



Textbook of

TOURISM MANAGEMENT

Grade X



GOVERNMENT OF PAKISTAN

Ministry of Federal Education and Professional Training Islamabad

In Collaboration with

National Vocational and Technical Training Commission

Textbook of

TOURISM MANAGEMENT

GRADE

10



Ministry of Federal Education and Professional Training

Islamabad

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PREFACE

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

We hope that this book will be helpful in preparing students for the challenges of the trade. Any suggestions for the improvement of the book by teachers and students will be highly appreciated.

Executive Director

National Vocational & Technical Training Commission

(NAVTTC)

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Chapter 1 Principles of Management



Students Learning Outcomes

After studying this chapter you will be able to:

- understand tourism management.
- know about importance of tourism on economy.
- define operational issues in tourism business.
- learn how to manage operational issues in tourism business.
- understand human resource.
- learn about importance of human resource in tourism business.
- understand niche tourism and traditional tourism.
- differentiate niche tourism and traditional tourism.
- know about four key steps for managing tourism development.

Introduction to Tourism Management

Tourism management is defined as a set of activities that involves exploring a tour destination, organizing the tour, arranging travel, and managing logistic services. It also includes marketing efforts to encourage tourists to visit particular destinations inside and outside the country.

The tourism industry management is influenced by several elements i.e culture, peace, security, developed infrastructure, visa facilities, global population, education, income level, diverse languages, and accommodation facilities.



1.1 Importance of Tourism on Economy

Tourism is one of the most prominent and rapidly increasing sectors in the global economy. The tourism industry plays a vital role in a country's economic growth. A rise in tourism traffic can have a favorable economic impact on countries, particularly in terms of GDP and job opportunities. The contribution of the tourism industry to the world is more than financial, however, travel advances educational and recreational values and overall enhances the quality of life. Although most traveler worldwide is domestically oriented, the growing prosperity of economies is creating a new class of international outbound travelers who are seeking travel experiences in countries within their region as well as other parts of the countries.



1.2 Operational Issues in Tourism Business

These issues can be categorized under the following:

- Marketing issues
- Legal issues
- Human resources
- Operations

1. Marketing Issues

Marketing concerns include demographic changes, which indicate that the population of developed countries is aging and the continued rise in the number of individuals traveling for leisure purposes instead of just work.

2. Legal Issues

Legal issues include corporate and travel agency license and registration, consumer contracts, carrier and lodging law, tour and travel operator obligations and responsibilities, etc. Legal issues also examine the law regulating the issuance of visas and travel documentation of the operators, and agents in relation to health and safety measures.

3. Human Resource Issues

The shortage of skilled personnel at both operational and administrative levels, and high employee turnover rates are all major concerns.

4. Operational Issues

Staff turnover, employee performance, labor costs, and evolving customer expectations are all major operational concerns in the tourism industry.



Activity: With the help of internet write down any 5 advantages of running a smooth operation in tourism industry

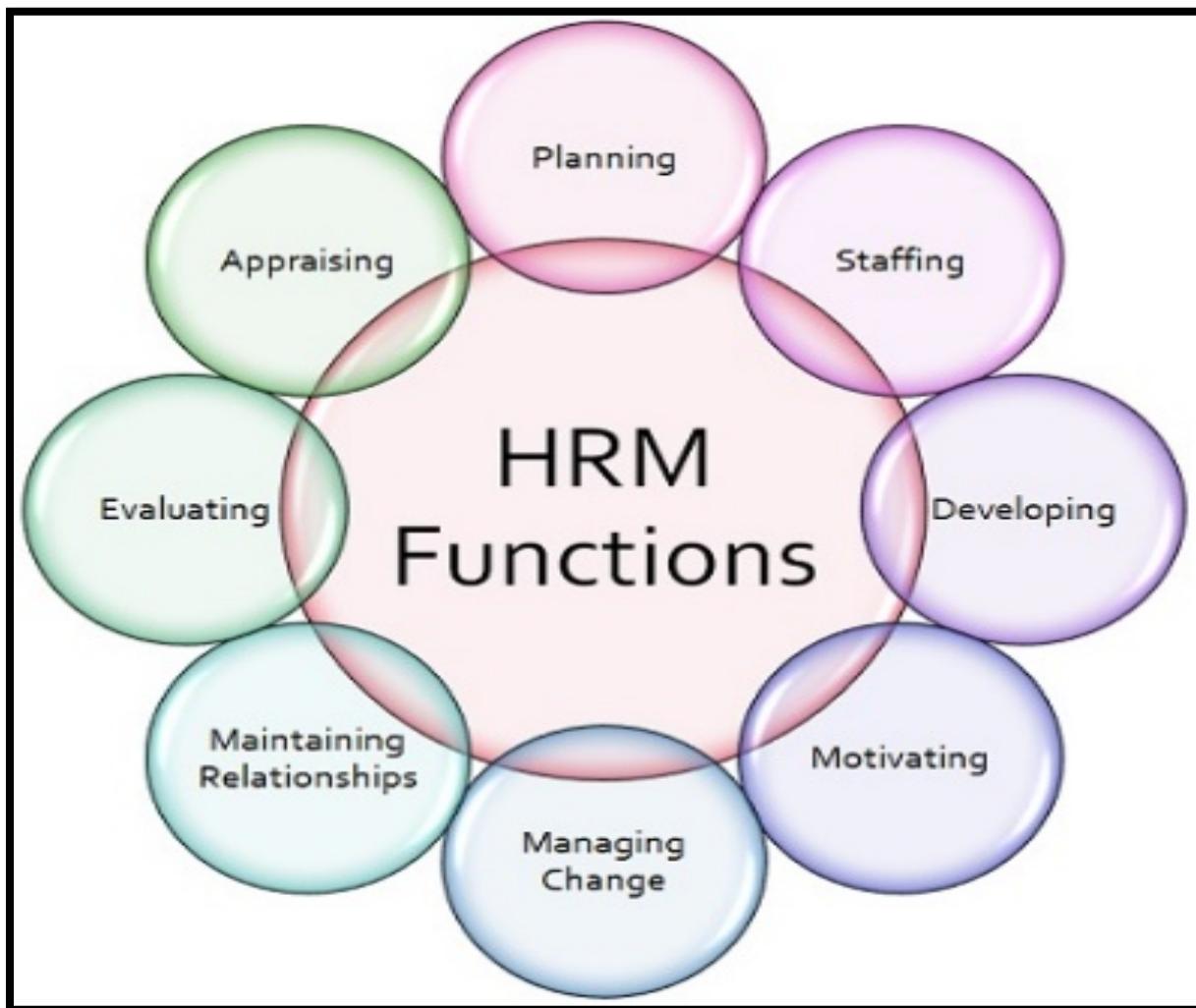
1.3 Human Resource Management (HRM) in Tourism Industry

Human Resource Management (HRM) is a role within an organization that focuses on the recruitment, management, and development of a company's manpower. The functions of HRM are characterized into three categories; Operative, Managerial, and Advisory.

Operative functions include recruitment, training, development, professional development, compensation and benefits, performance appraisal, etc.

- **Managerial** functions include planning, organizing, directing, and controlling.

Advisory functions include top management advice that is related to different policies and procedures and departmental head advice that consist of advice of various departments on policies related to job design, job description, selection, and appraisal.



1.3.1 Importance of Human Resources in the Tourism Industry

The importance of human resource development in the tourism industry is increasing rapidly. Human resource management is mainly important in the tourism industry for the following reasons

- Almost every country has developed a national strategy for creating jobs in all industries, including tourism, and tourist job prospects have been linked with economic development.
- Tourism has come to power as a source of economic growth and foreign exchange income.
- Human resource planning and development are critical for ensuring the requisite level of quality and standards in the tourism industry.

- The emergence of special forms of tourism such as adventure tourism, convention tourism, medical tourism, and spiritual tourism, as well as others, has resulted in a demand for specialized skills that can only be obtained and developed through proper human resource management.



1.4 Tourism Management Steps

1.4.1 Niche Tourism

A niche is a small area or location that is suited for a small group of people. Niche tourism is often viewed as being a more positive form of tourism than mass tourism. It can also refer to a variety of other things, such as:

- Products
- Service
- Interests

A niche product, service, or interest is shared by a limited group of individuals. It caters to a distinct part of the tourism business. The tour is organized on the spur of the moment, as well as ahead of time.

Niche refers to a personal, family, or friend's activity that involves a small group of individuals that consists of pre planning the tour and deciding the destination prior traveling. Tourists are

eager to collaborate and contribute to a pleasant experience for the sake of culture, local economy, and environment. Some of the advantages of the niche tourism are:

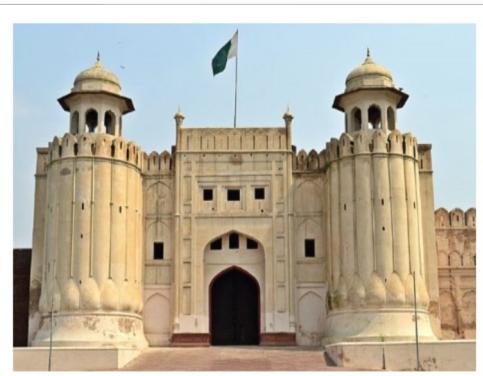
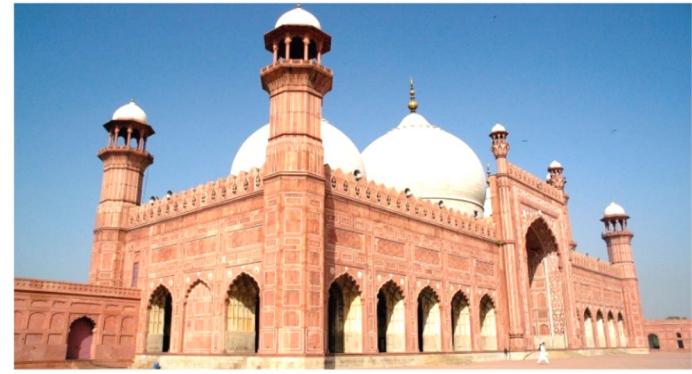
- Niche tourism is less damaging to the environment.
 - Tourists come in small numbers
 - Niche tourists often pay more than mass tourists
 - They actually want to see the destination as it is, rather than demanding improvements such as more hotel accommodations.
- Visit and list down any 4 traditional places in Pakistan.

1.4.2 Traditional Tourism

Traditional tourism means traveling without proper planning of a trip. The majority of experienced travelers are adventurous and eager to embrace the unexpected journey without planning the whole tour.

Traditional tourism plays a vital role in the development of a country. Traditional tourism benefits

by offering employment growth and opportunities while also supporting unity and conservation. It aids in the reduction of environmental harm and tourist behavior. The tour providers usually recommend well-known sights and places, and the visit involves a significant number of people.



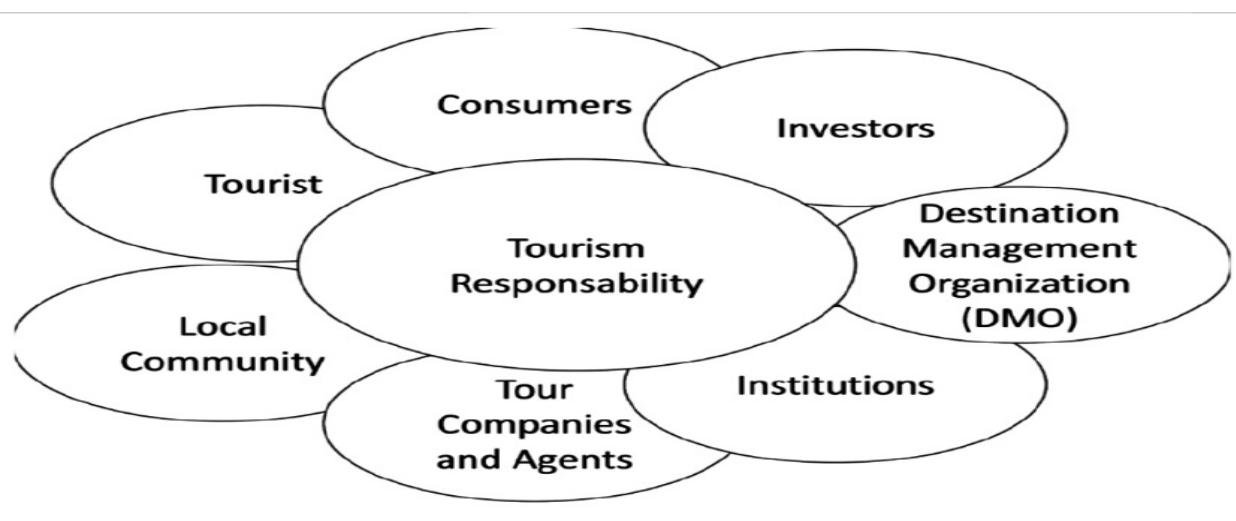
Managing Tourism Development

The process of building and maintaining a tourism sector in a specific location is known as tourism development. Tourism development can be defined at its most basic level as the process of developing strategies and plans to increase/develop/encourage tourism in a certain destination. There are 4 key steps for successful tourism development.

- 1. Get to grips** – one of the most fundamental problems is the lack of useful data. Destination places need to consider these things seriously like; encouraging the sectors to share data like occupancy levels, the number of arrivals, and season variations and develop expertise to monitor the trends in the tourism industry.



- 2. Establish a sustainable growth strategy** – only one-third of natural UNESCO World Heritage Sites have proper tourism planning place. Pakistan Tourism Development Corporation (PTDC) and National Tourism Coordination Board (NTCB) is mandated to coordinate, organize and deal with all the tourism-related issues and growth.



- 3. Involvement of sections of society** – successful tourism management requires that all stakeholders should stay united in one strategy and no one should feel disadvantaged. The destination marketing organization (DMO) plays an important part to coordinate with different tourist groups.
- 4. Provision of Funds** – When a country is concerned about tourism growth, it invests appropriately in the process. The most obvious source is travelers themselves, who contribute to boost the tourism business, which in turn helps to provide more jobs for people and improve the economy.

Difference between Niche Tourism and Traditional Tourism

| NICHE TOURISM | TRADITIONAL TOURISM |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • The tour is planned and decided on a few days or weeks before the actual travel day. | <ul style="list-style-type: none"> • The tour is decided and organized on the spur of the moment and ahead of time. |
| <ul style="list-style-type: none"> • Tour operators frequently recommend well-known locations, with little research done on the target location. | <ul style="list-style-type: none"> • The study of local culture and conventions, as well as local language preparation, is suggested for this type of tourism. |
| <ul style="list-style-type: none"> • It usually takes the form of a huge group of people participating in a social activity. | <ul style="list-style-type: none"> • It is a personal, family, or friend activity because there are only a few people involved, |
| <ul style="list-style-type: none"> • Tourists are primarily interested in gifts and sight-seeing. | <ul style="list-style-type: none"> • Tourists want to learn and experience new things. |
| <ul style="list-style-type: none"> • Tourists may or may not be concerned about the local economy, culture, or environment. | <ul style="list-style-type: none"> • Tourists are happy to contribute to the preservation of the local economy, culture, and environment, resulting in a favorable experience for locals, the tourism industry, and the tourists themselves. |

SUMMARY

Tourism management means a set of activities that involves organizing, arranging, and managing the tour and logistic services. There are a few elements that influence the tourism industry such as culture, peace, infrastructure, economy, etc. The growth in the tourism industry affects the economy of a country. Human resource management of an organization related to the tourism industry focuses on hiring, managing, and staff development.

Practical Activities

1. Organize an inter-city tour with friends.
2. Organize a traditional trip with family.

Exercise

Choose the most suitable option.

1. Tourism management includes _____ efforts to encourage tourists.
a) marketing b) tourism c) customer d) sales
 2. Tourism is fundamental to a country's _____.
a) economy c) demography
b) tour destination d) geography
 3. Outbound travel means _____.
a) traveling within a country c) traveling to a new city
b) traveling outside the country d) traveling to a place of residence
 4. There are ____ number of operational issues in tourism business.
a) 2 b) 4 c) 6 d) 8
 5. _____ is NOT an operational issue.
a) Marketing c) Legal
b) Human resources d) Organizational
 6. Marketing concerns include _____ changes.
a) demographic c) tourist
b) geographic d) local community
 7. Legal issues include _____ and _____.
a) clients and locals c) license and business
b) license and registration d) registration and operation
 8. Human resource issues include shortage of _____.
a) personnel c) administration
b) business owners d) customer
 9. HRM stands for _____.
a) Human Resource Man-power c) Human Rights Management
b) Human Resource Management d) Human Reputation Management
 10. Advisory functions include _____ management advice.
a) top b) middle c) bottom d) mixed

Write short answers to the following questions.

1. Define tourism management.
2. What are the elements that influence the tourism industry's management?
3. Define outbound and inbound tourism.
4. List the operational issues in the tourism business.
5. What do legal issues mean?
6. What is niche tourism?

Give detailed answers to the following questions.

1. Explain how the tourism industry affects a country's economy.
2. Explain the importance of human resource management in the tourism industry.
3. Describe the functions of human resource management.
4. Write an essay on traditional tourism.

Chapter 2 International Tourist Flow in Pakistan



Students Learning Outcomes

After studying this chapter you will be able to:

- know about tourist destinations.
- understand changing tourist behavior.
- know the factor that can affect tourists' flow.
- understand geographic condition of the local tourist destination.
- know about visitor attraction.
- understand importance of tourist attractions (natural and manmade).

Introduction to Tourist Destinations

A tourist destination is defined as a populated place with significant natural, cultural, historical, or other tourist attractions. A tourist destination is significantly dependent on revenues from the tourism industry. It contains one or more tourist attraction sites for the locals and tourists. Some of the famous travel destinations in Pakistan are:

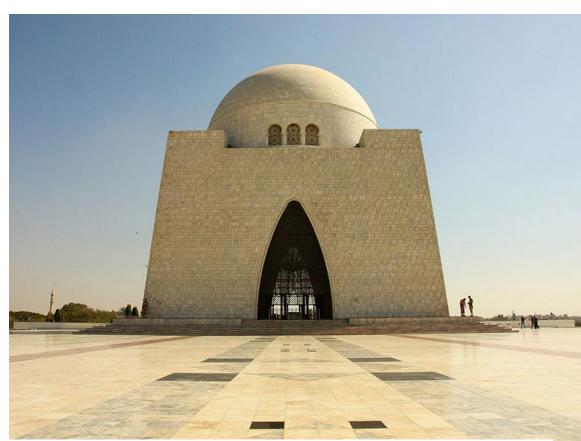
- Naran and Kaghan Valley
- Neelum Valley Azad Kashmir
- Fairy Meadows, Hunza Valley
- Chitral Valley
- Swat Valley
- Ratti Gali Lake
- Saif-ul-Maluk
- Nathiagali
- Shah Faisal Masjid
- Badshahi Masjid
- Tomb of Quaid-e-Azam



Naran and Kaghan Valley, Pakistan



Lake Saif-ul-Maluk, Pakistan



Tomb of Quaid-e-Azam, Karachi,



Fairy Meadows, Hunza, Pakistan

Tourism benefits host destinations in a number of ways. Tourism increases economic revenue, generates thousands of employment, improves a country's infrastructure, and fosters cultural interchange between outsiders and locals. A tourist destination comprises of different components which are characterized as the 4 A's. They are divided into four categories:

Attraction motivates and attracts tourists to visit the destination. These attractions consist of man-made and natural attractions or cultural events.

Amenities include a variety of facilities and services for the tourists such as accommodation, food, entertainment, recreation, etc.

Access in terms of development and maintenance of transportation, and to the tourist destination for the travelers.

Ancillary services are provided to the tourists by the host through a local tourist board.

2.1 Behavioral Change in Tourists

Tourism behavior examines tourist spending patterns, length of stay, attractions, locations, lodging, and activities. Tourist behavior changes in relation to the tourism business to promote sustainability in the tourism industry across the world.

The following factors affect the behavioral change of a tourist in the tourism industry:

- 1. Geographical factor
- 2. Social factor
- 3. Place of origin
- 4. Tourism destination
- 5. Education of tourist

Geographical Factor

Some physical factors like geographical (location) or climate change, various facilities and amenities, advertising, and marketing of the products. These are some of the factors covered in geographical issues.

Social Factor

A few social aspects, such as a person's social networking, provide information and facts that can influence a person's decision to take a trip or not.

Place of Origin

Depending on where travelers reside the sites they visit can have an impact on their decision. As an example, some countries choose to stick to their culture, while others want to travel in groups to learn more about other cultures.

Tourism Destination

Providing all of a tourist's fundamental needs, such as electricity, water, and a clean atmosphere can have an impact on the tourists thinking.

Education of Tourist

The more educated travelers are, the more options, curiosity, and knowledge of destinations they will have. It affects the decision of choosing a destination.

- Write down any 2 geographical factor impacting tourism industry



Factors affecting behavioral changes of a tourist



2.2 Factors Affecting Tourist Flow

Tourist flow is defined as the major movement of tourists from specific home areas to travel destinations. There are a few factors that control the flow of tourists towards the travel destinations of a country. Some factors show immediate effect, while some change the flow gradually.

• Environment of Destinations

When a destination has pleasant climate, tourism is at its peak. On the other hand, any unfavorable changes in the environment, such as high winds, flash floods, drought, and extreme weather, can have a negative impact on tourism.

- **Economy of Country**

Tourism declines when a country is experiencing economic and political instability thus tourism brings with its huge economic potential for booming of the economy of a country like employment, revenue, and other taxes.

- **Historical and Cultural Importance**

The tourism industry is heavily influenced by the location or destination of travel. Tourists will gather at a destination with significant historical or cultural significance to witness monuments, forts, ancient architecture, sculptures, ancient paintings and artifacts, clothing, weaponry, decorations, and other heritage.

- **Technology**

Tourists strive to gain an idea of the areas they will visit, the quality of amenities and services, and the attractions at the destination when organizing a tour. Experienced travelers express their comments on numerous venues on the Internet after visiting a site. As a result, reviews from previous travelers that are shared on the internet serve as suggestions for future tourists.

- **Climate**

Seasonality has become a defining aspect of the worldwide tourism business. The amount of tourists and visitors to a destination varies depending on the season. As a result, certain destinations have more tourists and visitors than they can handle at certain seasons, while others have too few. The efficient functioning of tourism facilities and infrastructure requires a thorough awareness of seasonality.

2.3 Importance of Tourist Attractions

The primary objective of attractions in the tourism industry is to increase the growth of tourists to a specific location so that they can visit and discover the many attractions. Tourist attractions play a particularly important role in the travel and tourism industry as it attracts people from all over the world. Some of the reasons for attracting tourists to a travel destination are:

- Attracting visitors from overseas
- Stimulating domestic tourism
- Supporting the regeneration of areas
- Contributing to the local and national economy
- Promoting cultural change
- Conservation.

2.3.1 Importance of Natural Attraction

A natural attraction is an attraction that has been created by nature. Many of the regions in Pakistan have been designated as protected areas in order to safeguard the environment and provide facilities to visitors. They are frequently used as locations for outdoor activities like climbing, hill walking, mountaineering, etc.



Baltoro Glacier, Karakoram,

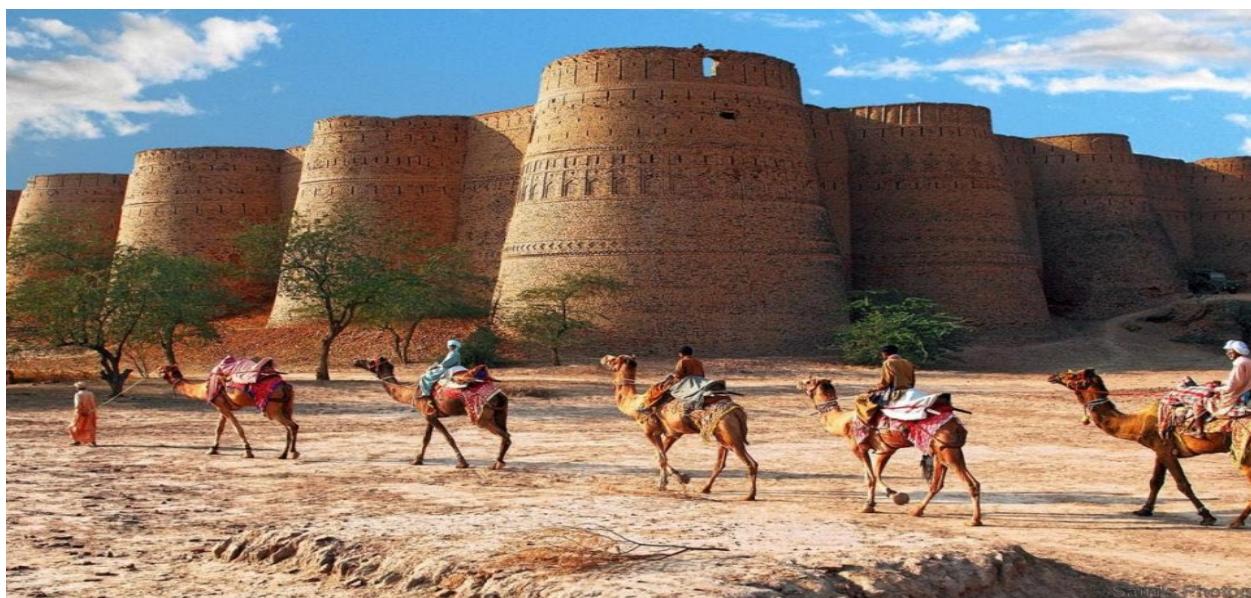
2.3.2 Importance of Man-Made Attraction

Attractions that have been developed specifically to attract tourists to a specific location are known as man-made attractions. Tourist attractions prompt people to think of purpose-built attractions since they are entertaining, enjoyable, and built for a number of purposes. Tourist attractions play a vital role in the visitor economy, contributing significantly to the tourism industry while also promoting local culture, heritage, and ecology. As a result, it is critical to maintain the tourist destinations.

Pakistan offers a diverse assortment of landmarks to explore, including great archaeological sites, tombs, lush green landscapes, and Majestic Mountain peaks. These Pakistan landmarks, which range from mosques and forts to national parks, offer visitors a glimpse of the country's architectural, cultural, and natural glory. Some famous man-made attractions of Pakistan are as follow:

1. Badshahi Masjid
2. Faisal Masjid
3. Khaplu Palace
4. Pakistan Monument
5. Faisalabad Clock Tower
6. Minar-e-Pakistan
7. Noor Mahal
8. Wazir Khan Masjid
9. Frere Hall

- List down any 5 manmade and 5 natural tourist attractions



Derawar Fort, Bahawalpur, Pakistan

SUMMARY

A tourist destination means a place with significant natural, cultural, and historical attraction sites for tourists. The tourist destinations are among popular places for tourists. A tour destination typically consists of more than one attraction site. Some of the attraction sites in Pakistan are Naran Kaghan, Neelum Valley, Badshahi Masjid, Fairy Meadows, etc. A tourist behavior examines the spending pattern of a traveler, length of stay, and the sites they visit. Typically it depends on various factors such as geographical factors, social factors, place of origin, and tourist destination.

Practical Activities

1. Visit any natural attraction site in Pakistan.
2. Visit any man-made attraction site in Pakistan.
3. Gather and analyze available data on tourists' behavioral changes.

Exercise

Choose the Correct option.

1. A tourist destination is typically a _____ place.
a) populated b) less populated c) un-popular d) historic
2. Fairy Meadows is located in _____.
a) Pakistan b) China c) Dubai d) Indonesia
3. Tomb of Quaid-e-Azam is located in _____, Pakistan.
a) Islamabad b) Lahore c) Karachi d) Baluchistan
4. Badshahi Masjid is located in _____, Pakistan.
a) Islamabad b) Lahore c) Karachi d) Baluchistan
5. The components of tourist destination comprises of ___ A's.
a) 4 b) 6 c) 8 d) 10
6. A place that is built by a person is called _____ site.
a) natural b) man-made c) tourist made d) community made
7. Geographical factor means _____.
a) population b) location c) age d) gender
8. Social factor means _____.
a) networking b) gatherings c) tourist d) places
9. The primary objective of attraction in the tourism industry is to increase the growth of _____.
a) local community c) economy
b) tourists d) popular destinations

10. Man-made attractions are _____ attractions.

- a) purpose-built
- c) social
- b) community-built
- d) demographical

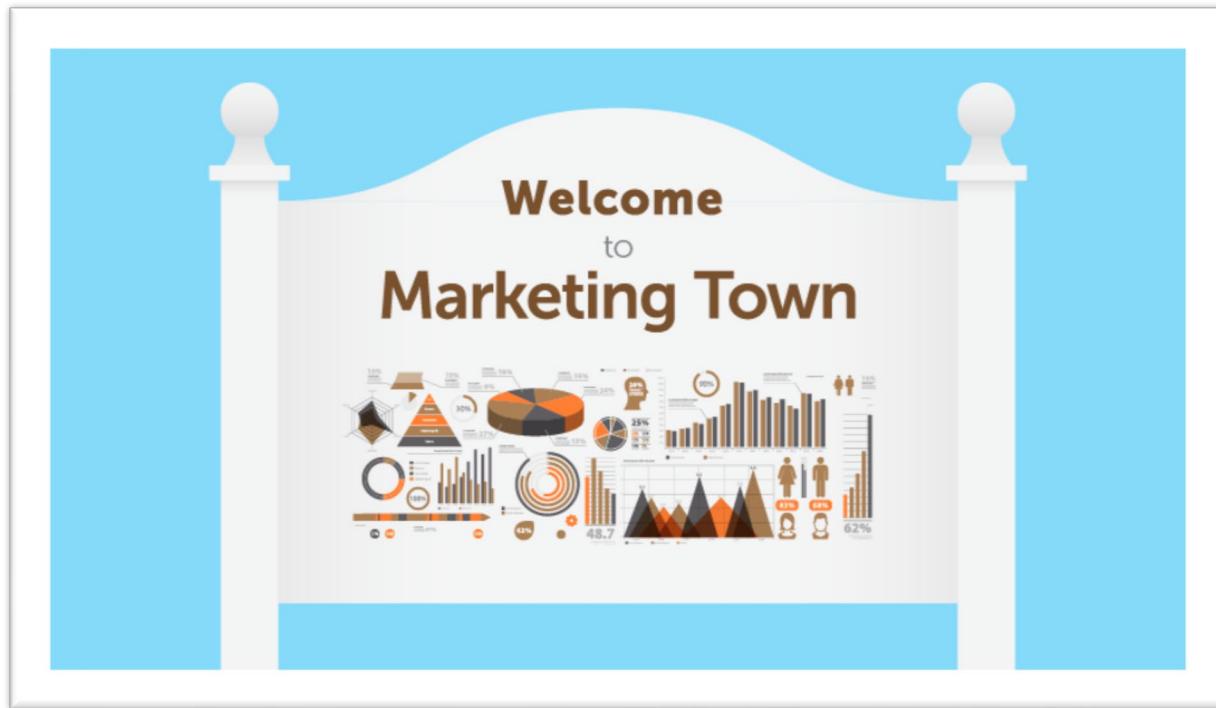
Write short answers to the following questions.

1. Define tourist destinations.
2. List some of the famous tourist destinations in Pakistan.
3. What are the benefits of tourism for the host destinations?
4. Define man-made attractions in the tourism industry.
5. Define natural attractions.
6. What is a tourist flow?

Give detailed answers to the following questions.

1. Explain the behavioral change of a tourist.
2. Describe the factors affecting tourist flow.
3. Write a note on purpose-built attractions.
4. Explain the importance of tourist attractions.

Chapter 3 Tourism Marketing



Students Learning Outcomes

After studying this chapter you will be able to:

- know Tourism Marketing & Planning.
- understand Sales forecasting in tourism promotion.
- understand Components of a marketing plan.
- know about consumer behavior and the marketing mix.
- understand consumer decision making.
- know how to influence on consumer decisions.
- know about P's of marketing.
- understand Target markets and potential customers (Market Segmentation).

Tourism Marketing and Planning

The process of organizing and defining a company's marketing goals, as well as assembling plans and techniques to attain them, is known as market planning. **Plans** are written guidelines that drive marketing strategies, decisions, activities, and operations.

Marketing planning is the process of defining activities that will support business goals and establishing a timeline for when that work will be completed. The marketing plan will assist in determining targets and how to effectively approach consumers, what price level the product or service should be sold at, and how the company will track its progress. Tourism marketing's goal is to promote the company, set it apart from competitors, attract customers, and raise brand awareness.



3.1 Sales Forecasting

The process of estimating future revenue by predicting the number of products or services that will sell in the future is known as sales forecasting. Sales forecasting provides critical marketing information.

The main objective of tourism sales forecasting is to help destinations and tourism businesses maintain continuous supplies of tourism products and services to meet the increasing demand for international travel experiences. The role of sales forecasting in the tourism industry affects the growth of tourism due to the following reasons:

- Given the perishable nature of the tourism product, accurate sales forecasting is critical for the efficient planning of tourism-related businesses.
- One of the primary aspects that determines a destination's competitiveness is the demand for tourism in that location.
- Sales forecasting also assists tourism businesses in precisely estimating their costs and revenue, allowing them to forecast their short- and long-term growth.

3.2 Components of Marketing Plan

A marketing plan is among the components of a business plan, which defines all of the main components of a company's operations, including its goals, values, mission statement, budget, and strategies. Following are the components of a marketing plan.

1. Marketing research

The process of surveying potential customers to establish the feasibility of a proposed service or product is known as market research. Market research allows a company to pinpoint its target market and collect feedback and different perspectives from customers on their interest in a product or service.



2. Target market

A target market is a group of customers identified as the most potential buyers of a company's product or service based on shared demographics. To build and implement an effective marketing plan, a business must first identify its target market.

3. Positioning

The ability to affect consumer perceptions of a brand or product concerning competitors is referred to as market positioning. The goal of market positioning is to develop a brand's or product's image or identity so that people perceive it in a specific way.

4. Competitive analysis

A competitive analysis is a process of identifying competitors in the tourism industry and researching different marketing strategies. An organization uses this information as a point of comparison to identify the company's strengths and weaknesses relative to each competitor.



5. Market strategy

A marketing strategy is a company's overall plan for reaching out to potential customers and turning them into clients to avail the goods or services offered by a company.

6. Budget

A marketing budget outlines the capital a company plans to spend on marketing projects. Paid advertising, sponsored site content, additional marketing personnel, a registered domain, and marketing software are included in the marketing budget.

7. Metrics/Measurement

Marketing metrics are a quantitative approach to track performance and a crucial marketing measuring tool for determining the effectiveness of a campaign. Companies can measure marketing metrics to improve existing campaigns and plan for future campaigns.

3.3 Consumer Behavior and Marketing Mix

Consumer behavior and marketing mix is a set of techniques and actions used by businesses to sell goods and services to customers. The company focuses on the right buyers so they can sell the right product to the right customer at the right time in the right place.

The price, place, product, and promotion that influence the consumer market are referred to as the marketing mix. Consumers always have a positive reaction to a product's pricing and marketing element. Consumer behavior, on the other hand, refers to the behaviors and decisions people make when buying goods and services to consume.

The marketing mix is important to businesses for the following reasons:

1. It helps in the understanding of what the product or service may provide to the potential customers.
2. It helps in the formation of a successful product offering.
3. It helps in the formation of a successful product offering.
4. It helps plan, develop, and execute effective marketing strategies.
5. It helps in evaluating whether a product or service is suitable for the target market.
6. It helps in examining when and how to market the product or service to the target market.



3.4 Consumer Decision Making Process

The consumer decision-making procedure includes identifying needs, gathering information, evaluating alternatives, and purchasing decisions. Consumer behavior is impacted by external elements such as social and cultural values, as well as economic and psychological factors.

There are four basic steps in the consumer decision-making process;

1. Problem recognition
2. Information gathering
3. Alternative evaluation
4. Purchase decision

1. Problem Recognition

Recognizing the need for a service or product is the first stage in the consumer decision-making process. Consumers must acquire knowledge to understand how they would fulfill a desire once it has been identified.

Example: Winter is approaching. A potential customer owns a few light jackets, but they will need a heavy-duty winter coat to be warm in the snow and below-freezing weather.

2. Information Search

While gathering information on the product or service they are looking to buy, they may look out for the location of the product or service you are offering or even look for a review before buying.

Example: Buyers search the internet for "winter coats" to see what possibilities are available. When they see someone wearing a stylish coat, they inquire as to where it was purchased and what the brand is like.

3. Alternate options

Alternate marketing involves finding and creating programs that are smart and imaginative. Buyers have set criteria about the product they want to purchase. Buyers also focus on alternate options and keep some backup products in case the product price changes or the product is no more available in the market.

Example: The buyer compares a few brands. They know that they want a brightly colored coat that will complement the rest of the wardrobe, and would rather spend less money.

4. Purchase decision

The purchase decision is the thought process that leads consumers from identifying a need, gathering options, and choosing a specific product and brand.

Example: The client discovers a 20% off winter coat. They order the coat online after ensuring that the brand utilizes sustainable materials and seeking comments from friends.

3.5 Marketing Mix and 7Ps

The marketing mix refers to the set of actions, or techniques, for promoting its brand or product in the marketplace. The marketing mix is used to achieve marketing objectives while considering the target market. These tools are known as the 7Ps of the marketing mix.

1. Price
2. Place
3. Product
4. Promotion
5. Packaging
6. Positioning
7. People



The 7Ps of marketing is considered to be the most important aspects of selling a product or service. The marketing mix is a term that is frequently used to describe products or services. Each of the 7Ps' decisions is linked to the others. For example, a five-star product or service must be matched by acceptable pricing, distribution location, advertising, or promotion. It's a strategy for enhancing market efficiency and productivity, and thus profitability.

1. Price

Price is the cost a consumer pays against the product or service they are getting. Marketing must link the price of the product to its perceived value, and determine when and if the product discount is needed.

2. Place

It is important to keep in mind where you want to place the product and sell it. Make sure you know what the right place is, to target the right audience you want for your product.

3. Product

Product refers to goods or a service that a company is offering to customers against the set price. A product should fulfill all the needs and wants of the buyer or at least make it so attractive and

'hard to refuse' product that the buyer believes that they must have it, this creates a new demand and supply chain (also known as yield management).

4. Promotion

Promotion of a product is necessary, as you cannot sell the product or service if no one knows about it. To sell it, you need to advertise and market your product in a way that it reaches the right target market at the right time using the right place. Promotion includes advertising, public relations, and other promotional strategies.

5. People

People, in the marketing mix, refer to anyone directly or indirectly involved in the business side of the company. The marketing mix includes everybody involved in selling a product or service, designing it, marketing it, managing teams, representing consumers, recruiting, and training.

6. Process

The process involves a set of actions or important components that must be completed in order to deliver a product or service to a customer.

7. Physical Evidence

Physical evidence means the proof of purchase of a product. Other aspects of physical evidence or the overall existence of a business or product include website, branding, social media, and feedback. All of these features provide customers with the actual proof they require to be confident that the company is viable, dependable, and authentic.

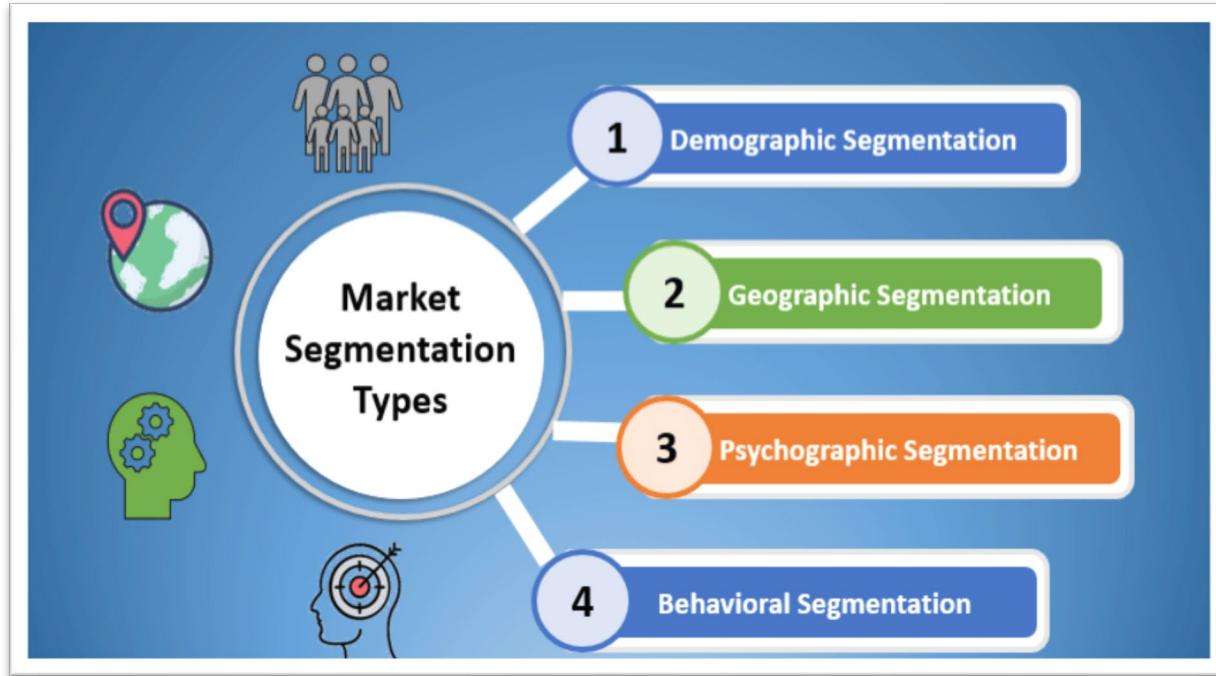
3.6 Market Segmentation

Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. Common characteristics of a market segment include interests, lifestyle, age, gender, etc.

Market segments assist businesses in adapting their products and services to the needs of a certain audience. A market segment is often used to identify a target market. It helps in understanding the target audiences and ideal customers. Market segmentation allows to identify the right market for the product and target them more effectively.

There are 4 types of market segmentation.

- 1) Demographic
- 2) Psychographic
- 3) Behavioral
- 4) Geographic segmentation



1. Demographic Segmentation

Demographic segmentation refers to the audiences based on different qualities, such as age, gender, marital status, occupation, education, income, race, nationality, and religion.

2. Psychographic Segmentation

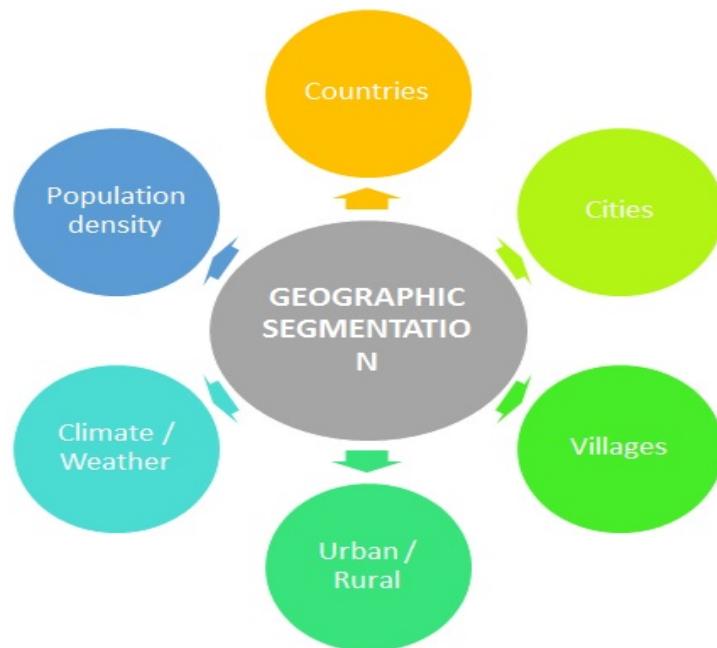
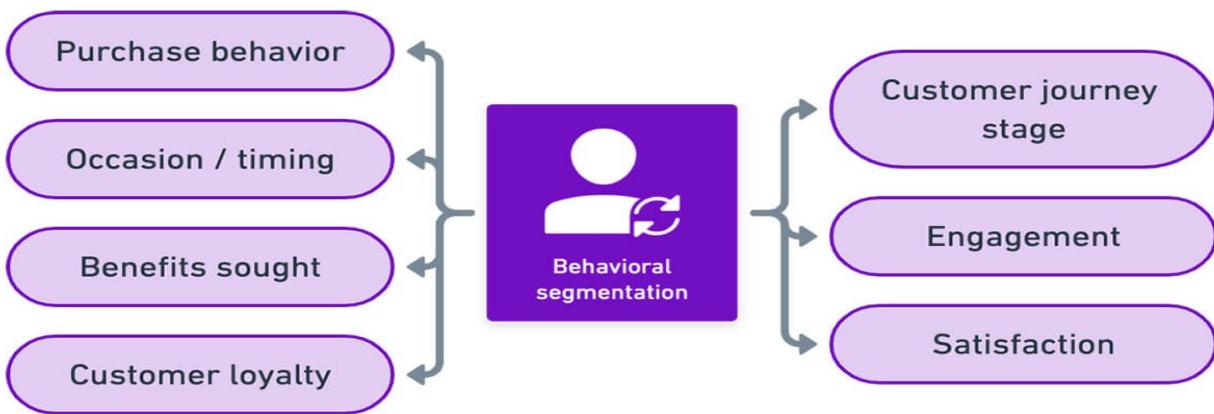
Psychographic segmentation is similar to demographic segmentation, but it deals with characteristics on a mental and emotional level. It helps in knowing the thoughts, motives, preferences, and needs of the customers.

3. Behavioral Segmentation

Behavioral segmentation is based on consumers' behavior regarding the product. There are different types of behavior of customers' that include; online shopping, brand loyalty, benefits sought, etc.

4. Geographic Segmentation

Geographic segmentation is a marketing approach that aims to sell items or services to people who reside or shop in a specific area. It is based on the idea that individuals in that area have identical requirements, interests, and cultural factors.



SUMMARY

Tourism marketing means planning and evaluating marketing techniques for a company's goals. A marketing plan helps in determining the target audience and the standard of a brand. It also helps in promoting a product. The evaluation and prediction of sale of products and services are known as sales forecasting. It provides market information and maintain continuous supply of tourism-related products. There are few factors that affect the marketing of a product known as the marketing mix. It consists of 7 P's such as price, place, product, promotion, people, package, and physical evidence of a product.

Practical Activities

1. Create and advertise a product.
2. Create a market plan for your product considering the 7P's of the marketing mix.

Exercise

Choose the most suitable option.

1. Plans are a written guidelines that drive marketing _____.
a) goals b) strategies c) mix d) segmentation
2. A company who sell similar products is called _____.
a) competitors c) businesses
b) twin company d) market positioning
3. The process of estimating future revenue by predicting the number of sales is called
a) Product sales c) sales forecasting
b) sales revenue d) forecasting revenue
4. Tourism products are _____ in nature.
a) flexible c) perishable
b) adaptable d) imperishable
5. _____ assists tourism business in estimating the cost and revenue.
a) Marketing goals c) Sales forecasting
b) Marketing strategies d) Sales and revenue
6. The process of surveying potential customers to establish the feasibility of a product is called
a) marketing research c) marketing segmentation
b) marketing plan d) marketing mix
7. _____ is a group of customers identified as the most potential buyers of a product.
a) Target product c) Target segmentation
b) Target market d) Target location
8. The ability to affect consumer perception of a brand or product is known as _____.
a) segmentation c) competitive analysis
b) positioning d) consumer behavior
9. _____ is a company's overall plan.
a) Marketing plan c) Marketing goal
b) Marketing strategy d) Marketing mix

10. _____ are a quantitative approach to track performance of a campaign.
- a) Marketing plans
 - b) Marketing equations
 - c) Marketing metrics
 - d) Marketing strategies

Write short answers to the following questions.

1. Define tourism marketing.
2. What is a marketing plan?
3. Draw the model of 7P's of the marketing mix.
4. What is market research?
5. Define target market.
6. What is the marketing mix?

Give detailed answers to the following questions.

1. Explain the 7P's of the marketing mix in detail.
2. Describe the 7C's of marketing.
3. Write down the components of a marketing plan.
4. Explain consumer behavior and marketing mix.

Chapter 4 Sports Tourism



Students Learning Outcomes

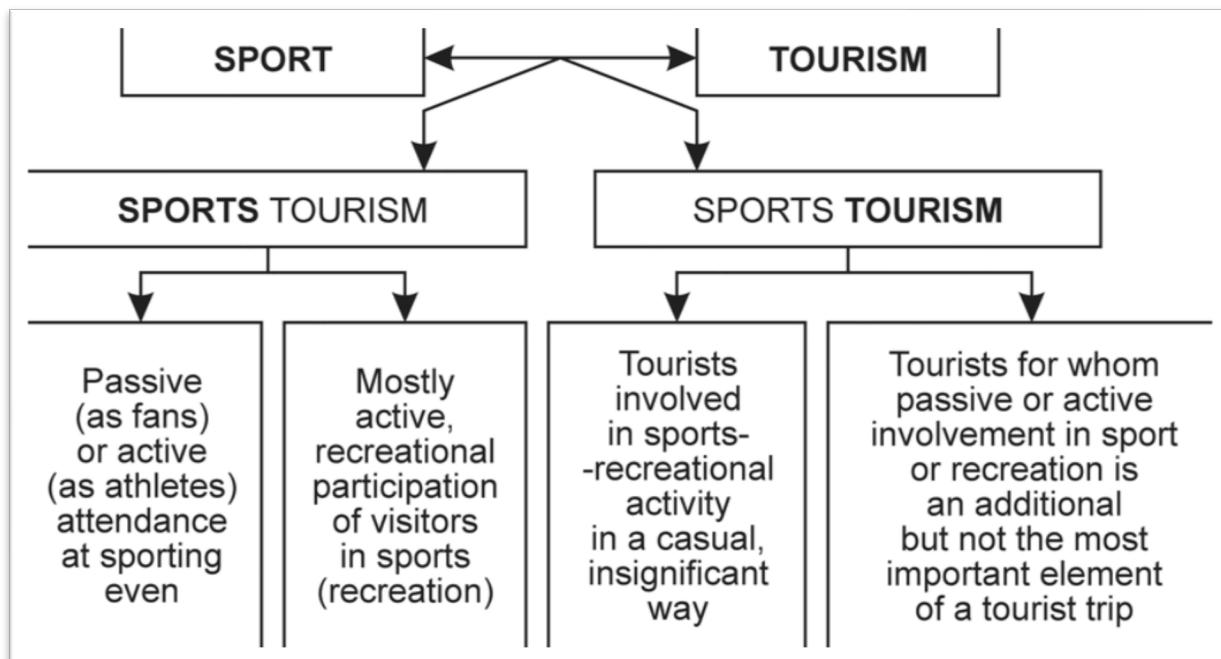
After studying this chapter you will be able to:

- know about connection between sports and tourism.
- understand culture and identify involvement in sports tourism.
- know about international sports tourism.
- learn about different recreation and adventure sports activities.
- know about modern landscape and retro parks.
- familiarize with sports events nationwide (national/international recognized events).
- identifying sports and places of competitions.
- know about multiple sectors that boost sports tourism.
- identify top sports event in Pakistan and across the world.
- understand strategies for the facilitation of sports tourists.
- understand geographical aspects of various destination for sports tourism.

Introduction to Sports Tourism Industry

Sports tourism is defined as traveling for the purpose of either seeing or participating in a sporting event. The United Nations World Tourism Organization (UNWTO) states sports tourism as, ‘one of the fastest-growing sectors in the travel and tourism industry.

A tourist can participate in sports tourism in two ways: active and passive. Active sports tourism include people taking part in the activities as they like. Whereas, passive sports tourism include the people who does not participate in games but rather watch as a fan or spectator. Sports tourism is the experience of traveling to engage in a sporting event as a participant or tourist. It involves events in Pakistan such as Polo festivals, Mountain Biking, Squash Championships, Desert Jeep Safaris, Cricket, etc. Other international sporting events are the Olympics, PSL, FIFA World Cup, Cricket World Cup, Wimbledon Tennis, and other major events involving people traveling from one destination to another.



4.1 Importance of Sports Tourism

Tourism and sports are interconnected and mutually beneficial. Sports, whether professional, amateur or recreational, require a significant amount of travel to play and compete across many locations and countries. Major sporting events, such as the Olympic Games, football, rugby championships, and Cricket World Cup have evolved into great tourist attractions in and of themselves, contributing significantly to the host destination's tourism image.

- Sport and Tourism are two driving forces for the promotion and sustainable economic development of tourism destinations. Sports tourism contributes to the Sustainable Development Goals (SDGs).
- Sports tourism's competitive advantages are participation in physical activities; opportunities for engagement; and high development opportunities.
- A host destination benefits from a major event in terms of attracting tourists and drawing global attention to the destination.
- Sports tourism affects the accommodation prices and occupancy as well as the operation of restaurants which causes an increase in the sale of food products.
- Sports tourism creates opportunities and infrastructure that encourage communities to organize sporting events and gain marketing benefits, hence boosting a country's economy.
- It aids in improving the image of the country and generating an inbound tourism business.
- It allows the hotel sector to capitalize on the opportunity and establish a brand by serving customers and visitors who travel to the country to attend sporting events.

4.2 Culture and Sport Tourism, Involvement, and Promotion

The act of travelers visiting specific areas to learn and explore a particular culture is known as cultural tourism. This includes a variety of activities such as attending festivals, visiting museums, and experiencing local cuisines.

Through large sporting events and tourism, culture plays a part in attaining the goal of promoting cultural awareness. For example, every four years, various countries host the FIFA World Cup. This event has an impact on the economy of the country, helps to market business, raises awareness, and allows tourists to explore tourist locations and attractions, all of which contribute to increased tourism. It attracts more tourists, which leads to greater job opportunities and a change in social, economic, and environmental culture. While visiting, the tourism industry benefits from the host country's culture by learning, observing, and learning more about the country's history, culture, and heritage.

4.3 Organizations and Sports Activities

Tourism and sports are interrelated to each other whether it's a professional or just a leisure activity. "It is one of the fastest-growing sectors in the tourism industry according to The United Nations World Tourism Organization (UNWTO)".



International Cricket Council (ICC) is a governing body for cricket that works to develop cricket as a leading global sport. The International Cricket Council (ICC) is in charge of organizing and governing cricket's main international competitions such as the Cricket World Cup and the T20 World Cup.



Pakistan Cricket Board (PCB) is the sole governing body for the game of cricket in Pakistan. PCB was founded in 1949 and is responsible for controlling and organizing cricket matches at national and international level.

The FIFA World Cup often called the World Cup, is an international association football competition that is held every four years that determines the sport's world champions.



The Asian Games are a multi-sport event that takes place every four years. Athletes from all Asian countries are welcome to compete in this competition. The Asian Games are the second largest multi-sport event after the Olympics, according to the International Olympic Committee.



International Olympics Committee holds sporting events separately in winter and summer in a different country every four years. IOC ensures the uniqueness of the competitions while promoting sport and the Olympic values in society, especially focusing on the young athletics.

4.4 Recreation and Adventure Sports Activities

There are different types of sports activities all around the world. People travel from one destination to another for different purposes. Some people travel for recreational purpose, while others travel for adventure.

Pakistan offers a number of wonderful opportunities for white rafting. White water rafting is also known as ‘Rafting’. It is a challenging yet adventurous activity which attracts people all around the world.

Kunhar River which is located in Khyber Pakhtunkhwa is also famous for rafting and it routes through the whole Kaghan valley, Naran valley, Balakot and few other spots.

Sporting events in Pakistan is embedded in the country's culture. Cricket is Pakistan's most popular sport, other popular sports of Pakistan include field hockey, polo, and squash. Traditional sports like kabaddi and other activities are also very popular games among the others.

4.5 Annual Sports Events

Annual sports events are those events that are held every year in different countries, nationally and internationally. Every country hold different sporting events in their country so the athletes could take part and compete in different sporting events. They are awarded different prizes depending on the event.

- List down any 4 mega sports event which attracts tourist around the world.



4.5.1 National Sports Events

Cricket, along with squash and hockey, is by far the most popular sport in Pakistan, and it is regarded as a dominant sport alongside traditional sports like Kabaddi. Polo is also thought to have originated in Central Asia, and it is still a popular sport in the country, with several huge yearly tournaments. In Pakistan, the Athletics Federation of Pakistan (AFP) is in charge of organizing sporting events and tournaments.



4.5.2 International Sports Events

Modern international sporting events are a significant business for the tourism industry, and they have an impact on economies and cultures all over the world. People travel to different places to attend international sports events such as ICC World Cup, and FIFA World Cup are just a few of the big sporting events that take place around the world.

Among these international sporting events, other events that are held yearly are F1 Grand Prix, Golf, Rugby, Wimbledon, Volleyball Championship, etc.



4.6 Sports Event in Pakistan

Pakistan Sports Board (PSB) under the Ministry of Inter-Provincial Coordination, is the country's top authority for sports control and promotion, as well as an executing body for implementing government policies.

Pakistan is known for major events within the country, providing athletes a platform to compete on national and international levels. Some sports events are held in Pakistan such as the Pakistan Super League (PSL) which has become a major and most demanding sporting event all over the country. The Pakistan Super League (PSL) is a national Twenty20 cricket league played between six teams representing six different cities in Pakistan each year.



All domestic cricket in Pakistan, as well as the national sides, are governed by the Pakistan Cricket Board. Pakistan is an official member of the Asian Cricket Council and the International Cricket Council. Pakistan has won the ICC T20 World Cup in 2009, the ICC Champions Trophy

in 2017, the ICC Under-19 Cricket World Cup in 2004 and 2006, the ACC Asia Cup in 2000 and 2012, and the ICC Test Championship in 2016.

SUMMARY

Sports tourism means traveling for the purpose of seeing or participating in a sporting event. It involves all sorts of sports such as Cricket, Polo, Mountain biking, Squash, etc. Sports tourism benefits the tourism of a country by holding international events and attracting tourists from all around the world. Sports tourism also contributes to the Sustainable Development Goals (SDGs).

Practical Activities

1. Organize a sports event in your school.
 2. Create national sports activities calendar.
 3. Accompany sports tourists to a sports destination and submit reports on your findings.
 4. Explore regional/local sports festivals and present their experiences.

Exercise

Choose the most suitable option.

- Traveling for the purpose of seeing or participating in a sporting event is called _____
a) event tourism b) sports tourism c) exploring tourism d) leisure tourism
 - Olympics and FIFA World Cup is _____ sporting event.
a) national b) international c) provincial d) domestic
 - _____ Tourism contributes to the Sustainable Development Goals.
a) Sports b) Events c) Marketing d) Leisure
 - The act of travelers visiting specific areas to learn and explore a particular culture is known as _____
a) traditional tourism c) learning tourism
b) culture tourism d) destination tourism
 - FIFA World Cup event takes place every _____ years.
a) three b) four c) five d) six
 - ICC stands for _____.
a) International Cricket Committee c) International Cricket Council
b) International Cricket Course d) International Council Cricket
 - PCB stands for _____.
a) Players Cricket Board c) Pakistan Cricket Brand
b) Pakistan Committee Board d) Pakistan Cricket Board
 - Pakistan Cricket Board was founded in the year _____.
a) 1649 b) 1749 c) 1849 d) 1949

9. Asian games are the _____ largest sport event in the world.
a) second b) third c) fourth d) fifth
10. Events that are held every year in different countries both nationally and internationally are called _____.
a) year to year sports c) end of the year sports
b) annual sports d) global sports

Write short answers to the following questions.

1. Define sports tourism.
2. What does UNWTO stands for?
3. Name the sports events held in Pakistan every year.
4. Define cultural tourism.
5. What do you know about International Cricket Council (ICC)?
6. When was Pakistan Cricket Board (PCB) founded?

Give detailed answers to the following questions.

1. Explain the importance of sports events in the tourism industry.
2. Describe how culture and sports tourism are interrelated with each other.
3. Write a note on Cricket.
4. Write an essay on annual sports events.

Chapter 5 Culinary Tourism - II



Students Learning Outcomes

After studying this chapter you will be able to:

- know about culinary arts and its impact on tourism.
- understand social, cultural and environmental impacts of regional/national food.
- identify top culinary destination at regional and national level.
- know about Pakistani culinary art culture.

5.1 Culinary Arts and Tourism Industry

Culinary art is a broad term that refers to the preparation, cooking, plating, presentation, and service of food. The impact of culinary art is beneficial to the growth of a local economy. Healthy and nutritious food is attributed to the diversity and productivity of tourists' experiences. With globalization, a majority of tourists make food and nutrition one of their main drives for tourism rather than just sightseeing. As a result, various types of tourism have evolved in recent years like food tourism, culinary tourism, cultural tourism, specific event tourism, etc. where food and nutrition are an integral part of the event. Local food can improve the image of a city or a place, by representing national, regional, and personal values and identities. This factor is thought to positively influence travelers' decision to visit a specific country just because they love the food of that country.



5.2 Impact of Food

Culinary tourism focuses on food as an attraction for exploration and a tourist destination. Although food has always been an aspect of tourist hospitality, it was not emphasized by the tourism industry until the late 1990s.

Food tourism is one of the reasons why people travel. Many food exhibitions contribute to the growth of a country's tourism by allowing travelers to sample a variety of cuisines as well as the local cuisines of a community.

Tourism has a positive impact on local residents' eating habits. Tour destinations make efforts to supply tourists with nutritious and healthy meals to assist their visits by raising awareness of a variety of foods and encouraging them to experience the local food.



Food tourism has several positive aspects related to sustainable tourism, which is becoming increasingly important in destination development: Food tourism also has a significant economic impact on local economy.

Tourists' cultural exploration of their tourism destination begins with real local food tastings, which is an immersive way for tourists to perceive a new culture. A positive culinary experience enhances the attraction of a destination, increasing tourist satisfaction and motivation to return.



5.3 Culinary Destination in Pakistan

The ethnic diversity of Pakistan and its many geographical features are the causes behind the country's diverse cuisine. Each region's food has its distinct taste and texture. The following are some examples of regional cuisines.

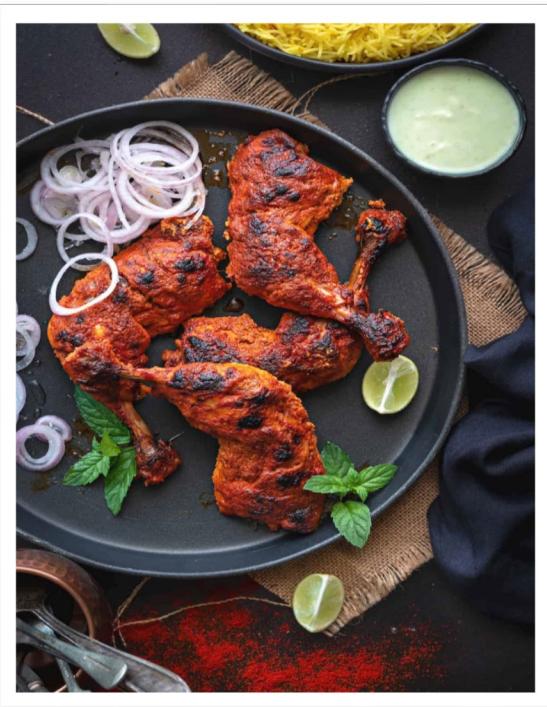
1. PUNJAB

Punjab is known for its rivers, huge agricultural regions, and, most notably, its delectable cuisine. Famous Punjabi cuisines include Sarson Da Saag, Tandoori Chicken, Shami Kebab, Makki di Roti, and others. The state's culinary practices are modest, rustic, and unique in their own right.

Punjabi cuisine is recognized for its buttery, rich flavors as well as a wide variety of vegetarian and meat meals. Its wide menu is one of its most appealing aspects. Ghee and butter are used in plenty of restaurant-style recipes. Some foods are consumed on a daily basis, while others are prepared exclusively on special occasions.

- **Mustard Greens**

It is the main vegetable in *sarson ka saag*. Most saag dishes are moderate with a medium quantity of gravy. They go well with chapattis (flatbreads also known as rotis) and naans (flatbread baked in a tandoor or oven). These green vegetable have many health benefits, they are antioxidant and help lower cholesterol due to vitamin K.



- **Tandoori Chicken**

The concept of tandoori chicken came from the ancient Harappa civilization that came up with the concept of tandoor approximately 5000 years ago. The chicken is marinated in a mixture of yogurt and then roasted in a special cylindrical oven known as a *tandoor*.

KHYBER PAKHTUNKHWA

Pashto cuisine has been greatly influenced by culinary traditions. Pashtuns have contributed greatly to Pakistan's rich and diverse food culture. Their diet consists of rice, wheat, maize, barley and lamb, beef, chicken, and fish dishes. Fruits and nuts are already included in the local cuisine.

- Name 10 favorite dishes of people living in Pakistan

- **Chapli Kabab**

Chapli Kabab is made from minced beef or mutton. It is a mixture of hot spices which gives the Kabab an iconic taste. It is also known as Peshawari Kabab because it is originated in Peshawar.

- **Kabuli Pulao**

Kabuli Pulao is one of the most famous dishes of Peshawar. The meat and rice layers give it a biryani-like appearance, but the cooking method is unique. Kabuli Pulao is made with steamed rice, raisins, carrots, and lamb.



2. SINDH

Sindhi cuisine is a combination of various culinary traits that started from the Mughal, Arab, Sikh, and Rajput traditions. The nature of adaptability and versatility has made Sindhi cuisine stand out amongst other Pakistani regional cuisines.

- **Nihari**

Nihari is a slow-cooked meat dish made with beef or mutton shanks and bone marrow that dates back to the Mughal era.

- **Biryani**

Sindhi biryani is a well-known dish in the Sindh province. Biryani is an exquisite dish that is usually prepared for special occasions or family gatherings.



3. Baluchistan

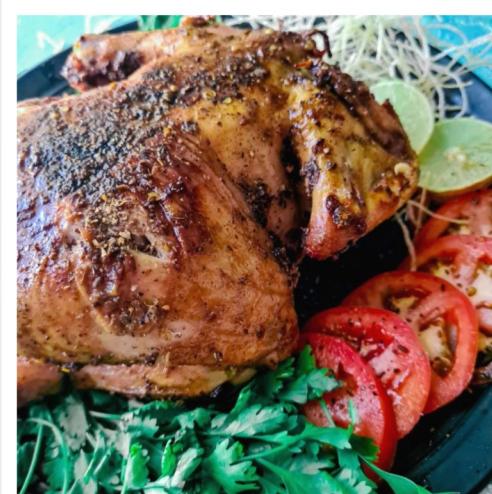
Balochi cuisine is the food and cuisine of the people of Baluchistan. In contrast to Pakistan's diverse cuisines, Baloch food has regional variations.

- **Sajji**

Sajji is quite popular in the area originated from Baluchistan. It's created by skewering a whole lamb or chicken, keeping the meat and fat intact. It has a distinct flavor and is typically eaten with Kaak, a regional bread folded over a stone and grilled in a tandoor.

- **Khaddi Kabab**

The Khaddi Kabab is a popular dish in Quetta and other regions of Baluchistan. The barbecue mutton is smoked and cooked with traditional seasonings over wood ashes. The whole goat or lamb is roasted over a wood fire to keep the flavor as natural as possible.



4. Gilgit-Baltistan

Traditional cuisines of Gilgit-Baltistan is a diverse and unique phenomenon itself in its nature. These cuisines are diverse and distinct in flavor.

- **Chapshoro**

Chapshoro is also known as Hunza pie. It's a simple dish of cooked minced beef filled and sealed between two whole wheat flatbreads and baked over a skillet.

- **Harissa**

Harissa is one of Hunza's finest cuisines. It's a delicious combination of beef, rice, wheat, and green lentils. The dish takes several hours of continuous cooking and is rich in protein. Harissa is typically served on special occasions like weddings or festivals.



Traditional Desserts of Pakistan

Desserts are usually sweet course or dish that is usually served at the end of a meal. Pakistan has a variety of delicious and sweet desserts that are enjoyed in almost every region. Peshawari ice cream, Sheer Khurma, Qulfi, Falooda, Kheer, Zarda, Shahi Tukre, and Rabri are all popular desserts. In Pakistan, sweetmeats are consumed on a variety of special occasions. Gulab Jamun, Barfi, Ras Malai, Kalakand, Jalebi, and Panjiri are some of the examples of sweetmeats.



5.4 Pakistan and Culinary Arts

Pakistan's culinary arts are inspired by Middle Eastern, Iranian, Afghan, and Turkish influences, reflecting the country's history as well as regional differences in cooking methods. Food with particular local ingredients and tastes is available in rural areas and villages, while urban centers offer a mixture of dishes from all across the country. There is a range of province specialties such as karahi, biryani, and tikka, in various forms and tastes, eaten alongside a variety of bread including naan, chapati, and roti, in addition to main dishes with or without meat and prepared with vegetables or lentils. Local grilled meat or kebabs, desserts, and a range of hot and cold drinks are also available.

The access to seafood in the Sindh regions allows for more seafood-based dishes in that province relative to the other dishes. In the Punjab region, Roti (flatbread) is attached with its province. Khyber Pakhtunkhwa consumes lamb as animal protein. Sajji is a dish related to Baluchistan. It consists of lamb or chicken that has been stuffed with rice and rubbed with a spiced green papaya paste and then slow-roasted for a few hours. The average meal consumed by Pakistani is 3 times meal in a day. Biryani is another meat plus rice dish which is very famous all over the country. For biryani, its components are cooked separately. Popular desserts are Sewaiyaan (pudding with pistachios and saffron), Falooda (a layered milkshake made with ice cream, Kheer (rice pudding) and Gulab Jamun (fried dough in syrup, a sweet).



SUMMARY

Culinary refers to the preparation, cooking, plating, presentation, and the serving of food. Culinary tourism is defined as the people traveling for the purpose of experiencing different as well as the local cuisines of another region. Culinary tourism helps in a great way for the tourism industry by generating huge revenue through street food and restaurants. Culinary tourism focuses on attracting tourists with the taste of local and traditional cuisines of host community. Tourist destinations make efforts in providing nutritious and healthy meals to the tourists. There are some famous dishes in Pakistan such as Tandoori Chicken, Biryani, Chapli Kabab, Sajji, Nihari etc.

Practical Activities

1. Prepare a desi cuisine at home with the help of a family member.
2. Prepare picture gallery of Pakistani culinary art.

EXERCISES

Choose the most suitable option.

1. The preparation, presentation, and plating of food is called _____.
a) Cooking b) Culinary art c) Chef art d) Food art
2. People traveling for the purpose of experiencing new food in different countries is called
a) Food traveling c) Culinary experience
b) Culinary tourism d) Food experience
3. Food and dishes that are passed on through generations is known as
a) Traditional food c) Generational food
b) Culture food d) Mixed culture food
4. _____ has a positive impact on local residents' eating habit.
a) Tour destinations c) Local community
b) Tourism d) Restaurants
5. Tasting authentic local food leads to the tourists' _____ exploration of their tourism destination.
a) Traditional b) Cultural c) Food d) Adventure
6. _____ is an antioxidant and helps lower cholesterol due to vitamin K in it.
a) Tandoori Chicken c) Biryani
b) Mustard Greens d) Chapli Kabab

Write short answers to the following questions.

1. Define culinary arts.
 2. What is traditional food?
 3. What is a cuisine?
 4. Name few famous cuisines of Pakistan.
 5. What do you know about the cuisines of Khyber Pakhtunkhwa?
 6. What are the traditional desserts of Pakistan and when it is being served?

Give detailed answers to the following questions.

1. Explain the scope of culinary arts in Pakistan.
 2. Describe the impact of food in the tourism industry.
 3. Explain how culinary tourism is affected by the tourists demand and behavior.
 4. Write an essay on culinary destinations in Pakistan.

Chapter 6 Food and Beverage (Services) - II



Students Learning Outcomes

After studying this chapter you will be able to:

- know about food services.
- understand type of food services.
- know about service ware and chinaware.
- know about the basic tools and equipment's.

6.1 Food Services

Food service is defined as the activities, services, and business functions involved in preparing and serving food to people eating away from home. Food service refers to the consumption of food and beverages outside of the home. Consumers go to food service outlets for a variety of reasons, including enhanced convenience, the opportunity to try new flavors and tastes, celebrate, and socialize. Food service refers to a variety of eating events and venues. Food and beverage services include fine dining as well as fast-food restaurants. It also covers institutional food operations in places like schools and hospitals, as well as vendors such as food truck operators and caterers.

Food servers also play a significant role in providing services to customers. A restaurant server takes orders, answers questions about the menu and food, sells food and drinks, receives payment, communicates orders with the kitchen staff, seats guests, and assists with customer service and cleaning.

The food and beverage services sector makes a significant contribution to the hospitality industry's profitability. A large number of consumers attend catering facilities as the importance of business meetings, as well as a large number of customers visit catering establishments frequently.

6.2 Types of Food Services

Food and beverage services entail a variety of tasks, from enlisting workers to acquire cuisine to preparing the food and serving the customers. Following are the major category of food services.

- i. Plate service
- ii. Cart service
- iii. Platter service
- iv. Buffet service

1. Plate Service

Plate service is also called American service. It is a service where food is prepared and then served on plates by the servers of the restaurant. The server starts from the left side while serving the guests. Plate service is usually done for a la carte orders that involve separating pricing of each menu item.

2. Cart service

Cart service is also called French service. The meal is prepared and assembled at tableside. While sitting at their tables, visitors select food from the cart, which is then served from the right side. It is usually offered to small groups. Cart service involves a service via trolley that is

known as a “Guéridon”. It is a very high skilled service in restaurants. Guéridon is a small trolley that holds a portable heating unit called ‘réchaud’, to serve flamed dishes and it contains one or two burners, a gas cylinder, and a storage space for plates and equipment.

3. Platter service

Platter service is also called Russian service, and the guests are being served the food on a white platter. The focus remains on the display and presentation of the food. These types of services are ideally suited for banquets and events.

4. Buffet service

Buffet Service- is a type of service where foods are arranged on a buffet station or in a specific area of the venue. This is a self-service where guests need to get their food on their own. Buffet service typically offers a variety of food dishes on a menu.

6.3 What is 15/5 rule?

When a guest is within 15 feet their presence should be acknowledged through a smile or head nod. Similarly, when a guest is within 5 feet they should be greeted in an appropriate manner along with “hello”, “good morning”, or “good evening”.

15/5 Rule

- Acknowledge the guest within 15 feet, engage them within 5 feet.



6.4 Services Ware

Food and beverage service ware refers to all single-use disposable containers and other products used for selling, vending, or serving food or beverages and includes cups, bowls, plates, serving trays, etc. Whereas, Chinaware is a term used for crockery that is made from porcelain. Thus ‘China Porcelain’ was later shortened to Chinaware and then simplified as only China.



Services ware is a related term for cutlery, crockery, and other service-related items. It includes the following depending on the food and beverage operations:

1. Plates and bowls
2. Platters and cake stand (if required for a cake).
3. Service utensils such as tongs, carving forks, table and tea spoons and forks (for silver service).
4. Different glass wares, some sauces and desserts are presented in glasses.
5. Some items are served by taking them directly from an oven to the guest tables
6. Lids and covers for pots and other containers
7. Salt and pepper shakers
8. Condiment containers



6.5 Types of Equipment in Food and Beverage Operations

Some of the important types of equipment used in food and beverage operations are as follow depending on the size of an operation and its uses.

1. Furniture

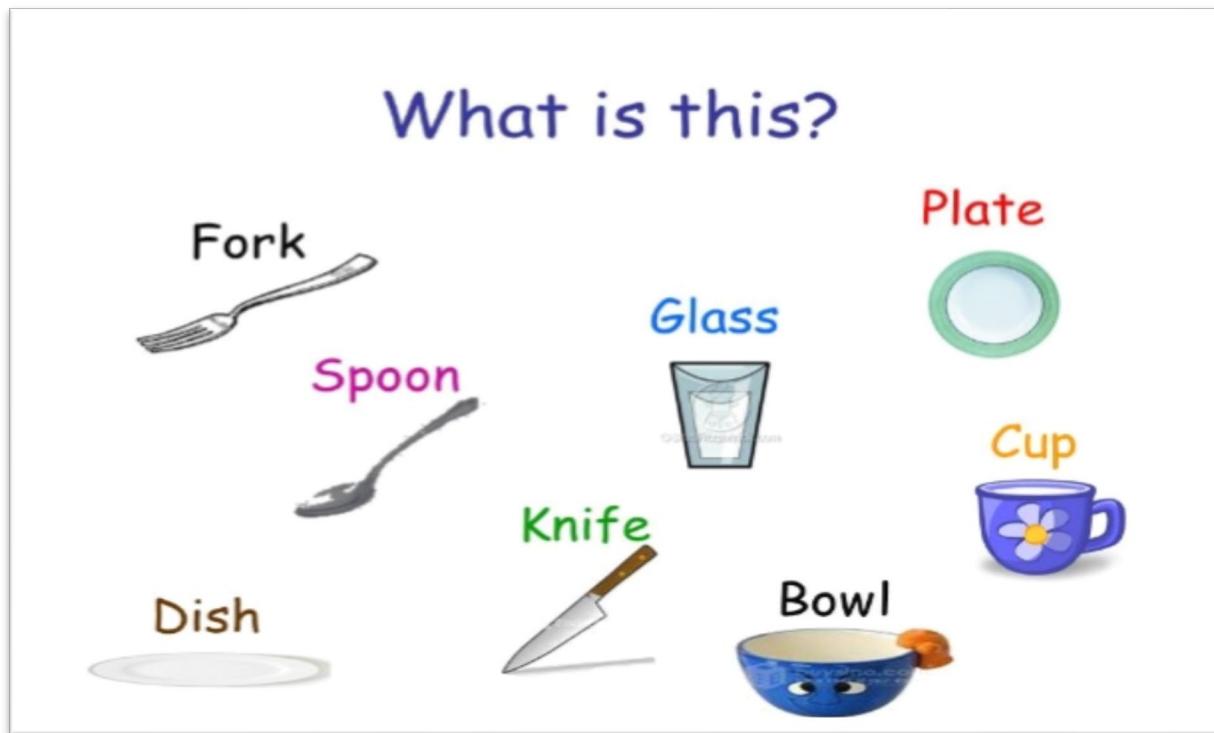
Dining room furniture is always available in different shapes, sizes, colors, and textures. Make sure the furniture blends in with the décor and theme of a restaurant while purchasing it. Types of F&B furniture are: Tables, chairs and sideboards etc.

2. Linen

The linen in food and beverage industry covers the tablecloths, napkins, tray cloth, buffet cloths, server's cloth and tea cloths.

3. Crockery

Crockery includes all items such as chinaware, plates, cups and saucers, pots and vases. The following are the different types of chinaware available in the market: Earth ware, bone china, porcelain and stoneware etc.



4. Glassware

F&B operation uses a variety of glasses for different types of drinks, which are a huge investment because of the delicate and fragile equipment. These equipment are; stemware, footed ware, tumbler, etc.

5. Tableware

Tableware refers to all the pieces of flatware, cutlery and hollowware. Some examples are; soup spoon, dessert spoon, service spoon and fork, side knife, steak knife, sundae spoon, etc.

SUMMARY

Food services are the set of activities that involve preparing and serving of food to people. Food and beverage services include fine-dine, casual dine, family style, and quick service restaurants. The food and beverage sector makes a huge contribution towards the hospitality and tourism industry. There are different types of food services such as plate service, platter service, cart service, and buffet service. Food service consists of various service ware which include plates and bowls, platters, service utensils, glasses, cover pots, condiment containers, etc.

Practical Activities

1. Arrange a table setup in a classroom and place proper utensils and cutlery for the guests.
 2. Arrange a dining table setup in a competition.
 3. Demonstrate different types of services (buffet, American).
 4. Implement a 15/5 rule in school with friends and teachers.

EXERCISES

Choose the most suitable option.

7. Russian service is another word for _____ service.
a) plate b) platter c) cart d) buffet

8. A service that offers variety of food and charge a typical amount per head is called _____.
a) A la carte service c) Mixed meal service
b) Buffet service d) Station service

9. According to 15/5 rule within 15 feet distance, you should _____ the guest.
a) acknowledge c) ignore
b) engage d) wait for the guest

10. _____ is a term used for crockery.
a) Silverware c) American ware
b) Chinaware d) Table ware

Write short answers to the following questions.

1. Define food service.
2. Enlist types of food services?
3. What is a buffet service?
4. Define chinaware.
5. What is a 15/5 rule?
6. Name few cutlerys that are used in a restaurant.

Give detailed answers to the following questions.

1. Explain the impact of food and beverage in the tourism industry.
2. Describe the types of equipment used in food and beverage operations.
3. Write an essay on china porcelain.
4. Write down the uses of a Guéridon in a restaurant.

Chapter 7 Tour Operations



Students Learning Outcomes

After studying this chapter you will be able to:

- define relationships of various tour components such as transportation, lodging, dining etc.
- understand different types of tour operators as well as basic types of organizational structures.
- understand the three major functions of tour operations (pre-tour, tour execution and post-tour).
- understand how to manage tour operations effectively.

Relationship between Tourism Components

Tour operators are enterprises that combine two or more travel services (e.g., transportation, lodging, meals, entertainment, and sightseeing) and sell them as a single product called a package tour to consumers through travel agencies or directly for a fixed fee.

The components of the tourism industry are defined as the integral part of tourism that helps in maintaining the functionality of tourism through different elements. The tourism industry is directly related to a wide range of sectors, including hotels that are primarily used for accommodation, restaurants that are essential for tourists who want to try new and different foods, attractions such as historical sites, museums, and other popular destinations, site seeing such as amusement parks, hills, exploring nature, and nightlife, and attractions such as historical sites, museums, and other popular destinations.



The basic components of tourism are:

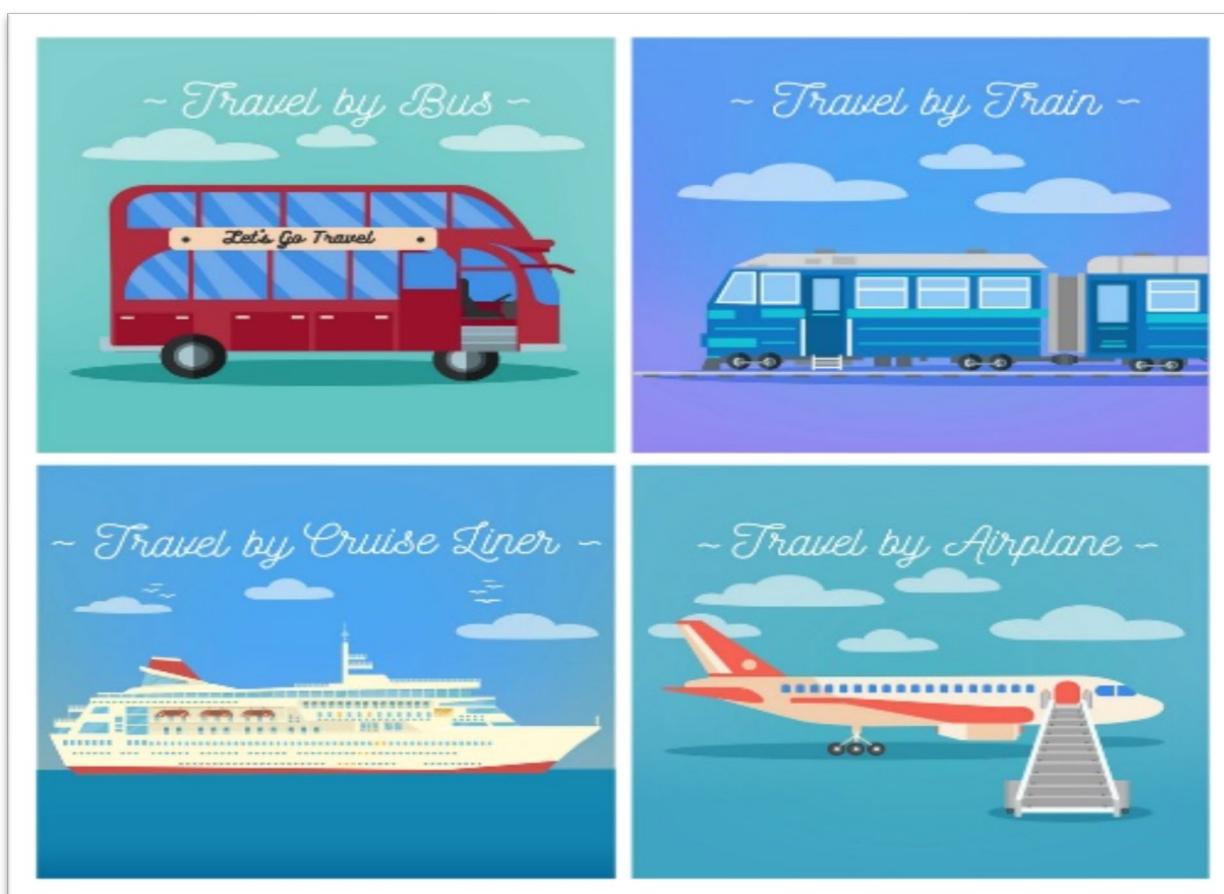
1. Lodging/accommodation
2. Tourist attractions
3. Travel agency/travel agents
4. Transportation
5. Wildlife tourism
6. Allied services

7. Entertainment
8. Food and Beverage
9. Tourism Planning and Development
10. Handicrafts

The following are the primary components of tourism.

1. Transportation

Transportation is the movement of goods and persons from one place to another place and various means by which such movement is accomplished. Tourists intending to move from one location to another location must consider transportation. Accessibility or transportation, on the other hand, can apply to a building's infrastructure, the capacity to capture a service, or offering enough modes of transportation for tourists. It is critical to understand where the visitors are coming from and whether they will arrive in the city, whether through a website or some other medium. Keeping a destination simple involves providing passengers with easy access to domestic transit.



2. Travel Agency

A travel agent's role is to help people plan, choose, and arrange their holidays. They will usually work to a budget set out by whoever is planning the holiday. Travel agent sells transportation, lodging/accommodation, and entertainment to individuals and group planned trips. Travel agencies, tour operators, and guide services are examples of intermediates. They serve as a vital link between the traveler and the tourist service providers, such as airlines, transportation companies, hotels, and car rental organizations.

3. Lodging

The lodging sector includes hotels, motels, guesthouses, and guest apartments which provide accommodation facilities to the people who are traveling due to different purposes and are living away from home. The lodging sector is deeply connected with the tourism industry as tourism grows and people travel no matter what the reason is, people stay in hotels thus making it more profitable for hotels and the growth of the hotel industry.

4. Dining/Restaurants

The restaurant services and its operations are included in the food and beverage industry. It is one of the most demanding fields, and it is linked to tourism in the sense that travelers like trying new foods, particularly traditional foods from different cultures. It creates more employment opportunities and adds significant revenue to the country's economy.

5. Attractions/Sightseeing

Attractions draw a big number of visitors. There are various types of tourist attractions that are closely linked to the tourism sector. Historic places, art galleries, museums, and natural parks are examples of heritage attractions. The other type of attraction is entertainment/amusement, which includes amusement parks, water parks, arcades, and more. The next form of attraction is a recreational attraction, which includes both indoor and outdoor activities such as golfing, skiing, bowling, etc.

6. Shopping

The tourism industry's shopping component has completely transformed into a significant sector. It is also one of the most profitable areas, as tourists seek international and branded clothing, which they must either buy in another country or import from the international market.

Types of Tour Operators

A tour operator is a business that produces a package tour by combining and organizing lodging, meals, sightseeing, and transportation components. Tour operators promote their products, trips,

and itineraries through advertising and making brochures. Tour operators can sell to the public at large, travel agents, or a combination of both. There are four different types of tour operators.

1. Inbound Tour Operators
2. Outbound Tour Operators
3. Domestic Tour Operators
4. Ground Tour Operators



1. Inbound Tour Operators

Inbound tour operators are those operators who welcome guests that come from outside of the country in host country. Tour operators receive clients and guests and handle all their arrangements. If a person travels from one country to another country for tourism then it is an inbound tourist.

2. Outbound Tour Operators

They promote tour packages for foreign destinations like business tour or leisure tour, known as outbound tour operators. They arrange all the tour package and details of a person leaving the host country and going outside of the country for any traveling purpose.

3. Domestic Tour Operators

Domestic tourism refers to travel within a country by visitors who are also citizens of that country. Domestic tourism refers to the actions of inhabitants of a certain country who travel to and stay in locations within their own country.

4. Ground operators

Ground tour operators operate domestically. They are however different from domestic tour operators, in that they organize tour for incoming tourist on behalf of an inbound tour operators. These ground-tour operators are those who organize tour arrangements for incoming tourists on behalf of overseas operators. When a tour operator is outside of a country and books a trip or a complete tour package for a traveler going somewhere else. Then comes the ground operator who takes charge of the overseas operator. It is then, the ground operators who handle the incoming travelers in the same season but at different places making sure that the entire operation is according to the agreement.

Functions of Tour Operations

A tour operator is a person who works for an organization or owns one and is responsible for the arrangement of a trip of a traveler to any tourist destination. A tour operator is responsible for providing vacation spots and arranging it by contacting the traveler and the accommodation and airline facilities provider, booking different hotels, transportation, restaurants, and other sightseeing arrangements. The tour operator works in 3 major functions which we are going to discuss below.

1. Pre-Tour Operation

Pre-tour operation means all the arrangements of a traveler before the trip. It is the most important function of the tour operator which help in planning a tour. A tour operator make a planned tour as per tourist destinations, also called **Itinerary**, which contains the details of the origin and the destination point along with all the shopping malls and restaurant details. Security measure are also considered before starting a journey.

2. Tour Execution

It is a phase where the traveler is ready to go on a trip which is arranged by the tour operator or its organization. A tour operator assembles all the details and travel packages combining every facility and making a final product out of it. Then it is handed over to the traveler for starting of trips towards the destinations.

3. Post-Tour Phase

At the end of the tour, the tourists pack up everything before the departure, hoping they enjoyed the tour/experience. Taking pictures at such attraction sites like beach, art museum or any attractive amusement park is very common for the travelers to keep a memory of that trip.

Managing Tour Operations Effectively

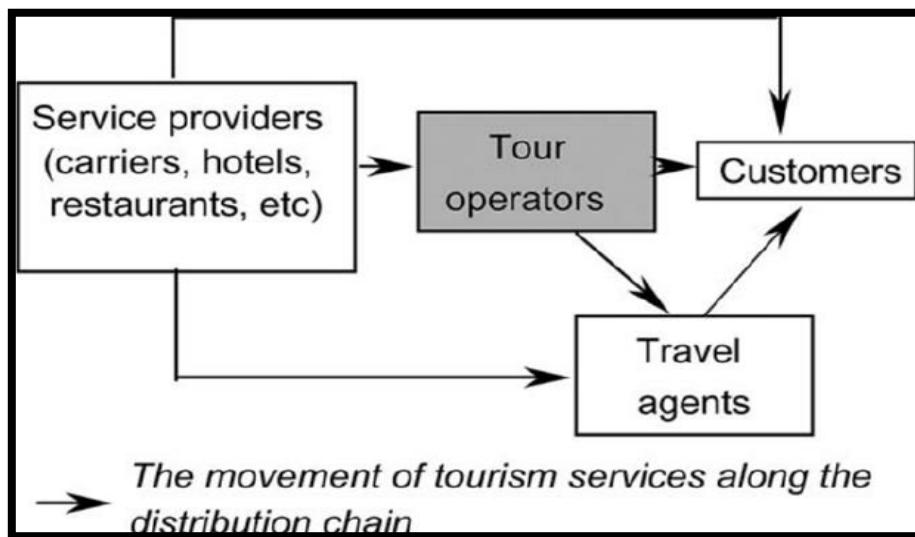
It's critical in the travel industry to sell the proper trip/package to the right people. Agents play a significant role in assisting customers in achieving the objectives. There are a few methods for effectively managing tour operations.

- To communicate clearly with the agents and the customers is critical.
- To operate an efficient manner by controlling and customizing the bookings and check on updated rates and be aware of the current market trends.
- A tour operator is in charge of planning and organizing a tourist's trip so that he will know about each and every aspects of the trip/tour.



Other responsibilities of a tour operator vary according to the job specific. However, the following are the main responsibilities, which cover the whole job concerning the specific duty towards trip/destinations

- Collect relevant data of tourists
- Visiting resorts, guest houses to ascertain accommodation quality and availability
- Liaising with transport providers
- Using market research information to guide tourists
- Product brochures and internet-based information to tourists



SUMMARY

Tour operators are businesses that combine multiple travel services such as transportation, accommodation, food, etc. The tourism industry is related to a broad range of sectors including hotels, restaurants, and attraction sites. The main components of tourism industry are transportation, accommodation, travel agents, tour operators, and tour guides. There are four types of tour operators; inbound, outbound, domestic, and ground tour operators.

Practical Activities

1. Prepare a checklist for a planned tour to northern areas.
 2. Prepare a domestic itinerary.

EXERCISES

Choose the most suitable option.

1. The _____ of tourism industry are defined as integral part of tourism.
a) elements b) components c) functions d) nature
 2. Lodging means _____.
a) temporary accommodation c) mode of transportation
b) moving from one place to another d) experience different places
 3. Restaurants and dining places are included in the _____ services.
a) food traveling c) food and beverage
b) accommodation d) transportation
 4. There are _____ types of tour operators
a) 2 b) 3 c) 4 d) 5
 5. Those who organize tour arrangements for incoming tourists on behalf of overseas operators are called _____.
a) inbound operators c) domestic operators
b) outbound operators d) ground operators
 6. All the arrangements of a traveler before the trip is called _____.
a) post-tour phase c) tour execution
b) pre-tour operation d) tour operation

7. The water transport used for tourism is called _____.
a) yacht b) cruise c) boat d) ship

8. A tourist who travels within the boundary of a country is called a _____ tourist.
a) inbound c) domestic
b) outbound d) international

9. The code a passenger gets when booked an airline ticket is called _____.
a) PRN b) PNR c) NPR d) PPR

10. Operators that promote tour packages for foreign destinations are known as _____ tour operators.
a) outbound c) foreign bound
b) inbound d) ground bound

Write short answers to the following questions.

1. Define the components of tourism industry.
2. What is the role of accommodation in the tourism industry?
3. Define attraction sites.
4. What are the types of operators?
5. Define inbound tour operator.
6. What is post-tour phase?

Give detailed answers to the following questions.

1. Explain the relation between tourism components.
2. Write down the role of tour operators in traveling operations.
3. Explain the functions of tour operations.
4. Explain the process of managing a tour effectively.

Chapter 8 Tour Planning



Students Learning Outcomes

After studying this chapter you will be able to:

- understand tour itinerary.
- learn how to collect visitors' requirements for the specific tour.
- understand the stages of trip planning process.
- learn how to calculate the tour cost (accommodation, transportation and guide fee).
- identify alternative measure to a critical situation.
- learn first aid.
- identify nearest medical facilities.

Tour Itinerary

A tour itinerary is defined as a planned journey that shows the route and places that a traveler would visit. It is a planned schedule or a timetable produced by a tour guide that is included in the package when arranging travel for the tourist. It is designed on a day-to-day basis of a journey in which all the details like accommodation, mode of transport, entertainment activities, and other services offered during a visitor's tour are included.



8.1 Trip Planning Process

Tour planning is a process in which everything is put in order according to the requirements of a traveler. There are 7 stages of tour planning process.

1. Awareness

The awareness stage includes when you first learn about a destination. You may have heard about a new place before from a family member or a friend. This type of knowledge of a particular place attracts and creates an awareness and increases the level of interest in a tourist's mind.

2. Research

A traveler looks at various platforms for information on tourist attractions, multi-cuisine restaurants, and what other travelers have to say about a location. Before booking a trip, a traveler must first decide and plan. Doing research on anything linked to a trip before going gives people confidence.

3. Evaluation

The evaluation process when a booking of traveling destination is confirmed. A traveler review the safety and security measures, calculate the estimated time of arrival, check for the traveling expense via metro, cabs, or other transport services, etc.

4. Calculation

As soon as a traveler have done the evaluation work, they start calculating the expense of things such as the traveling expense through different mode of transportation, the expense of staying in a hotel, and which area or hotel would be suitable according to the allocated budget.

5. Scheduling

This is when a traveler look for the best time to visit the specific tour destination. Whether it is more suitable to visit in winter season or in summers, is it going to be rainy or cloudy, is it going to be crowded or not, etc.

6. Booking

Once scheduling is set the next process is booking the trip that includes, arranging flight tickets, booking a hotel room, and arranging the transportation throughout the trip from picking up from the airport to dropping off to the hotel and the day to day transportation for sightseeing, etc.

7. Closing Stage

When the booking and all the arrangement is in place make time to go-through all the stages again. Make sure all the required documents have been kept and all the essentials are stored in a traveling bag. Confirm the flight departure and the booking of a hotel room.

8.2 Calculating Tour Cost

Tour Cost refers to the price/cost of the tour as stated in the booking form/brochures/ brochures / online, as well as any additional payments made by the client to the Company such as taxes, surcharges, etc. A travel agent and tourist organizer determine the cost of a tour package. It includes arrangements for travel, lodging, transportation, and other amenities and services for tourists. However, the purchase price of a travel product is determined by three factors: cost, competitiveness, and demand. Every tour package offered by a vendor has a measurable cost. To generate a profit, the price paid by tourists must be more than the cost of the operator. Following is the example of calculating the cost of a trip for a single day

Travel budgeting and cost for 1 day

| What are the expenses? | | | | |
|-------------------------------|-----------------|------------------------|-------------|-----------------|
| Description | Type | Quantity | Cost | Amount |
| Flights | Transportation | 2 | 20,000/- | 40,000/- |
| Taxi or Bus | Transportation | 2 | 1500/- | 3000/- |
| Accommodation | Lodging | 2 | 10,000/- | 20,000/- |
| Tour Guide Fee | Service Charges | 1 | 8,000/- | 8,000/- |
| Dinner | Food | 4 | 6,500/- | 7,000/- |
| | | | | - |
| | | | | - |
| | | | | |
| | | Total Expense = | PKR | 78,000/- |

This is an example cost sheet of how to calculate the cost of the tour using the total cost divided by the total number of persons traveling. The worksheet is set up and makes it easy to enter the

travel expenses for the next trip. The total expense of tour is the total cost that will cover everything from departure to arrival. If the total expense is 78000/- PKR then a traveler should keep the budget approx. around 85k PKR - 90k PKR so that if there is any unexpected or extra expense then the backup amount will cover that expense.

8.3 Traveling Safety Measures

Safety precautions begin with taking care of one's health before departing on a journey. It includes not carrying a large weigh bag, which might result in back discomfort, bruising, and other injuries. When flying to another country, the most significant safety worry is road travel incidents. Pedestrians should exercise extreme caution when crossing roads in both directions.

Getting a good rest on a plane is difficult, as many trip times conflict with the sleeping routine. It's critical to understand the consequences of a shortened sleep schedule and how it affects the mind and body. Traveling can increase the danger of personal health concerns, therefore it's crucial to be aware of the risks. Before going on a trip, you should take the necessary preparations. Make sure to have all the medications along the trip.

Make sure to bring a basic first aid kit in case you need it when hiking/trekking or surfing in the ocean. All of these precautions are necessary to decrease the risk of damage or accident, which could result in developing a health problem while away from home.

Health risks associated with recreational activities such as swimming or enjoying the water can be reduced by taking a few basic precautions. Drowning occurs when a person is caught in a tide or a large wave, causing catastrophic brain and bodily damage. Adopt safe behavior and, if necessary, take safety precautions such as wearing life jackets.

8.4 First Aid Kit

A first aid kit is an essential piece of equipment while traveling to any part of the world. First Aid is the emergency treatment of illness or injury in order to maintain life, relieve pain, and keep the patient's condition from worsening until expert medical care arrives. Here are a few things you can pack in a first aid kit with you before you travel.

Plasters (bandages) are the basic and most common first aid tool to keep it with you. The most common form of minor injury is a cut, so it is always a good idea to



carry a bunch of bandages in different sizes if possible, especially if you think you will be doing a lot of trekking on a trip and you aren't used to that type of exercise.

Crepe bandages are used when you have something a bit bigger than a cut, normal crepe bandages are useful for keeping small dressings clean and in place.



Surgical tape is one of the most essential emergency item for when you need to apply and secure gauze (*also called bandage roll or a dressing*) to a wound or injury.

Small scissors comes along with a complete medical kit or you can buy them separately. They are useful for trimming gauze or bandages to fit the requirement of its size. Be careful to pack it somewhere safe in your traveling bag so that it doesn't damage any of your other things.

Antiseptic wipes are so important yet people tend to leave it out of the first aid box. They are essential because no one want a cut or a wound to get infected and antiseptic wipes are perfect for cleaning it before applying a dressing or a bandage.



Pain relief medication include keeping a small pack of basic tablets (paracetamol) or any other medicines which you regularly take along with your diet for your normal pain relief.

For any injury or illness that requires more than a bandage or a tablet and cannot be treated by first aid kit, you should seek immediate professional medical help.

SUMMARY

A tour itinerary is a planned journey that shows different places a traveler must visit. Itinerary is an arranged schedule that is created by a tour guide. A tour planning involves a process to put things in order. It is important to take safety measures before traveling from one place to another. Keeping a first aid kit, and other bandages are important for traveling safely.

Practical Activities

1. Have a basic first-aid kit training under expert supervision.
2. Visit tour operator's office and observe their operation.
3. Book suitable tour itinerary.
4. Make a costing sheet for 7 days of tour of a single person.

EXERCISES

Choose the most suitable option.

1. A tour itinerary is a _____ journey.
a) unplanned b) lengthy c) planned d) short
2. A trip planning process involve _____ stages.
a) 3 b) 5 c) 7 d) 9
3. Gathering information of hotels, restaurants, and other facilities before traveling is called
a) awareness c) evaluation
b) research d) calculation
4. When all the preparation has been done before traveling, that phase is called _____.
a) awareness stage c) closing stage
b) research stage d) booked stage
5. Calculating the expenses of a trip by estimation is called _____.
a) tour expense c) tour fare
b) tour price d) tour cost
6. _____ should exercise extreme caution while crossing roads in both direction.
a) Pedestrians c) Travel agents
b) Drivers d) Tour guides
7. _____ is an emergency treatment of any injury while on a trip.
a) First aid kit b) Medicine c) Injections d) Water

8. _____ is used on a much bigger cut or injury.

 - a) Plaster
 - b) Crepe bandage
 - c) Needles
 - d) Surgical tape

9. _____ is one of the most essential item in need of a wound or an injury.

 - a) Plaster
 - b) Surgical tape
 - c) Bandage
 - d) Scissors

10. _____ are good for cleaning a wound.

 - a) Towels
 - b) Plastic
 - c) Antiseptic wipes
 - d) Wet wipes

Write short answers to the following questions.

1. Define tour itinerary.
 2. What is a trip planning process?
 3. Why is research important before traveling?
 4. What happens in a closing stage of trip planning process?
 5. What is a tour cost?
 6. What is the importance of first-aid kit?

Give detailed answers to the following questions.

1. Explain the importance of crepe bandage and antiseptic wipes.
 2. Describe the safety measures while traveling.
 3. Make a travel budget and calculate a tour cost of a trip to Hunza.
 4. Write down the stages of a trip planning process.

GLOSSARY

| | |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 15/5 Rule | When a guest is within 15 feet their presence should be acknowledged. Similarly, when a guest is within 5 feet they should be greeted in an appropriate manner |
| A la Cart | According to a menu or list that prices items separately |
| Accommodation | A group of rooms or building in which someone may live or stay |
| Administrative | Relating to the running of a business, organization, etc. |
| Advertising | A promotion of a product, brand or service to a viewer ship in order to attract interest and sales |
| Advisory | Relating to give advice |
| Amenities | Something that helps to provide comfort, convenience, or enjoyment |
| Analysis | Detailed examination of the elements or structure of something |
| Ancillary | Providing necessary support to the primary activities or operation of an organization |
| Antiseptic Wipes | Wipes that are vital in cleansing wounds and the surrounding areas to properly care for an injury so that the healing process can begin |
| Appraisal | A formal assessment, typically in an interview, of the performance of an employee over a particular period |
| Assemble | To bring together as in a particular place or for a particular purpose |
| Behavioral Change | A temporary or permanent effect that is considered a change in an individual's behavior when compared to previous behavior |
| Beverages | Any liquid especially one other than water, as tea, coffee, beer or milk |
| Booking | To make a reservation. An engagement or scheduled performance |
| Brand Awareness | The level of consumer recognition and association towards the product or service |
| Buffett | A meal consisting of several dishes from which guests serve themselves |
| Calculation | The process or an act of calculating or analyzing something |
| Campaign | An organized course of action to achieve a goal |
| Catering | The provision of food and drink at a social event or other gathering |
| Climate | The description of the long term pattern of weather in a particular area |
| Competitors | An organization that is engaged in commercial or economic competition with others |
| Components | A functionally independent part of any system |
| Condiments | A substance such as salt, mustard, or pickle that is used to add flavor to food |
| Conservation | The act of protecting earth's natural resources for current and future generations |

| | |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Consumer Behavior | The study of individuals, groups or organizations and all the activities associated with the purchase, use and disposal of goods and services |
| Consumers | A person who buys and uses a goods |
| Cooking | The practice or skill of preparing food by combining, mixing, and heating ingredients |
| Corporate | Relating to a large company of group |
| Cost | The amount of money that a company spends on the creation or production of goods or services |
| Crepe | Thin clothes with a surface that has wrinkles |
| Crockery | Plates, dishes, cups and other similar items especially once made of China |
| Cuisine | A style or method of cooking, especially as characteristic of a particular country, region or establishment |
| Culinary | Relating to the kitchen or cookery |
| Culinary Destination | Tourism experience in which a traveler learns about, and indulges in food and drink that reflects the local cuisine, heritage, or culture of the place |
| Culture Tourism | The act of travelers visiting particular destinations in order to experience and learn about a particular culture |
| Cutlery | Knives, forks, and spoons used for eating or serving food. Cutting utensils |
| Deep Fry | To fry food in a deep pan in which the food is completely covered by oil |
| Dishes | Food that is prepared in a particular style or combination |
| Diversity | Condition of having or being composed of differing elements |
| Eager | Strongly wanting to do or have something |
| Ecology | The study of the relationships between living organisms, including humans, and their physical environment |
| Embrace | Accept a theory or change willingly and enthusiastically |
| Evaluating | Form an idea of the amount, number, or value of : assess |
| Evaluation | A process that critically examines a program or any individual |
| Family Style | A way of serving food as in boarding houses and some restaurants, in which the people at the table help themselves from large dishes passed around from hand to hand |
| Feed Back | The evaluation of information about an action, event or process to the original or controlling source |
| Fine-Dine | A restaurant experience that is typically more sophisticated, unique, and expensive |
| First Aid Kit | A set of material and tools used for giving emergency treatment to a sick or injured person |
| Food Service | The preparation, delivery, serving, etc., of ready to eat food |
| Food Tourism | The act of traveling for a taste of place in order to get a sense of place |
| Fosters | Encourage the development of something desirable |

| | |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Funds Provision | Funds put aside by a company to cover anticipated losses in the future |
| GDP | Gross Domestic Product |
| Geographical Factor | The study of the natural features of the earth surface, including climate, soil, vegetation etc. |
| Glass Ware | Ornaments and articles made from glass such as bowls, drinking containers, etc. |
| Global | Relating to or encompassing the whole of something, or of a group of things |
| Hill Walking | The activity of walking for treasure and entertainment in areas with a lot of hills |
| Historical Sites | It is official locations where pieces of political, military, cultural, or social history have been preserved due to their cultural heritage value |
| Host | A person who receives or entertains guests |
| Human Resources | The department within a business that is responsible for all things worker related |
| ICC | International Cricket Council |
| Infrastructure | Physical and organizational structures and facilities needed for the operation of a society or enterprise |
| International Sports | It refers to sports when the participants represent at least two countries |
| IOC | International Olympic Committee |
| Itinerary | A travel document recording a route or journey |
| Law | A rule defining correct procedure or behavior |
| License | An official document which gives you permission to do, use, or own something |
| Lids | A removable or hinged cover for the top of a container |
| Linen | Object such as sheets or clothes made or originally made of linen especially used in restaurants |
| Lodging | A temporary place to stay a lodging for the night |
| Logistics | A process of planning and executing the efficient transportation and storage of goods from the point of origin |
| Man-made-Attractions | Attractions created by the hands of people for tourism purposes |
| Market Research | The process of determining the viability of a new service or product through research conducted directly with potential customers |
| Market Segmentation | The practice of dividing the target market into approachable groups |
| Marketing Goals | The advertising strategy that a business implements to sell its product or services |
| Meals | An act or the time of eating a portion of food to satisfy appetite |
| Metrics | Measures of quantitative assessment commonly used for comparing and tracking performance or production |
| Mountaineering | The sport or activity of climbing mountains |

| | |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Museums | A non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves and exhibits the tangible and in-tangible heritage of humanity and its environment for the purposes of education, study and enjoyment |
| National Sports | A sports or game that was invented and firstly played by citizens of the same country or nation |
| Natural Attractions | Features which appeal to tourists because of the nature of the landform or the beauty of the landscape |
| Niche | A comfortable or suitable position in life or employment |
| Nightlife | The activity of or entertainment provided for pleasure seekers at night |
| Nutrition | The process of providing or obtaining the food necessary for health and growth |
| Obligation | The condition of being morally or legally bound to do something |
| Origin | The rise or beginning from a source |
| Out Bound Traveler | The act of leaving your home country to travel internationally for not more than one consecutive year |
| PCB | Pakistan Cricket Board |
| Perishable | Liable to spoil or decay such products as fruits, vegetables, etc |
| Physical Evidence | Any object, document, record or other thing of physical substance which is or is about to be produced or used as evidence |
| Plating | It refers to the art of arranging, decorating, and presenting food in a way that improves its aesthetic appeal to the dinner when served |
| Platter | A large flat dish or plate for serving food |
| Positioning | Portray or regard as a particular type of a brand or an organization |
| Preparation | The action or process of preparing or being prepared for use or consideration |
| Presentation | The giving of something to someone, especially as part of a formal ceremony |
| Products | A thing or person that is the result of an action or process |
| Prominent | Important: famous |
| Prosperity | Being successful or thriving |
| Psychology | The scientific study of the mind and behavior |
| Purpose-Built | Designed and constructed to serve a particular purpose |
| Quarantine | A state, period, or place of isolation |
| Quick Service | A restaurant in which the focus is on providing customers with food as quickly and efficiently as possible |
| Rafting | The act, sports of travelling on a river or other body of water in a usually inflatable raft |
| Regeneration | The natural process of replacing or restoring damaged or missing cells, tissues and organs |
| Research | The creation of new knowledge and/or the use of existing |

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| | knowledge in a new and creative way so as to generate new concepts, methodologies and understandings |
| Roasted | To cook by exposing to dry heat or by surrounding with hot embers, sand or stones |
| Safety Measures | A measure taken to increase or ensure safety or protection from danger |
| Sales Forecasting | The process of estimating future revenue by predicting the amount of product or services |
| Salt and Pepper Shaker | Holders used in western culture that are designed to allow dinners to distribute grains of addable salt and pepper |
| Scheduling | The process of arranging, controlling and optimizing work |
| SDGs | Sustainable Development Goals |
| Sea Food | Any form of sea life regarded as food by humans |
| Seasoning | Salt, herbs or spices edit to food to enhance the flavor |
| Service Ware | All containers, plates, cups, napkins and other like items that are designed for one time use for prepared foods |
| Serving | A quantity of food suitable for or served to one person |
| Site Seeing | The activity of visiting places of interest in a particular location |
| Social Factor | Things that affect someone's life style. It include wealth, religion, buying habits, education level, family size and population |
| Soup Plate | A deep plate usually having a wide rim and used for serving food |
| Sports Tourism | It refers to travel which involves either observing or participating in a sporting event which staying apart from the tourist's usual environment |
| Squash | A racquet sport played by two players in a four walled court with a small, hollow rubber ball |
| Strategies | A carefully developed plan or method for achieving a goal or a skill |
| Surgical Tape | A type of pressure sensitive tape used in medicine and first aid to hold a bandage or other dressing onto a wound |
| Table Ware | Crockery, cutlery and glass ware used for serving and eating meals at a table |
| Target Marketing | A specific group of people with shared characteristics that a business markets its products or services to |
| Tour Guide | A person who takes people on trips through an area and explains the interesting details about it |
| Tour Itinerary | The route of a journey or tour or the proposed outline |
| Tour Operators | Businesses that combine two or more travel services (example, transport, accommodation, meals, entertainment, site seeing) and sell them through travel agencies or directly to customers |
| Tourism Destination | A populated area that contains natural, cultural, historical or other landmarks of importance for tourism |
| Tourism Management | It is the oversight of all activities related to the tourism industry |
| Tourism Marketing | A marketing strategy that uses specific marketing plan and techniques to promote tourists products and services |

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| Traditional Deserts | A usually course or dish of a specific tradition |
| Traditional Dishes | Food and dishes that are passed on through generations or which have been consumed for many generations |
| Traditional Tourism | Depart from some random airport or bus station and begin your vacation |
| Transaction | An instance of buying or selling something |
| Transportation | The action of transporting someone or something or the process of being transported from one place to another place |
| Travel Budget | Travel that is cost-conscious and price aware |
| Trip | A journey or excursion especially for recreation activities or other purposes |
| Turn over | The amount of money taken by a business in a particular period |
| UNWTO | United Nation World Tourism Organization |
| Utensils | A tool or container especially for household use |
| Wimbledon | The championship, Wimbledon, commonly known as Tennis is the oldest tournament in the world |

ABOUT THE AUTHOR



Abdul Moiz Imran

With vast experience in different fields of hospitality institutes and the tourism industry as an hotelier and trainer, Mr. Abdul Moiz Imran has been providing services in hospitality and tourism industry for the last 8 years and counting. He is a graduate of COTHM and associated with SKILLSTON Institute as well as COTHM as a senior trainer in hospitality and tourism. By the grace of Allah and the prayers of his beloved parents, he was able to work with many International Hotel Chains including Karachi Marriott Hotel and Ramada Plaza Karachi and has been serving as a Senior Trainer of Hospitality and Tourism Management in one of the top hospitality institutes in Pakistan. His Graduation Degree in Hospitality and Tourism Management from one of the pioneer and leading hospitality institutes in Karachi, Pakistan lent him the experience and exposure of training and building the next generation of hoteliers and tourism experts. At such young age, he is passionate and highly motivated to change the perspective of the hospitality and tourism industry of Pakistan in a more positive way, building and encouraging the next generation to take on the challenge of evolving and shaping the hospitality and tourism industry of Pakistan in a much better way in coming years on an international level.

قومی ترانہ

پاک سر زمین شاد باد! کشورِ حسین شاد باد!
تو نشانِ عزِم عالی شان ارض پاکستان
مرکزِ یقین شاد باد!

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قوم، ملک، سلطنت پاتنده تابنده باد!
شاد باد منزلِ مُراد!

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سایہِ خدا نے ذوالجلال!



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