in it. The town of Idanre has other historical sites, including the building of the first primary school built in 1896 which still stands, as well as a law court and adjoining prison built in 1906 by colonialists. There the inner court of the Oba’s palace is also an interesting place for tourists, with its various sculptures, crafted many years ago. The Idanre hill was listed as a UNESCO World Heritage Site in October 2007, in the cultural category.

OLD OYO

Old Oyo in southwest Nigeria is said to be the former city of Oyo (known as Oyo-Ile), in Oyo State, which was deserted in the 18th century after a war with Hausa/Fulani raiders. The site lies within the confines of Old Oyo National Park, and on it are the ruins of buildings built by people who lived there in the past, such as the old palace compound, outer walls with ditches and a water reservoir. There are also wells, cisterns, and grinding hollows which are proof of an extensive past settlement. Within the park is also the famous Agbaku Cave, which served as shelter for the ancient warriors of the Oyo-Alaafin Kingdom during times of war.

OGBUNIKE CAVES

The Ogbunike Caves are found in a valley in the tropical forest of southeast Nigeria, in Anambra State. Descending into the valley is a lengthy walkway of 317 steps, which were constructed by the state government. The cave, has about 10 inner chambers and several tunnels, some of which are interlinked. Several streams also flow into the caves, and another stream within flows out into river Nkissa. The caves have a spiritual significance for the local people, and a festival is celebrated to commemorate the discovery of the caves. Bats are the main occupants of the caves, but other animals can be found in the tropical rainforest vicinity, including antelopes, porcupines, and snakes.

OBAN HILLS AND LANDSCAPE

Oban Hills are part of the Cross River National Park, which is contiguous with Korup National Park in Cameroon. The Oban Hills are home to a variety of wildlife including the Nigerian-Cameroon chimpanzee, which has brought about a lot of conservation efforts in the hills and the surrounding landscape.

OGBAUKWU CAVES AND WATERFALL

Located in Anambra State in the southeastern part of Nigeria, Ogbaukwu caves are said to be the largest in West Africa and have enough roomy compartments to accommodate an entire village. Not much is known about the caves as they are largely unexplored, but local legend tells a story of a brave warrior who defeated lions that lived in the caves. The waterfalls are an aesthetic beauty and attract many tourists.

ALOK IKOM STONE MONOLITHS

The Alok Ikom monoliths are about 350 upright, carved stones found in Ikom, Cross River State of Nigeria. They vary in height and most are grouped in circles facing each other.

ANCIENT WALLS OF KANO AND ASSOCIATED SITES

The 14-kilometer city wall made of earth and its associated sites (Dala Hills, Kurmi Market and the Emir's Palace) are found in the northern part of Nigeria. They form a part of a pre-colonial civilization and governance,

when the city was built for the security of the growing population of ancient Kano. The walls were said to have been completed in the 14th century, but were later extended in the 16th century, which is the present structure.

SUKUR CULTURAL LANDSCAPE

Sukur is located in Madagali area of Adamawa State in northeastern Nigeria. The landscape has terraces on farmlands, stone-paved walkways, and dry-stone structures. On the landscape is the palace of the chief and other sacred remains that express the spiritual and material culture of an ancient society, and it is also representative of a former flourishing iron industry.

SUNGBO'S EREDO

These are a series of defensive walls found in the southwest of Nigeria, in Ogun and Edo states. Sungbo's Eredo are walls that were said to have been built in honor of a female chief, Bilikisu Sungbo. Her story was linked to the biblical Queen of Sheba, which was later disproved by archaeologists.

PERFORMING ARTS

Performing art is a performance scripted or unscripted body action that is displayed before a spectating audience. Performance art is traditionally interdisciplinary skill that involves live display of expertise in fine or media arts. The presentation of such performance may be done when the performers themselves are present or absent. Performing arts is a form of art where artists use their voices, and bodies to convey a message or artistic expression. In performing arts there are ways by which opinion, emotion, feeling, or taste are expressed through performance like, theatre, public speech and more.

VISUAL ARTS

Visual arts are means for creating aesthetic purposes while it is assumed to express beauty and meaningfulness visual arts include painting, sculpture, watercolour, graphics, drawing and architecture. This category include; music, poetry, film photography, conceptual art and printmaking; that is why those in this field are referred to as artists.

MUSEUMS AND GALLERIES collect historical and modern works of art for educational purposes and to preserve them for future generations.

PUBLIC GALLERIES, on the other hand, do not generally collect or conserve works of art. Rather, they focus on exhibitions of contemporary works as well as on programs of lectures, publications, and other events.

5.5.1 AMUSEMENT AND THEME PARKS

While cultural and heritage attractions strive to present information based on historic and evolving cultures and facts, amusement parks are attractions that often work to create alternate, fanciful realities.

5.5.2 SPECTATOR SPORTS AND SPORT TOURISM

Spectator sports and the growing field of sport tourism also contribute significantly to the economy and have become a major part of the tourism industry. **Sport tourism** is any activity in which people are attracted to a particular location to attend a sport-related event as either a:

- Participant
- Spectator
- Visitor to sport attractions or delegate of sports sector meetings

5.5.3 CULINARY TOURISM

It refers to any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition, or culinary techniques (Ontario Culinary Tourism Alliance, 2013). The United Nations World Tourism Organization has noted that food tourism is a dynamic and growing segment, and that over one-third of tourism expenditures relate to food (UNWTO, 2012).

SELF-ASSESSMENT EXERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction

Pick correct answer from the FILL-IN-THE-GAP QUESTIONS

1. Nigeria is a culturally-diverse country, with over ____ local languages
2. Tourism is any activity in which people are attracted to a particular location to attend a sport-related event as either a: Participant. Spectator. Visitor to sport attractions or delegate of sports sector meetings
3. Museums and Galleries collect historical and modern works of art for educational purposes and to preserve them for future _____

4. Performing arts is a form of art where _____ use their voices, and bodies to convey a message or artistic expression. In performing arts there are ways by which opinion, emotion, feeling, or taste are expressed through performance like, theatre, public speech and more.
5. refers to any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition, or culinary techniques

5.6 SUMMARY

In this unit, we have learnt about entertainment and its different groups or segment. Nigeria is a culturally-diverse country, with over 250 local languages. These various cultures have very rich histories and backgrounds and the local people are incredibly proud of their heritage. The heritage comes in the form of ancient places of worship, artifacts, old towns and monuments, to mention a few. These are the top 10 heritage sites in Nigeria, all recognized by UNESCO. There are 4 different types of attractions in the travel and tourism industry. These are: Purpose built attractions, Natural attractions, Events, Heritage attractions. In the travel and tourism sector, attractions are an important part as this is what bring in tourist from all over the world. There are several tourist attractions in Nigeria, each with its own uniqueness, nature, structure and historical background.

5.7 REFERENCES/ FURTHER READING

- Exploring tourist attractions in Nigeria's National Parks" (2015). Vanguard News. Retrieved 1 March 2015. "Unseen Tourist Attractions in Nigeria". Nigeria News. Retrieved 31 March 2016.
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5.8 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE

FILL-IN-THE-GAP QUESTIONS

What state are these attractions’?

1. Okomu Forest Reserve _____
2. Olumo Rock _____
3. Oron Museum _____
4. Yankari National Park _____
5. Zuma Rock _____

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1. EDO STATE
2. OGUN
3. CROSS RIVERS
4. BAUCHI
5. ABUJA

1. Nigeria is a culturally-diverse country, with over ___ local languages
2. ___ tourism is any activity in which people are attracted to a particular location to attend a sport-related event as either a: Participant. Spectator. Visitor to sport attractions or delegate of sports sector meetings
3. Museums and Galleries collect historical and modern works of art for educational purposes and to preserve them for future _____
4. Performing arts is a form of art where _____ use their voices, and bodies to convey a message or artistic expression. In performing arts there are ways by which opinion, emotion, feeling, or taste are expressed through performance like, theatre, public speech and more.
5. ___ refers to any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition, or culinary _____ techniques.

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1. 250
2. SPORTS
3. GENERATION
4. ARTISTS
5. CULINARY TOURISM

UNIT 6 COMPONENTS OF TRAVEL SERVICES

UNIT STRUCTURE

- 6.1 Introduction
- 6.2 Intended Learning Outcomes
- 6.3 Components of travel services
 - 6.3.1 Travel Agencies
 - 6.3.2 Travel Agent
 - 6.3.3 Online Travel
- 6.4 Tour Operators
 - 6.4.1 Inbound, Outbound and Receptive tour Operators
- 6.5 Other Organization working together with tourism
 - 6.5.1 Destination marketing organization
- 6.6 Summary
- 6.7 Reference and Further Readings and Web Sources
- 6.8 Possible Answers to Self-Assessment Exercise(s)

6.1 INTRODUCTION

The travel services sector is made up of a complex web of relationships between a variety of suppliers, tourism products, and destination marketing organizations, tour operators, and travel agents, among many others.

6.2 INTENDED LEARNING OUTCOMES

By the end of this unit, you will be able to:

- Describe the key characteristics of the travel services sector
- Define key travel services terminology
- Know the benefits of using travel agencies in tourism and in Nigeria
- Discuss the impacts of online travel agents on consumers and the sector
- Explain the importance of other tourism organizations in travel services

6.3 COMPONENTS OF TRAVEL SERVICES

Before we move on, let us explore the term travel services is define in the tourism industry as Consisting of transportation, accommodation, food and beverage, recreation and entertainment, and travel services. Tourism services support industry development and the delivery of guest experiences. Following these definitions and descriptions, we will take a look at some other support functions that fall under tourism services these include:

- Sector organizations
- Tourism and hospitality
- Human resources organizations
- Training providers
- Educational institutions
- Government branches and ministries
- Economic development
- City planning offices
- Consultant

While the application of travel services functions are structured somewhat differently around the world, there are a few core types of travel services in every destination. Essentially, travel services are those processes used by guests to book components of their trip. Let's explore these services in more detail.

6.3.1 TRAVEL AGENCIES

It is a business that operates as the intermediary between the travel industry (supplier) and the traveller (purchaser). Part of the role of the travel agency is to market prepackaged travel tours andS holidays to potential travellers. The agency can further function as a broker between the traveller and hotels, car rentals, and tour companies (Goeldner & Ritchie, 2003). Travel agencies can be small and privately owned or part of a larger entity.

6.3.2 TRAVEL AGENT

Travel agencies are serviced-based businesses that provide the general public with travel and sometimes, tourism-related services. They sometimes sell little products on behalf of the companies. They act on behalf of certain suppliers. Some of these suppliers include package tours, car rentals, travel insurance, hotels, airlines, etc.

Travel agencies function primarily as agents. They sell travel products and provide services on behalf of suppliers. The implication is that they

don't keep stock; they only make reservations when they are pre-booked. They cannot get you a flight ticket or work your visa without you requesting for them. I hope you get the twist.

Travel agencies are usually certified by the government. In Nigeria, the Nigeria Civil Aviation Authority certifies all the travel agencies that operate legally. That is the standard but my bet is that you know how it is in Nigeria. Anything goes and that is why people lose money to fake travel agents on a daily basis.

BENEFITS OF USING THE TOP TRAVEL AGENCIES IN NIGERIA

If you use travel agencies, especially the top agencies, you are not going to come unstuck. It is riddled with benefits. Let us see some of the few benefits below;

- Money is saved
- It is convenient to use them as far as they are trustworthy and can be held responsible
- Top travel agencies will save you time and trouble
- Your travel agent can become your personal advisor
- Trusted travel agencies have influence
- They have the needed knowledge
- Their response rate is very impressive
- They solve problems
- They make the best match

When you want to travel, the top travel agencies in Nigeria will help you get the best place for you to stay. When you tell them the reasons for traveling out, it is their duty to find you a country that distinguishes itself in what you are after.

6.3.3 ONLINE TRAVEL AGENTS

Increasing numbers of fully independent travellers are turning to online travel agents, companies that aggregate accommodations and transportation options and allow users to choose one or many components of their trip based on price or other incentives. Examples of online travel agents include Booking.com.

6.4 TOUR OPERATORS

A tour operator packages all or most of the components of an offered trip and then sells them to the traveller. These packages can also be sold through retail outlets or travel agencies (CATO, 2014; Goeldner &

Ritchie, 2003). Tour operators work closely with hotels, transportation providers, and attractions in order to purchase large volumes of each component and package these at a better rate than the traveller could if purchasing individually. Tour operators generally sell to the leisure market.

6.4.1 INBOUND, OUTBOUND, AND RECEPTIVE TOUR OPERATORS

Tour operators may be inbound, outbound, or receptive:

INBOUND TOUR OPERATORS bring travellers into a country as a group or through individual tour packages

OUTBOUND TOUR OPERATORS work within a country to take travellers to other countries

RECEPTIVE TOUR OPERATORS are not travel agents, and they do not operate the tours.

They represent the various products of tourism suppliers to tour operators in other markets in a business-to-business.

6.5 ORGANIZATION WORKING TOGETHER WITH TOURISM

Learn how international tourism organizations help those in the travel and tourism industry improve their business and help business owner appreciate the benefits that travel brings. You will also find out about four of the major international tourism organizations and their summit dates.

THE TOURISM ORGANIZATIONS

These include the various organization comprised of the stakeholders in the travel and tourism industry. They are essentially concerned with the continual and development of the industry. Examples are United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTTC), International Air Transport Association (IATA) etc.

UNITED WORLD TOURISM ORGANIZATION (UNWTO)

This is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. Is a specialized agency of tourism development. It also serves as a global forum for tourism policy issues and plays a central role in promoting responsible, sustainable, and universally accessible tourism, paying particular attention to the needs of developing countries.

It was founded in 1974. The headquarters is at Madrid, Spain. They are responsible for the global code of ethics of tourism which addresses the need for sustainable and responsible tourism. They also provide travel tips usually called a code of conduct for tourists. Their main objectives include;

- i. Acting as an international organization responsible for the coordination and cooperation for the coordination of tourism activities with the aim to spread tourism
- ii. Facilitating people's access to education and culture through travel
- iii. Raising standards of living in the less developed areas of the world by aiding the provision of facilities for tourism and the promotion of tourist to these areas
- iv. Accelerating and enlarging the contribution of tourism to peace, understanding, health and prosperity throughout the world.
- v. Providing a common ground and coordination of all tourist interest of member countries concerning both the national tourist organizations and professional sectors and organizations representing the interests of the travellers.

WORLD TRAVEL AND TOURISM COUNCIL

This is a forum for travel and tourism industry which comprises of member from the global travel and tourism business community. It was founded in 1990. The sector's headquarters is at London, United Kingdom. The main objectives are:

- i. To raise awareness on the travel and tourism industry
- ii. To enlarge economies with due consideration for the environment
- iv. To reduce barriers to growth



INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA)

The International Air Transport Association is a trade association of the world's airlines founded in 1945. IATA has been described as a cartel since, in addition to setting technical standards for airlines, IATA also organized tariff conferences that served as a forum for price fixing.

And IATA works with the industry to ensure airlines' operational overheads are minimized, for example, by making use of the industry-wide settlement process, known as the Billing and Settlement Plan (BSP). As an accredited member of IATA, GTM can access inventory and sell tickets on domestic and international flights.

IATA aims to be the force for value creation and innovation driving a safe, secure and profitable air transport industry that sustainably connects and enriches the world. IATA's mission is to represent, lead, and serve the airline industry. Their headquarters is in Spain. They have a membership 290 airlines in 120 countries.

The main objectives include:

- i. Promotion of safe, regular and affordable air transport which benefits people globally
- ii. Promotion of means for collaboration among air transport businesses engaged directly or indirectly in international air transport services
- iii. Coordination of international civil aviation organization and other international organizations
- iv. Provision of a common platform for travel agencies and tour operators
- v. Promotion and development of international tourism.

6.5.1 DESTINATION MARKETING ORGANIZATIONS (DMOs)

These organizations are concerned with the marketing of destinations to prospective customers. This can be units within the public sector at national, state and local levels. Which project various destinations at places of interests. In other words, they project a good destination image in Nigeria. They can also be destination base, who markets their individual destinations. They can be owned by the public or private sector. Outlets for destination marketing includes: websites, blogs and social media which targets global online audience both domestic and international. Mass media tools through radio and television are also employed to target mostly domestic tourists.

TRAVEL WRITERS

These individuals who write articles on travel and tourism. The article can be based on tourism destinations, the journey, the impacts and any other aspects of tourism industry.

TRAVEL CONSULTANTS

These are specialists in the in the field of travel who often offers travel advices and itineraries to individuals or organizations. They can be independent consultants or consulting firms.

EDUCATIONAL INSTITUTIONS

They are institutions' that enable the teaching and training of people to become travel, tourism and hospitality experts. Usually they offer certificates to the trainees after the completion of their programme. They include universities, polytechnics, colleges of education training schools and institute.

SELF-ASSESSMENT EXCERCISE

Attempt these exercises to measure what you have learnt so far. This should not take you more than 5 minutes

Instruction**TRUE OR FALSE QUESTIONS**

1. Increasing numbers of fully independent travellers are turning to online travel agents, companies that aggregate accommodations and transportation options and allow users to choose one or many components of their trip based on price or other incentives.
 - a. True
 - b. False
2. Travel agencies function primarily as agents. They sell travel products and provide services on behalf of suppliers.
 - a. True
 - b. False

6.6 SUMMARY

In this unit, we have discussed extensively every necessary information about travel services in delivering travel services to tourists.

After studying this unit, you should now be clear that under no circumstances is travel service is a simple exercise especially in reviewing the components of travel services and the function of each area and ways they interact with these service providers like:

- Travel agencies
- Online travel agencies
- Tour operators
- Destination marketing organizations
- Other organizations

6.7 REFERENCE/FURTHER READING

CATO. (2014). *About the travel industry*. Retrieved from www.cato.ca/industry.php

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6.8 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE(S)

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1. True
2. True
3. True