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- Summary

The hospitality and tourism industry has grown magnificently around the world. In Singapore alone, we've seen the rise of the integrated resorts, Gardens by the Bay, Universal Studios and more.

But first and foremost, the industry will always be about happiness. Whether it's welcoming someone to a new country, or helping a guest get acquainted to his hotel room, or managing a large tour group, it's about bringing a smile to faces and laughter to their hearts.

To sustain Singapore's competitiveness as a tourism destination, we will need a pipeline talent with the right capabilities and passion to join the tourism sector. And a valued partner in developing such talent and confidently. That will continue to equip future talent with industry-relevant skills and innovative qualities to meet the challenges of our dynamic tourism sector.

QUESTION 1

(A)- DEFINE THE TOURISM & HOSPITALITY?

Hospitality sign of friendliness warmth, cheer, graciousness& conviviality. Hospitality & tourism is a largest & fastest growing industry in the world. One of the most of exciting aspect of this industry is that is made Soo many different professions. There are some powerful and common dynamic which includes delivery of service and delivery product & customer /guest impression of them. (Front of the house) staff or employee who has a direct contact with a guest or customer. He or she will greet, welcome, assist, provide, & deliver good service & product to the guest as well. He or she also become a person who will give a great good first impression to the guest too. In the hospitality industry, sometimes the employees have the ability to affect the human experience by creating powerful impression, even brief moment of truth. People leave their home temporary. So that in tourism think of many people who provides service to travellers & have responsibilities of representing their Community and creating experiences that when delivery successfully is pleasurable & memorable. These are the people who Welcome, Inform, Comfort and care for tourist & collectively affect human lives & well-being. Why people travel?? Holiday, leisure, medical purpose, religious purpose, education purpose, sports. People travel for many reasons. Hospitality operation of varied sized and in location all over the world.

▪ **QUESTION 1**

▪ **(B) EXPLAIN YOUR UNDERSTANDING ABOUT HOSPITALITY INDUSTRY?**

- Hospitality from the French words` hospices to provide for the weary and take care of those traveling.
- Hospitality industry one of the fastest growing sectors of the economy of our time today. A multi billion dollars' enterprises
- Diverse enough for people to work in different areas of interest and still be employed with the industry.

▪ **CHARACTERISTICS OF THE HOSPITALITY INDUSTRY**

- 1) Hospitality business are open 365 days a year.
- 2) Twenty-four hours a day. Its depends heavily on shift work.
- 3) Has a graveyard shift starts from 10pm-6am.
- 4) Produce guest satisfaction.
- 5) LODGING
- 6) Hotels, Inns, Motels, Pension, Resorts
- 7) ENTERTAINMENT& RECREATION
- 8) Attractions, Gaming, Parks, Club Food & Beverage Restaurant, Fast food, Catering

▪ **TRAVEL & TOURISM**

- Transportation, Travel Agencies, Tour Operator, Air, Cruise, Rail, Coach, &Ecotourism.
- TIME SHARE
- CAREER OPPORTUNITIES

Until the late 1950 management personnel in the hospitality industry were not normally college educated. Those who are interested in hospitality management typically began their career by taking lower level jobs to learn the business and eventually worked their way up through the organization.

- **EXPERIENCE REQUIREMENTS**

Still important consideration top many employees and a number of students have found that good work experience gained while attending classes has been instrumental in their finding good job after graduation.

- **QUALIFICATIONS & EMPLOYER ASSESSMENT**

- Attitude & Character
- Communication skills
- Skills & Experience

- **HOSPITALITY**

- Derived from the Latin word hospitare, meaning to receive as a guest.

- **HOSPITALITY MANAGEMENT**

- Involved the planning, organization, directing & controlling of human & material resources within lodging, restaurant, travel, & tourism.

- **HOSPITALITY INDUSTRY**

- Compromise of business that provide accommodation, travel, food & beverage and entertainment to the traveling public.

- **HOTEL INDUSTRY**

- Refer to the business that offer lodging or accommodation in conjunction with food & entertainment.

- **QUESTION 2**

- **(A) BRIEF ON DIFFERENT TYPE OF TOURISM CATEGORIES**

- **LEISURE TOURISM**

Leisure consists of a number of occupations in which individual may indulge of his own free will. Either to rest to amuse himself to add to his knowledge or improve his skills disinterestedly or to increase his voluntary participation in the life of the community after discharging his professional, family & social duties.

- **CULTURE TOURISM**

Focus on historical, artistic, scientific and lifestyle/heritage. Experiences cultural environment, visual & performing arts, lifestyle, values, tradition & events = festival, banquet, music, theater, village and rural life, gastronomy, visiting/tasting local products, village building and atmosphere, historic & religious, monument & ruin & famous people.

- **RELIGIOUS TOURISM**

Is one of the most prevalent forms of heritage tourism in the developing world today and is among the earliest precursor of modern day tourism. Pilgrimage take many forms but central among these is desire of Religious for blessings, become closer to the god, offers more sincere prayers, become healed & received forgiveness for sins.

- **FAMILY TOURISM**

Is a form of ethnic & personal heritage tourism, from various background travel to their Homeland in search of their roots to celebrate religious or ethnic festival to visit distant or near relative or to learn something about themselves.

- **QUESTION 2**
- **(B) DEFINE TOURISM?**

Tourism is the activities of people traveling and staying in place outside their usual environment for leisure , business or other purposes for not more than one consecutive years.

As far as Tourism industry is concerned it is also affected by both the internal factors of a tourism industry a SWOT analysis has to be performed by each and every Tourism industry respectively.

- **SWOT ANALYSIS OF TOURISM INDUSTRY**
 - **STRENGTHS**
Pleasant weather, Ideal geographical location, Good image of the company, Good Hospitality
 - **WEAKNESS**
Pack of proper marketing & Advertisement, Dependency on third party, Lack of adequate infrastructural support, Funds constraining the development of region.
 - **OPPURTUNITY**
Increased disposable income of the Singapore middle class, Adventure sports & Culture. The concept of holiday is gaining popularity in a Singapore among various classes of people.
 - **THREATS**
Stiff competition among various Tourism industry, Environmental factors also impose a threat, Exploration of new tourist spots & hubs.

▪ **QUESTION3**

▪ **DESCRIBE THE LODGING ACCOMMODATION AND TYPES OF HOTEL ACCOMMODATION?**

- Lodging or a holiday accommodation is a type of residential accommodation. People who travel and stay away from house for more than a day and they comprise of rent and reasonable allowance for utilities and use of appliance and furniture.
- Necessary components in tourism development within any / all destination that seeks to serve visitors other than day – trippers.
- Quality and range reflect and influences then range of visitors to a location
- Play an important role in the overall economics contribution which Tourism makes at a local and national level.
- Hotels play an important role in most countries in providing facilities for the transaction of business, for meeting and conferences, for recreation and entertainment. In many areas hotels are important attractions for visitors who brings to them spending power and who tend to spend at a higher rate than when they do when they are at home.

- **THE ACCOMMODATION PRODUCT COMPRISES**
 - LOCATION
 - FACILITIES
 - SERVICES
 - IMAGE
 - PRICE

WHAT IS THE DIFFERENCE BETWEEN LODGING AND ACCOMMODATION???

-HOTELS-

Is the most significant and visible sub sectors. Hotels provide greatest total employment in global terms, they account for the highest level of receipt and are traditionally viewed as an accommodation that also provide F& B service to short stay guest on a paying basis.

- **THE DIFFERENT TYPE OF ACCOMMODATION**

- *GUEST HOUSES, INNS, FARM HOUSES, BED & BREAKFAST*: are small, family style environment with simple and limited operation where guest may share facilities and / or meals with their host.
- *GUEST CATERING ACCOMMODATION*: are combination of accommodation with additional recreational areas and the facility to prepare food on a personal basis. An example is the apartment which is a major element in many Mediterranean resorts.
- *CAMPUS ACCOMMODATIONS*: it's facility use includes both within and outside tourism sectors and is often used in a semi-permanent basis by students.
- *TIME SHARE*: are accommodation facilities that have limited private ownership or they are period constrained usually limited to 1-2 weeks a year. They are self-catering holiday home ownership. A form of period constrained, self-catering, holiday, home ownership, which provides additional benefits to owners in the form of possible access to similar properties in Resorts throughout the world through exchange consortia.
- *YOUTH ACCOMMODATION*: Young people tends to utilize accommodation at the low cost end of the market bed and breakfast. Youth hotels such as those run by the Youth Hotels Association (YHA) Young Men's Association (YMCA) and their local equivalent as well as camp sites.
- *CAMPING & CARAVAN SITES*: Travellers bring their own accommodation to the destination in the form of tents, caravans or trailers. These accommodations are restricted in the terms of space and privacy.
- *MEDICAL FACILITY ACC*: not normally seen as part of Tourism industry although facilities in hospitals, especially in private institution, are close to the best available within Tourism accommodation.
- *CRUISE LINERS AND FERRIES*: long distance passenger liners provide accommodation facilities designed as a necessary facility and ancillary to the prime purpose of transport
- Ferries on the other hand, provide functional but limited accommodation services.
- For long – distance passenger liners
- The main form of transport for those wishing for transatlantic or intercontinental travel in the era that preceded the development of wide bodied Jets.
- *TRAINS AND AIRCRAFT*: modernized version of trains provide hotel comfort to the maximum permitted by space.
- Bed like comfort for long haul Travellers on aircraft for first class payee.
- Similar provision but not a lower scale for business class.

▪ QUESTION4

▪ EXPLAIN THE SIGNIFICANT OF ENTERTAINMENT IN THIS INDUSTRY.

What important does entertainment have on today's society? Why should we care if the entertainment industry hangs around or just fades away into obscurity? Why should we pay or hard earned money to already wealthy entertainment for just a few hours' fun? Couldn't we just save our money?? Why make others rich just to do what they love?

When times get tough people want to be distracted from their trouble. We want to live in a fantasy world where everything is wonderful.

- Entertainment is a form of activity that holds the attention and interest of an audience, or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention. Although, people's attention is held by different things, because individuals have different preferences in entertainment, most forms are recognisable and familiar. Storytelling, music, drama, dance, and different kinds of performance exist in all cultures, were supported in royal courts, developed into sophisticated forms and over time became available to all citizens. The process has been accelerated in modern times by an entertainment industry that records and sells entertainment products. Entertainment evolves and can be adapted to suit any scale, ranging from an individual who chooses a private entertainment from a now enormous array of pre-recorded products; to a banquet adapted for two; to any size or type of party, with appropriate music and dance; to performances intended for thousands; and even for a global audience.
- The experience of being entertained has come to be strongly associated with amusement, so that one common understanding of the idea is fun and laughter, although many entertainments have a serious purpose. This may be the case in the various forms of ceremony, celebration, religious festival, or satire for example. Hence, there is the possibility that what appears as entertainment may also be a means of achieving insight or intellectual growth.
- An important aspect of entertainment is the audience, which turns a private recreation or leisure activity into entertainment. The audience may have a passive role, as in the case of persons watching a play, opera, television show, or film; or the audience role

may be active, as in the case of games, where the participant/audience roles may be routinely reversed. Entertainment can be public or private, involving formal, scripted performance, as in the case of theatre or concerts; or unscripted and spontaneous, as in the case of children's games. Most forms of entertainment have persisted over many centuries, evolving due to changes in culture, technology, and fashion. Films and video games, for example, although they use newer media, continue to tell stories, present drama, and play music. Festivals devoted to music, film, or dance allow audiences to be entertained over a number of consecutive days.

- Some activities that were once considered entertaining, particularly public punishments, have been removed from the public arena. Others, such as fencing or archery, once necessary skills for some, have become serious sports and even professions for the participants, at the same time developing into entertainment with wider appeal for bigger audiences. In the same way, other necessary skills, such as cooking, have developed into performances among professionals, staged as global competitions and then broadcast for entertainment. What entertainment is for one group or individual may be regarded as work by another.
- The familiar forms of entertainment have the capacity to cross over different media and have demonstrated a seemingly unlimited potential for creative remix. This has ensured the continuity and longevity of many themes, images, and structures.

▪ **CONCLUSION**

•While your data analysis will need to analyse every questions asked, discussing such things as statistical significance and correlations, when you are ready to draw conclusions, you will have to determine what the main findings of your report really are. Not everything is worthy of being re-discussed when drawing conclusions. It is quite likely that the reader or readers of the final report have not spent much time thinking about the research, but want to understand quickly without having to read every last bit of analysis and data manipulation.

The final chapter of the research report must bring the research together and provide an interpretation of the results, written in language that is commonly understood even by managers who may not be well versed in statistical analysis, a summary of the critical conclusions of which management or any other specific audience needs to be aware, and strategic recommendations based on the findings of the research.

In more commercial reports the analysis of the data and the interpretation of the results may well go hand in hand, with only those findings directly relevant to the study objectives being discussed. Only summary tables and charts are part of the write-up. In these cases, the detailed analysis and a comprehensive set of tables and charts are usually confined to a technical report.

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■ **APPENDIX**

- Aboriginal cultural experiences: experiences that are offered in a manner that is appropriate, respectful, and true to the Aboriginal culture being portrayed
- Aboriginal cultural tourism: Aboriginal tourism that incorporates Aboriginal culture as a significant portion of the experience in a manner that is appropriate, respectful, and true (see Aboriginal cultural experiences)
- Aboriginal peoples: the indigenous people of Canada, recognized in the Canadian Constitution Act as comprising three groups: First Nations, Métis, and Inuit
- Aboriginal tourism: tourism businesses that are majority owned and operated by First Nations, Métis, and Inuit (known as indigenous tourism outside of Canada)
- Aboriginal Tourism Association BC (AtBC): the organization responsible for developing and marketing Aboriginal tourism experiences in BC in a strategic way; members are over 51% owned and operated by First Nations, Métis, and Inuit
- Aboriginal Tourism Association Canada (ATAC): a consortium of over 20 Aboriginal tourism industry organizations and government representatives from across Canada
- Adventure tourism: outdoor activities with an element of risk, usually somewhat physically challenging and undertaken in natural, undeveloped areas
- Advertorial: print content (sometimes appearing online) that is a combination of an editorial feature and paid advertising
- Agritourism: tourism experiences that highlight rural destinations and prominently feature agricultural operations
- American Indian: a term used to describe First people in the United States, still used today
- Ancillary revenues: money earned on non-essential components of the transportation experience including headsets, blankets, and meals
- Appropriation: the action of taking something for one's own use, typically without the owner's permission
- Art museums: museums that collect historical and modern works of art for educational purposes and to preserve them for future generations
- Asia-Pacific Economic Cooperation (APEC): a forum that brings together countries from the Asia Pacific region (including Canada), and which has a Tourism Working Group that looks at policy development in a tourism context
- Assets: items of value owned by a business to be used in the production and service of the experience
- Association of Canadian Mountain Guides (ACMG): Canada's only internationally recognized guiding association, offering a range of certifications
- Association of Canadian Travel Agencies (ACTA): a trade organization established in 1977 to ensure high standards of customer service, engage in advocacy for the trade, conduct research, and facilitate travel agent training

- Authentic Indigenous Artisan Program: protects Aboriginal artists by identifying three tiers of artwork based on the degree to which Aboriginal people have participated in their creation; a tool to combat cultural appropriation
- Authenticity of experience: a hot topic in tourism that started with MacCannell in 1976 and continues to today; discussion of the extent to which experiences are staged for visitors
- Avalanche Canada: a not-for-profit society that provides public avalanche forecasts and education for back country travellers venturing into avalanche terrain, dedicated to a vision of eliminating avalanche injuries and fatalities in Canada
- Average cheque: total sales divided by number of guests served
- Average daily rate (ADR): average guest room income per occupied room in a given time period
- Back of house: food production areas not accessible to guests and not generally visible; also known as heart of house
- BC Hospitality Foundation (BCHF): created to help support hospitality professionals in their time of need; now also a provider of scholarships for students in hospitality management and culinary programs
- BC Hotel Association (BCHA): the trade association for BC's hotel industry, which hosts an annual industry trade show and seminar series, and publishes InnFocus magazine for professionals
- BC Lodging and Campgrounds Association (BCLCA): represents the interests of independently owned campgrounds and lodges in BC
- BC Parks: the agency responsible for management of provincial parks in British Columbia
- BC Restaurant & Foodservices Association (BCRFA): representing the interests of more than 3000 of the province's foodservice operators in matters including wages, benefits, and liquor licenses, and other relevant matters
- Beverage costs: beverages sold in liquor-licensed operations; this usually only includes alcohol, but in unlicensed operations, it includes coffee, tea milk, juices, and soft drinks
- Blue Sky Policy: Canada's approach to open skies agreements that govern which countries' airlines are allowed to fly to, and from, Canadian destinations
- Botanical garden: a garden that displays native and/or non-native plants and trees, often running educational programming
- Breach in the standard of care: failure of a defendant to work to the recognized standard
- BRIC: an acronym for the growing economies of Brazil, Russia, India, and China
- BRICS: the acronym for the BRIC countries with the addition of South Africa
- British Columbia Golf Marketing Alliance: a strategic alliance representing 58 regional and destination golf resorts in
- BC with the goal of having BC achieve recognition nationally and internationally as a leading golf destination

- British Columbia Government Travel Bureau (BCGTB): the first recognized provincial government organization responsible for the tourism marketing of British Columbia
- British Columbia Guest Ranchers Association (BCGRA): an organization offering marketing opportunities and development support for BC's guest ranch operators
- British Columbia Lottery Corporation (BCLC): the crown corporation responsible for operating casinos, lotteries, bingo halls, and online gaming in the province of BC
- British Columbia Snowmobile Federation (BCSF): an organization offering snowmobile patrol services, lessons on operations, and advocating for the maintenance of riding areas in BC
- Business Events Industry Coalition of Canada (BEICC): an advocacy group for the meetings and events industry in Canada
- Camping and RVing British Columbia Coalition (CRVBCC): represents campground managers and brings together additional stakeholders including the Recreation Vehicle Dealers Association of BC and the Freshwater Fisheries Society
- Canada West Ski Areas Association (CWSAA): founded in 1966 and headquartered in Kelowna, BC, CWSAA represents ski areas and industry suppliers and provides government and media relations as well as safety and risk management expertise to its membership
- Canada's West Marketplace: a partnership between Destination BC and Travel Alberta, showcasing BC travel products in a business-to-business sales environment
- Canadian Association of Tour Operators (CATO): a membership-based organization that serves as the voice of the tour operator segment and engages in professional development and networking in the sector
- Canadian Pacific Railway (CPR): a national railway company widely regarded as establishing tourism in Canada and BC in the late 1800s and early 1900s
- Canadian Ski Guide Association (CSGA): founded in British Columbia, an organization that runs a training institute for professional guides, and a separate non-profit organization representing CSGA guide and operating members
- Canadian Sport Tourism Alliance (CSTA): created in 2000, an industry organization funded by the Canadian Tourism Commission to increase Canadian capacity to attract and host sport tourism events
- Canadian Tourism Commission (CTC): the national government Crown corporation responsible for marketing Canada abroad
- Capacity: the ability of a person to enter into a legal agreement; depends on the age and mental state of the person (among other factors)
- Captured patrons: consumers with limited selection or choice of food or beverage provider given their occupation or location
- Carbon offsetting: a market-based system that provides options for organizations to invest in green initiatives to offset their own carbon emissions

- Career planning: a series of deliberate steps with outcomes to help individuals achieve their short- and long-term career goals
- Carrying capacity: the maximum number of a given species that can be sustained in a specific habitat or biosphere without negative impacts
- Causation: a strong link between the actions of the defendant and the injury to the plaintiff
- Collaborative consumption: also known as the sharing economy, a blend of economy, technology, and social movement where access to goods and skills is more important than ownership (e.g., Airbnb)
- Commercial Bear Viewing Association of BC (CBVA): promoters of best practices in sustainable viewing, training, and certification for guides, and advocating for land use practices
- Commercial foodservice: operations whose primary business is food and beverage
- Commercial general liability insurance: the most common type of liability insurance that provides coverage for litigation; generally legal costs and personal injury settlements arising from a lawsuit are covered
- Community destination marketing organization (CDMO): a DMO that represents a city or town
- Community gaming centres (CGCs): small-scale gaming establishments, typically in the form of bingo halls
- Competitive set: a marketing term used to identify a group of hotels that include all competitors that a hotel's guests are likely to go to consider an alternative to the company (minimum of three)
- Conferences: business events that have specific themes and are held for smaller groups than conventions
- Conflict management: the practice of being able to identify and handle conflicts sensibly, fairly, and efficiently
- Conscious consumerism: refers to consumers using their purchasing power to shape the world according to their values and beliefs
- Consideration: the value exchanged between parties in the contract (money, services, or waiving legal rights)
- Conventions: business events that generally have very large attendance, are held annually in different locations each year, and usually require a bidding process
- Co-op education: a special program offered by a college/university in which students alternate work and study, usually spending a number of weeks in full-time study and a number in full-time employment away from the campus
- Costs per occupied room (CPOR): all the costs associated with making a room ready for a guest (linens, cleaning costs, guest amenities)
- Cross-utilization: when a menu is created to make multiple uses of a small number of staple pantry ingredients, helping to keep food costs down
- Crown land: land owned and managed by either the provincial or federal governments

- Crown land tenure: rights given to commercial organizations to operate on Crown land
- Cruise BC: a multi-stakeholder organization responsible for the development and marketing of British Columbia as a cruise destination
- Cruise Lines International Association (CLIA): the world's largest cruise industry trade association with representation in North and South America, Europe, Asia and Australasia
- Culinary tourism: tourism experiences where the key focus is local and regional food and drink, often highlighting the heritage of products involved and techniques associated with their production
- Cultural commodification: the drive toward putting a monetary value on aspects of a culture
- Cultural/heritage tourism: when tourists travel to a specific destination in order to participate in a cultural or heritage-related event
- Customer lifetime value (CLV): a view of customer relationships that looks at long-term cycle of customer interactions, rather than at single transactions
- Customer needs: gaps between what customers have and what they would like to have
- Customer orientation: positioning a business or organization so that customer interests and value are the highest priority
- Customer relationship management (CRM): a strategy used by businesses to select customers and to maintain relationships with them to increase their lifetime value to the business
- Customer wants: needs of which customers are aware
- Declaration on the Rights of Indigenous People: a 2007 statement that set forth the minimum standards for the survival, dignity, and well-being of the indigenous peoples of the world
- Destination BC: the provincial destination marketing organization (DMO) responsible for tourism marketing and development in BC, formerly known as Tourism BC
- Destination management company (DMC): a company that creates and executes corporate travel and event packages designed for employee rewards or special retreats
- Destination marketing organization (DMO): also known as a destination management organization; includes national tourism boards, state/provincial tourism offices, and community convention and visitor bureaus
- Destination mountain resorts: large-scale mountain resorts where the draw is the resort itself; usually the resort offers all services needed in a tourism destination
- Dine-and-dash: the term commonly used in the industry for when a patron eats but does not pay for his or her meal
- Direct climate impacts: what will occur directly as a result of changes to the climate such as extreme weather events

- Dive Industry Association of BC: a marketing and advocacy organization protecting the interests of divers, dive shops, guides, dive instructors, and diving destinations in BC
- Diversity: a term used by some in the industry to describe the makeup of the industry in a positive way; acknowledging that tourism is a diverse compilation of a multitude of businesses, services, organizations, and communities
- Duty to care: the relationship between the plaintiff and defendant (monetary, supervisory, custodial or otherwise) that requires a responsibility on behalf of one party to care for the other
- E-commerce: electronic commerce; performing business transactions online while collecting rich data about consumers
- Ecological footprint: a model that calculates the amount of natural resources needed to support society at its current standard of living
- Emerging markets: markets for BC that are monitored and explored by Destination BC — China, India, and Mexico
- Employment Standards Act: defines legal requirements around employment such as minimum wage, breaks, meal times, vacation pay, statutory holidays, age of employment, and leave from work
- Entertainment: (as it relates to tourism) includes attending festivals, events, fairs, spectator sports, zoos, botanical gardens, historic sites, cultural venues, attractions, museums, and galleries
- Environmental accreditation or certification: a voluntary system that establishes environmental standards and regulates adherence to reducing environmental impacts
- Environmental Assessment Office: the provincial agency responsible for reviewing large projects occurring on Crown land in BC
- Environmental management: policies and procedures designed to protect natural values while providing a framework for use
- Environmental stewardship: the practice of ensuring natural resources are conserved and used responsibly in a way that balances the needs of various groups
- Eskimo: a term once used by non-Inuit people to describe Inuit people; no longer considered appropriate
- Ethnic restaurant: a restaurant based on the cuisine of a particular region or country, often reflecting the heritage of the head chef or owner
- Event: a happening at a given place and time, usually of some importance, celebrating or commemorating a special occasion; can include mega-events, special events, hallmark events, festivals, and local community events
- Experiential learning: learning that takes place when a student directly participates in experiences designed for a learning purpose; takes place both inside and outside of the classroom; and involves reflection as well as action
- Export-ready criteria: the highest level of market readiness, with sophisticated travel distribution trade channels, to attract out-of-town visitors and highly reliable service standards, particularly with groups

- Exposure avoidance: a risk control technique that avoids any exposure to that particular risk
- Fad: something taken up in a finite, short amount of time – can represent a valuable business opportunity, but investment can be risky
- Familiarization tours (FAMs): tours provided to overseas travel agents, travel agencies, RTOs, and others to provide information about a certain product at no or minimal cost to participants — the short form is pronounced like the start of the word family (not as each individual letter)
- Family/casual restaurant: a restaurant type that is typically open for all three meal periods, offering affordable prices and able to serve diverse tastes and accommodate large groups
- Festival: public event that features multiple activities in celebration of a culture, an anniversary or historical date, art form, or product (food, timber, etc.)
- Fine dining restaurant: licensed food and beverage establishment characterized by high-end ingredients and preparations and highly trained service staff
- First Nation: one of the three recognized groups of Canada's Aboriginal peoples (along with Inuit and Métis)
- First Nations land: land under Aboriginal title or that is managed by First Nations
- FirstHost: an Aboriginal tourism workshop focusing on hospitality service delivery and the special importance of the host, guest, and place relationship
- Food and beverage (F&B): type of operation primarily engaged in preparing meals, snacks, and beverages, to customer order, for immediate consumption on and off the premises
- Food cost: price including freight charges of all food served to the guest for a price (does not include food and beverages given away, which are quality or promotion costs)
- Food primary: a licence required to operate a restaurant whose primary business is serving food (rather than alcohol)
- Foodie: a term (often used by the person themselves) to describe a food and beverage enthusiast
- Fractional ownership: a financing model that developers use to finance hotel builds by selling units in one-eighth to one-quarter shares
- Franchise: enables individuals or investment companies to build or purchase a business and then buy or lease a brand name under which to operate; also can include reservation systems and marketing tools
- Franchisee: an individual or company buying or leasing a franchise
- Franchisor: a company that sells franchises
- Fragmentation: a phenomenon observed by some industry insiders whereby the tourism industry is unable to work
- together towards common marketing and lobbying (policy-setting) objectives
- Front of house: public areas of the establishment; in quick service it includes the ordering and product serving area

- Full-service restaurants:casual and fine dining restaurants where guests order food seated and pay after they have finished their meal
- Fully independent traveller (FIT): a traveller who makes his or her own arrangements for accommodations, transportation, and tour components; is independent of a group
- Globalization: the movement of goods, ideas, values, and people around the world
- Greenwashing: the act of claiming a product is “green” or environmentally friendly solely for marketing and promotional purposes
- Guide Outfitters Association of BC (GOABC): established in 1966 to promote and preserve the interests of guide outfitters, who take hunters out into wildlife habitat; publishers of Mountain Hunter magazine
- H
- HelloBC: online travel services platform of Destination BC providing information to the visitor and potential visitor for trip planning purposes
- Heterogeneous: variable, a generic difference shared by all services
- Hidden job market: employment opportunities that aren’t posted through traditional channels, but rather arise because of a person’s connections and relationships
- Homogenizing: making the same, as in the effect of tourism helping to spread Western values, rendering one culture indistinguishable from the next
- Hospitality: the accommodations and food and beverage industry groupings
- Hotel Association of Canada (HAC): the national trade organization advocating on behalf of over 8,500 hotels
- Hotel Guest Registration Act: requires hotel keepers to register guests appropriately, which includes noting the guest’s arrival and departure dates, home address, and type and licence number of any vehicle
- Hotel Keepers Act: allows an accommodation provider to place a lien on guest property for unpaid bills, limits the liability of the hotel keeper when guest property is stolen and/or damaged, and gives the provider authority to require guests to leave in the event of a disturbance
- Hotel type: a classification determined primarily by the size and location of the building structure, and then by the function, target markets, service-level, other amenities and industry standards
- I
- In country: a term to describe using a local-ownership approach in order for the wealth generated from tourism to stay in a destination
- Inbound tour operator: an operator who packages products together to bring visitors from external markets to a destination
- Incentive travel: a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organizational goals
- Indian (or Native Indian): a legal term in Canada, once used to describe Aboriginal people but now considered inappropriate

- Indigenous peoples: groups specially protected in international or national legislation as having a set of specific rights based on their historical ties to a particular territory, and their cultural or historical distinctiveness from other populations
- Indigenous tourism: a synonym for Aboriginal tourism, the more commonly used term in BC (see above)
- Indirect environmental change impacts: what will occur indirectly as a result of climate change, including damages to infrastructure
- Informational interview: a short appointment where you learn about an employer, or a specific role, from someone already established in the field
- Inherent risk: risk that is inherent to the activity and that cannot be removed
- Injury: proof the plaintiff did in fact receive an injury resulting in damage; can be bodily injury or property damage
- Intangible: untouchable, a characteristic shared by all services
- Integrated marketing communications (IMC): planning and coordinating all the promotional mix elements and internet marketing so they are as consistent and as mutually supportive as possible
- Intentional torts: assault, battery, trespass, false imprisonment, nuisance, and defamation
- Interactive media: online and mobile platforms
- International Air Transport Association (IATA): the trade association for the world's airlines
- International Civil Aviation Organization (ICAO): a specialized agency of the United Nations that creates global air policy and helps to develop industry capacity and safety
- International Festivals and Events Association (IFEA): organization that supports professionals who produce and support celebrations for the benefit of their respective communities
- Internship: short-term, supervised work experience in a student's field of interest for which the student may earn academic credit
- Interpersonal factors: the influence of cultures, social classes, family, and opinion leaders on consumers
- Inuit: one of the three recognized groups of Canada's Aboriginal peoples (along with First Nation and Métis), from the Arctic region of Canada