

Name: PAVETRA RAVICHANDRAN

Login ID:Pavetra@oasis-portal.com

Course title: Tourism and Hospitality

Subject Code:BHM04

Submitted date: 11/09/2017

**Table of Contents**

|  |  |  |
| --- | --- | --- |
| No | Details | Page |
| 1 | Executive Summary | 2 |
| 2 | Introduction | 3 |
| 3 | Assignment Question |  |
|  | Part 1 | 4-8 |
|  | Part 2 | 9-11 |
|  | Part 3 | 12-17 |
|  | Part 4 | 18-33 |
| 4 | Conclusion | 34 |
| 5 | References | 35 |

**Executive Summary**

Tourism is one of the world's fastest growing industries as well as the major source of foreign exchange earnings and employment for many developing countries.

World tourism demand continues to exceed expectations, showing resilience against extraneous factors. According to the UNWTO World Tourism Barometer, released (November 2006):

* In the first eight months of 2006 international tourist arrivals totaled 578 million worldwide (+4.5%), up from 553 million in the same period of 2005, a year which saw an all-time record of 806 million people traveling internationally.
* Growth is expected to continue in 2007 at a pace of around 4% worldwide.

Tourism is vital to the well being of many countries, because of the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry and the opportunity for employment and economic advancement by working in the industry.

**Introduction**

he aim of this course is to introduce students to key terminology and concepts, industry structure, trends and influences relevant to the global tourism and hospitality industry, and how these are applied within the New Zealand tourism and hospitality context. Students will analyse the complexity and interrelationships of tourism and hospitality operations in New Zealand, and the economic, social, cultural and environmental impacts of this industry sector.

**Assignment Questions**

**Examples:**

Assignment question in this part contain 4 questions

**Question 1**

DEFINE TOURISM

**Tourism** is [travel](https://en.wikipedia.org/wiki/Travel) for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours.Tourism may be international, or within the traveller's country. The [World Tourism Organization](https://en.wikipedia.org/wiki/World_Tourism_Organization) defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's [balance of payments](https://en.wikipedia.org/wiki/Balance_of_payments). Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

Tourism suffered as a result of a strong economic slowdown of the [late-2000s recession](https://en.wikipedia.org/wiki/Late-2000s_recession), between the second half of 2008 and the end of 2009, and the outbreak of the [H1N1 influenza virus](https://en.wikipedia.org/wiki/2009_flu_pandemic), but slowly recovered. International tourism receipts (the travel item in the [balance of payments](https://en.wikipedia.org/wiki/Balance_of_payments)) grew to US$1.03 trillion (€740 billion) in 2011, corresponding to an increase in [real terms](https://en.wikipedia.org/wiki/Real_versus_nominal_value_(economics)) of 3.8% from 2010. International tourist arrivals surpassed the milestone of 1 billion tourists globally for the first time in 2012,[emerging markets](https://en.wikipedia.org/wiki/Emerging_markets) such as [China](https://en.wikipedia.org/wiki/China), [Russia](https://en.wikipedia.org/wiki/Russia) and [Brazil](https://en.wikipedia.org/wiki/Brazil)had significantly increased their spending over the previous decade. The [ITB Berlin](https://en.wikipedia.org/wiki/ITB_Berlin) is the world's leading tourism [trade fair](https://en.wikipedia.org/wiki/Trade_fair).

DEFINE HOSPITALITY

**Hospitality** refers to the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests, visitors, or strangers. Louis, chevalier de Jaucourt describes hospitality in the Encyclopédie as the virtue of a great soul that cares for the whole universe through the ties of humanity.

**Hospitality ethics** is a discipline that studies this usage of hospitality.

DEFINE TOURISM HOSPITALITY

The industry of providing customer service to travelers or strangers. Hospitality professionals generally work in administrative or management positions in a service-based environment, and they are responsible for overseeing the operations and success of an establishment, such as a hotel or restaurant. The hospitality and tourism industry is diverse, and includes many locations including RV parks, food establishments, recreational facilities, campgrounds, boarding houses and youth hostels. While the overall goal of a hospitality professional is to ensure that guests and customers have pleasurable experiences, they can also be responsible for operations, such as hiring and training new staff; supervising office and financial administration; housekeeping, maintenance, and security staff; and marketing.

Hospitality professionals also distribute funds, set room rates, and ensure that the service standards of the business are met. General duties for hospitality professionals vary depending on the size of the business and the amount of staff available. In larger operations, there is usually a hierarchy of general managers, assistant managers, and supervisors who work to perform operational tasks relating to their areas of expertise. In a smaller business, the hospitality professional performs these tasks directly.

Sometimes hospitality professional positions are specialized. For example, some focus on managing the front office, while others can be responsible for convention services or financial administration. If a hospitality professional is employed in a specialized position, he or she must have excellent communication skills and the ability to work well alongside coworkers in other areas of the business.

Employers prefer applicants with a bachelor's degree in business or hotel or hospitality management, but a liberal arts degree along with hospitality experience may also be acceptable. Smaller establishments may accept applicants with a certificate or associate's degree in hotel, hospitality or restaurant management.

EXPLAIN HOSPITALITY INDUSTRY

The **hospitality industry** is a broad category of fields within [service industry](https://en.wikipedia.org/wiki/Service_industry) that includes [lodging](https://en.wikipedia.org/wiki/Lodging), [event planning](https://en.wikipedia.org/wiki/Event_planning), [theme parks](https://en.wikipedia.org/wiki/Theme_parks), [transportation](https://en.wikipedia.org/wiki/Transportation), [cruise line](https://en.wikipedia.org/wiki/Cruise_line), and additional fields within the [tourism industry](https://en.wikipedia.org/wiki/Tourism_industry). The hospitality industry is a multibillion-dollar industry that depends on the availability of leisure time and [disposable income](https://en.wikipedia.org/wiki/Disposable_and_discretionary_income). A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, [housekeepers](https://en.wikipedia.org/wiki/Housekeeper_(domestic_worker)), porters, kitchen workers, [bartenders](https://en.wikipedia.org/wiki/Bartender), management, marketing, and human resources etc.).

Usage rate, or its inverse "vacancy rate", is an important variable for the hospitality industry. Just as a factory owner would wish a productive asset to be in use as much as possible (as opposed to having to pay [fixed costs](https://en.wikipedia.org/wiki/Fixed_cost) while the factory is not producing), so do restaurants, hotels, and theme parks seek to maximize the number of customers they "process" in all sectors. This led to formation of services with the aim to increase usage rate provided by [hotel consolidators](https://en.wikipedia.org/wiki/Hotel_consolidator). Information about required or offered products are brokered on business networks used by vendors as well as purchasers.

In looking at various industries, "[barriers to entry](https://en.wikipedia.org/wiki/Barriers_to_entry)" by newcomers and competitive advantages between current players are very important. Among other things, hospitality industry players find advantage in old classics (location), initial and ongoing investment support (reflected in the material upkeep of facilities and the luxuries located therein), and particular themes adopted by the marketing arm of the organization in question (for example at [theme restaurants](https://en.wikipedia.org/wiki/Theme_restaurant)). Also very important are the characteristics of the personnel working in direct contact with the customers. The authenticity, professionalism, and actual concern for the happiness and well-being of the customers that is communicated by successful organizations is a clear competitive advantage.

**Question 2**

8 TOURISM CATEGORIES

Based on their various needs and reasons for traveling, tourists are classified in the following categories:

**Incentive tourists:** Incentives tourists are those few lucky individuals, who get a holiday package as a reward from his company, for good work or achieving targets, set by the company. Incentive tourists draw inspiration from such tours to work harder, improve work relations and focus on team bonding. A salesman who is awarded with a nice holiday package for accomplishing the target sales is a perfect example of incentive tourist.

**Health or medical tourist:**Those who seek special medical treatment, which is only possible away from home, make trips to other places and are called Health or medical tourist. Some of these tourists avail medical assistance in other countries, for they may be expensive in their own country. Many health or medical tourists also make trips simply to stay for few days in healthier climate. Hoards of medical tourist fly to South Africa from oversee countries to undergo plastic surgery.

**Business tourist:** Tourist traveling with relation to business is known as business tourist. Business tourism is part of the business world. Most of the cities feature conference centers that cater to the needs of business tourists. A proper example of a business tourist is a salesman, who makes trips to different places to attend trade shows, to display and promote his own products also.

**Education tourists:** Tourists traveling to a particular place in another town, city or country for further study in order to improve his or her educational qualification are termed as education tourist. There are also group of people, who travel to attend workshops to upgrade skills. A clinic nurse, who makes trip to another province to attend a particular workshop, qualifying individual about infectious diseases is an example of an educational tourist.

**Adventure tourists:** Adventure tourists look for some unusual or bizarre experience. They seek adventurous activities that may be dangerous, such as rock climbing, river rafting, skydiving, shark cave diving and bungee jumping.

**Cultural tourist:**These types of tourists travel to experience the essence of assorted cultures, such as San rock art, or cultural festivals such as the National Art Festival in Grahams town, or the International Jazz Festival in Cape Town. Cultural tourists also prefer to witness the World Heritage Sites of the traveled country.

**Eco-tourists:** Nature loving tourists, who love to go green like traveling to Bonita Gardens in Bloemfontein South Africa or similar destinations are called eco-tourists. They travel throughout the world in search of destinations not affected by pollution or much human intervention.

**Leisure tourist:** These tourists want to rejuvenate and revitalize with comfort, while enjoying a break from mundane routine of life. Examples of this type of tourism are cruising while vacationing or simple relaxing on a beach.

**Religious tourist:**Religious tourist travel to sites of religious significance. World is dotted with a number of religious locations like Hajj in Mecca, Jerusalem in Israel, Varanasi in India, and the Vatican in Rome. During Easter, a huge conglomeration of Christian pilgrimage takes place in Zion City.

### DEFINE TOURISM

### Marketing of the enjoyable and other features of a travel destination, and provision of facilities and services for the pleasure travelers (tourists).

**Question 3**

EXPLAIN LODGING ACCOMMODATION

**Lodging** or a **holiday accommodation** is a type of residential [accommodation](https://en.wikipedia.org/wiki/Dwelling). People who [travel](https://en.wikipedia.org/wiki/Travel) and stay away from [house](https://en.wikipedia.org/wiki/House) for more than a day need lodging for [sleep](https://en.wikipedia.org/wiki/Sleep), rest, [food](https://en.wikipedia.org/wiki/Food), [safety](https://en.wikipedia.org/wiki/Safety), shelter from cold temperatures or [rain](https://en.wikipedia.org/wiki/Rain), storage of luggage and access to common household functions.

Lodgings may be self-catering, in which case no food is provided, but cooking facilities are available.

Lodging is done in a [hotel](https://en.wikipedia.org/wiki/Hotel), [motel](https://en.wikipedia.org/wiki/Motel), [hostel](https://en.wikipedia.org/wiki/Hostel) or [hostal](https://en.wikipedia.org/wiki/Hostal), a private home (commercial, i.e. a [bed and breakfast](https://en.wikipedia.org/wiki/Bed_and_breakfast), a [guest house](https://en.wikipedia.org/wiki/Guest_house_(lodging)), a [vacation rental](https://en.wikipedia.org/wiki/Vacation_rental), or non-commercially, with members of [hospitality services](https://en.wikipedia.org/wiki/Hospitality_services) or in the home of [friends](https://en.wikipedia.org/wiki/Friendship)), in a [tent](https://en.wikipedia.org/wiki/Tent), caravan/[camper](https://en.wikipedia.org/wiki/Campervan) (often on a [campsite](https://en.wikipedia.org/wiki/Campsite)).

TYPE OF HOTEL ACCOMMODATION

Hotels are classified according to the hotel size, location, target markets, levels of service , facilities provided, number of rooms , ownership and affiliation etc.

**1. Size - Or number of rooms**

Under 200 rooms

200 to 399 rooms

400 to 700 rooms

More than 700 rooms

The above categories enable hotels of similar size to compare operating procedures and statistical results.

**2. Target Markets**

Hotel targets many markets and can be classified according to the markets they attempt to attract their guests. Common type of markets include business, airport, suites, residential, resort , timeshare , casino , convention and conference hotels .

**Business Hotels:** These hotels are the largest group of hotel types and they primarily cater to business travellers and usually located in downtown or business districts . Although Business hotels primarily serves business travellers , many tour groups, individual tourists and small conference groups find these hotels attractive. Guest amenities at business hotels may include complimentary newspapers, morning coffee, free local telephone calls , Break fast etc.

**Airport Hotels:** These type of hotels typically target business clientele, airline passengers with overnight travel layovers or cancelled flights and airline crews or staff. Some hotels might give free transport between hotel and airport . Some Ariport hotels also charges the guest by hour instead of normal daily night charges.

**Suite Hotels:** These kind of hotels are the latest trend and the fastest growing segments in the hotel industry . Such hotels have a living room and a separate bedroom. Professionals such as accountants, lawyers, business men and executives find suite hotels particularly attractive as they can work and also entertain in an area besides the bedroom.

**Extended Stay Hotels:** Extended stay hotels is somewhat similar to the suite hotels , but usually offers kitchen amenities in the room . These kind of hotels are for longstayers who wants to stay more than a week and does not want to spend on hotel facilities.

**Serviced Apartments:** Serviced Apartment / Residential hotels provide long-term or permanent accommodation for Guest. Usually guest makes a lease agreement with the hotel for minimum of one month up to a year. Rooms generally include living room , bedroom, kitchen , private balcony , washing machines , kitchen utensils etc. Unlike normal hotels Serviced apartment only provide weekly one housekeeping service.

**Resort Hotels:** Resort hotels are usually located in the mountains, on an island , or in some other exotic locations away from city's . These hotels have recreational facilities , scenery , golf , tennis , sailing , skiing and swimming . Resort hotels provide enjoyable and memorable guest experiences that encourage guest to repeat to the resort.

**Bed and Breakfast / Homestays:** These are houses with rooms converted into overnight facilities , this can size up to 1 to 10 guest rooms . They are also known as 'Home Stay's'. The owner of the B&B usually stay on the premises and is responsible for serving breakfast to guest .

**Timeshare / Vacation Rentals:** Another new type or segment of the hospitality industry is the timeshare hotels. These are sometimes referred to as " Vacation-interval" hotels . Timeshare hotels are where the guests who purchase the ownership of accommodations for a specific period.These owners may also have the unit rented out by the management company that operates the hotel.

**Casino Hotels :**Hotels with gambling facilities are called Casino Hotels .Although the food and beverage operations in casino is luxurious their functions is secondary to and supportive of casino operations.

**Conference and Convention Centres:** These type of hotels focus on meeting and conferences and overnight accommodation for meeting attendees. They also provide video conferencing facility, audiovisual equipment, business services , flexible seating arrangements , flipchart etc. These hotels mostly located outside the metropolitan areas and have facilities like golf , swimming pools , tennis courts , fitness centres , spas etc.

**3. Levels Of service**

**World class service:** These are also called luxury / Five Start hotels , they target top business executives, entertainment celebrities , high- ranking political figures, and wealthy clientele as their primary markets . They provide upscale restaurants and lounges , Valet, concierge services and also private dining facilities .

**Mid-Range Service:** Hotels offering mid-range or otherwise 3 to 4 star hotels service appeal the largest segment of the travelling public . This kind of hotels does not provide elaborate service and have a adequate staffing . They also provide uniformed service , food and beverage room service, in room entertainment's and also Wi-Fi etc.

**Budget / Limited Service:** These hotels provide clean , comfortable , safe , inexpensive rooms and meet the basic need of guests . Budget hotels appeal primarily to budget minded travellers who wants a room with minimum services and amenities required for comfortable stay, without unnecessary paying additional cost for costly services.

**4. Ownership and Affiliations**

**Independent / Single Owner Hotels:** They do not have identifiable ownership or management affiliation with other properties. Example for the same would be family owned and operated hotel that is not following any corporate policies or procedures.

**Chain hotels :** Hotels which are part of a hotel chain and these kind of ownership usually imposes certain minimum standards, rules , policies and procedures to restrict affiliate activities . In general the more centralised the organisation the stronger the control over the individual property .

**Question 4**

EXPLAIN ENTERTAINMENT SECTOR

**Entertainment** is a form of activity that holds the attention and [interest](https://en.wikipedia.org/wiki/Interest_(emotion)) of an [audience](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/wiki/Storytelling), [music](https://en.wikipedia.org/wiki/Music), [drama](https://en.wikipedia.org/wiki/Drama), [dance](https://en.wikipedia.org/wiki/Dance), and different kinds of [performance](https://en.wikipedia.org/wiki/Performance) exist in all cultures, were supported in [royal courts](https://en.wikipedia.org/wiki/Court_(royal)), developed into sophisticated forms and over time became available to all citizens. The process has been accelerated in modern times by an [entertainment industry](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/wiki/Banquet) adapted for two; to any size or type of [party](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/wiki/Amusement), so that one common understanding of the idea is [fun](https://en.wikipedia.org/wiki/Fun) and laughter, although many entertainments have a serious purpose. This may be the case in the various forms of [ceremony](https://en.wikipedia.org/wiki/Ceremony), celebration, [religious festival](https://en.wikipedia.org/wiki/Religious_festival), or [satire](https://en.wikipedia.org/wiki/Satire) for example. Hence, there is the possibility that what appears as entertainment may also be a means of achieving [insight](https://en.wikipedia.org/wiki/Insight) or intellectual growth.

An important aspect of entertainment is the audience, which turns a private [recreation](https://en.wikipedia.org/wiki/Recreation) or [leisure](https://en.wikipedia.org/wiki/Leisure) activity into entertainment. The audience may have a passive role, as in the case of persons watching a [play](https://en.wikipedia.org/wiki/Play_(theatre)), [opera](https://en.wikipedia.org/wiki/Opera), [television show](https://en.wikipedia.org/wiki/Television_show), or [film](https://en.wikipedia.org/wiki/Film); or the audience role may be active, as in the case of [games](https://en.wikipedia.org/wiki/Game), 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](https://en.wikipedia.org/wiki/Theatre) or [concerts](https://en.wikipedia.org/wiki/Concert); or unscripted and spontaneous, as in the case of [children's games](https://en.wikipedia.org/wiki/List_of_traditional_children%27s_games). Most forms of entertainment have persisted over many centuries, evolving due to changes in culture, technology, and fashion. Films and [video games](https://en.wikipedia.org/wiki/Video_game), for example, although they use newer media, continue to [tell stories](https://en.wikipedia.org/wiki/Storytelling), present drama, and play music. [Festivals](https://en.wikipedia.org/wiki/Festival) devoted to [music](https://en.wikipedia.org/wiki/Music_festival), [film](https://en.wikipedia.org/wiki/Film_festival), or [dance](https://en.wikipedia.org/wiki/Competitive_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](https://en.wikipedia.org/wiki/Fencing) or [archery](https://en.wikipedia.org/wiki/Archery), once necessary skills for some, have become serious [sports](https://en.wikipedia.org/wiki/Sport) and even [professions](https://en.wikipedia.org/wiki/Professional) 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](https://en.wikipedia.org/wiki/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](https://en.wikipedia.org/wiki/Remix). This has ensured the continuity and longevity of many themes, images, and structures.

5 TYPE OF ENTERTAINMENT

**1) Bars**

Karaoke Night

Give your customers a chance to unveil their hidden singing talent during a weekly karaoke night. Karaoke originated in Japan and has spread throughout the world as a popular form of interactive entertainment where the amateur singers select their favorite songs and give their own renditions over instrumental recordings of popular songs. For this form of entertainment, you will need a karaoke machine, including a microphone and a screen for the lyrics as well as plenty of popular musical selections.

Theme Night

Theme nights can be a fun diversion for your customers, especially for those who enjoy an opportunity to use their creativity to put together fun costumes. Themes can vary as much as you would like from week to week, or you can find a theme night that you like and maintain it. Monitor your customers' enjoyment of each themed event to gauge its success and determine how often you will repeat a particular theme. A few choices for theme nights may be a '70s or '80s theme night where you play the appropriate music and perhaps use a projection screen showing either music videos or muted films from the respective decade. Invite your patrons to wear clothing that fits the decade. Another theme night may be "Rocky Horror Picture Show" night where your customers can dress as their favorite characters while you provide a screening of the movie, along with plenty of rice and toast.

Dance Contest

Let your customers know they need to come in wearing their dancing shoes. A bar or lounge provides an obvious venue for people to hit the dance floor and show their moves. You can choose a particular style for your dance night, such as Latin dance, which may include salsa, mambo and rumba; ballroom dancing, which may include foxtrot, swing dancing or waltz; or country and western dancing. You may also choose to do a dance marathon for a predetermined duration of time. For any of these types of contests, set aside a certain amount of money for the prize to the winner of the contest or seek out sponsorship from other local businesses.

**2) Nightclubs**

## [ATTICA NIGHTCLUB](http://www.thebestsingapore.com/best-place/attica-nightclub/)

* [](http://www.thebestsingapore.com/best-place/attica-nightclub/)Image: Attica Nightclub

**HIGHLIGHTS**

* **Most happening nightclub at Clarke Quay:** Although there are many clubs, bars and pubs at Clarke Quay, Attica stands out as the most popular one. This club is impressive because of excellent dance music, great cocktails, exciting crowds and extremely fun atmosphere.
* **Best ladies nights in town:** Unlike other clubs offering only a few complimentary drink options for ladies on their nights, Attica provides ladies more drink choices. This nightclub also pampers ladies with free desserts like Jager Meister ice cream, tiramisu with Kahlua shots and champagne soaked strawberries. But the best part must be its dazzling award for ladies as a 750ml martini bottle will be given to the best-dressed group. Available on every Wednesday, this amazing night is called "Guilty Pleasures".
* [](http://www.thebestsingapore.com/best-place/club-kyo/)

**hIGHLIGHTS**

* **A great place for Japanese drinks:** Club Kyo offers a stonking list of Japanese whisky, a good collection of sakes as well as a decent range of spirits, wines, sparkling wines and champagnes which will make you become a one-night-escapist on Kyo’s dance floor.
* **Providing a wonderful minimalist ambience:** Inspired by the art of escapism, Kyo is adorned with dark earthy tones, wood furniture and bronze wall panels. With contemporary Japanese-influenced designs, the concepts of flexibility and minimalismare highlighted. At Kyo, you will feel the charm of recycledmaterials such as wood and whisky barrels.

**3 ) Sports Gaming**

OVERVIEW

With the rise of the Internet and other new communications technologies, the field of entertainment is increasingly difficult to define. In this profile, we're talking about film, television, and music, as well as sports-each a form of entertainment raking in millions of dollars. The first three of these businesses are dominated by enormous, vertically integrated companies such as Sony, Time Warner, and Walt Disney, which have interests in multiple segments of the industry. But there are also thousands of jobs in the entertainment industry at smaller, less corporate companies-film and television production or distribution companies, for instance, and small independent record companies, talent agencies, and management companies. Similarly, pro sports is dominated by the four biggest spectator sports-baseball, football, basketball, and hockey-but there are many other sports out there with varying degrees of business sophistication, and even at the Big Four there are numerous, albeit unglamorous and low-paying, jobs in minor-league outfits.

In entertainment and sports, profit comes from discretionary spending, so these industries enjoy the most success in economically stable countries where leisure dollars flow freely. Industry companies supply their audiences with large-scale sporting events, music concerts, TV situation comedies, and silver-screen masterpieces. Simply put, they're in the business of fun-at least most of the time.

Even during economically depressed periods, this industry flourishes as an escape for all walks of life. And standing at the pinnacle of entertainment culture are the celebrities: the movie stars and quarterbacks and rock stars and talk-show hostesses who either realize our dreams and give us hope, or make us fearful of the kind of values and environment of which current future generations will become a part. This is the only industry whose product is an illusion-neither a good nor a service, and yet both at the same time.

The culture in this industry is one of anti-corporate, studied casualness. There are still uniforms: an ever-changing array of baseball caps and jackets in the music business, for example. But they're invariably less starchy, more expressive of individualism, than anything worn to work in the fields of finance or law. The people? Well, there's no people like show people, and the same can be said for those in the sports world. This is a high-energy crowd. It's also a crowd jammed with inflated egos, which can make its members both stimulating and frustrating.

In 2007, the Writers Guild of America and Alliance of Motion Picture and Television Producers couldn't reach an agreement on issues such as low pay, revenue-splitting from new media, and the non-unionization of reality shows. And so American was left watching re-runs, catching up on old seasons available on DVD, sampling a seemingly endless array of new reality and game shows. Strikes in Hollywood don't only have an effect on the big studio execs and union workers at the center of negotiations. Reuters reported in January that Warner Bros. could cut up to 1,000 employees at its Burbank, Ca., location due to lack of work, stating that recipients could be subject to layoff after 60 days. The notices represent the first sign of the strike's potential implications for Hollywood employees, and could launch a major spree of lay-offs similar to the result of the WGA strike of 1988. Many TV production companies had already laid off workers not necessary without new scripts when Warner Bros. revealed it had gone through the necessary steps to legally pass out pink slips. Some big names came back with new episodes in order to save their own employees from being let go. Late night show hosts including Jay Leno, David Letterman, Conan O'Brien returned to work in the new year with fresh scripts.

Some argue a long-lasting strike would only push the younger generation further toward Internet media as the primary source of entertainment-which would have a direct effect, of course, on job opportunities in the more traditional entertainment sectors. Another concern raised is that the striking could become even more complicated when the 120,000-member Screen Actors Guild heads to the negotiation room in June 2008.

TELEVISION  
The heads of the major networks are looking for new ways to generate revenue, such as demanding greater ownership of the programs they run, programs that are often made by independent production companies. With a bigger share of the shows, networks can make more money on selling them to affiliate stations. Executives are also increasing the longevity of programs by selling reruns to ancillary markets. In addition, the networks have bought their way into a number of cable operations, so the opportunities for employees to move from cable to broadcast-or vice versa-are even greater than before.

In terms of programming, broadcast networks are hiring people who have proven themselves at fledgling networks and channels. Although the networks desperately want to cut costs, one hit show can be the difference between the most and least successful networks.

FILM  
The box-office success of independent films over the past several years has sparked significant changes in the film industry. Hollywood has bought into the appeal-and lower production costs-of character-driven films, and studios have established subsidiaries that solely produce such films. Consumers and critics alike have rewarded them for this endeavor. Moreover, many studio distribution departments are looking more seriously at foreign markets and other outside producers as sources of film "product"-partly because these ancillary sources are making movies that filmgoers are responding to, and partly because when they buy a finished film, they have complete control over costs.

While these trends translate into less work for film crews, they heighten the demand for office personnel, who must find new writers, directors, and actors to put together these back-to-basics productions. "It takes talent to find talent," as the industry maxim goes. And studios' efforts to mimic the style of independent films and curtail production costs have meant less reliance on special effects and consequently a greater need for a steady stream of new writers, directors, and actors.

**4) Cruise**

**Cruise Shows:** Carnival has long used the latest technology to pull off lavish shows, but its music-driven Playlist Productions, found aboard more than half of the line's 24-ship fleet, takes Carnival's cruise ship entertainment offerings to the next level. Using LED screens onstage and assorted special effects, four different stage shows are performed aboard each Playlist Productions-equipped ship, with a dozen stage shows total offered fleetwide, including "Getaway Island," with wow-factor 3D effects; "80s Pop to the Max," channeling the era of questionable style and big hair; "Motor City," paying tribute to Motown and R&B; and "88 Keys: The Rock and Roll Piano Show," showcasing the music of Jerry Lee Lewis, Elton John and Billy Joel, along with other rock-inspired piano tunes.  Carnival Vista is hosting brand-new Playlist shows including Latin dance show "Amor Cubano"; "America Rocks!" featuring the likes of Springsteen and Styx; and "Flick: The Power of Motion Pictures," a show that features tunes from classics like "Dirty Dancing" and "Footloose."

**Dinner and a Show:** Carnival is well known for its singing and dancing waiters in the main dining rooms. They perform everything from old standards to Bollywood hits while parading by the dining tables and grooving on top of serving stations. Mealtime serenades are taken to even greater heights at Cucina del Capitano, an Italian eatery found on select ships, where dining room staff sing alongside a giant Chianti bottle on wheels.

**Live Music:** Carnival's piano bars are a popular musical attraction available fleetwide (especially for those who enjoy sing-alongs), and many ships feature live musical performances in casino bars and in the atrium, too. If casual performances won't cut it, consider booking one of the line's Carnival Live cruises (spanning numerous itineraries and ships), which host ticketed shipboard concerts and comedy shows while vessels are docked in port (in Cozumel, Nassau, Grand Cayman and Montego Bay). They feature acts like Tim McGraw and Jay Leno. While not technically live music, it's also worth noting that in partnership with DJ Irie (the official DJ of the Miami Heat), all Carnival DJs graduate from a first-of-its-kind DJ Academy at Sea, dubbed Spin'iversity, so you can be sure the nightclubs and deck parties are pumpin'.

**Comedy:** At night, check out the Punchliner Comedy Club fleetwide, putting on early-evening family-friendly shows and later adults-only comedy sets.

**5) Marina**

Rooftop Bars

Want some billion-dollar views with your drink? With our rooftop bars open day and night, you can relax in the sun, capture fantastic sunset photos, and stay on to marvel at the nightly Wonder Full laser light show from the best vantage point in the city.



Waterfront Bars

Head down to Marina Bay Sands to do your imbibing in style on the bustling Waterfront Promenade. Watch the world go by as you sip on a drink, soak in the sun and enjoy the refreshing breeze from the bay.



Vintage Bars

Rediscover the classic bar experience at one of our vintage-themed drinking dens, complete with relaxing banter with the bartenders and upbeat tunes in the background.



**Conclusion**

From the above discussion it can be concluded that in a service related business as in case of a café the need of education and training cannot be ignored. The basis of a strong and loyal customer base that is satisfied and happy with the services, there is a need to provide proper and systematic training to the staff members right from the front desk employees to the sales force o the hospitality workplace. Executives are also required to be trained on a different front to acquire some special skills required to be successful in hospitality workplace which is characterized with high attrition rate and low job satisfaction among employees. Computers can be used as an efficient and low cost medium of providing training to employees of a café. However, there is a need to install suitable equipment as per the designed training program so as to make the whole system affordable even for a small scale service oriented company.

**References**

<https://en.wikipedia.org/wiki/Hospitality_industry>

<http://www.hotelresortinsider.com/news_story.php?news_>

### Read more: http://www.businessdictionary.com/definition/tourism.html

<https://en.wikipedia.org/wiki/Lodging>

<https://setupmyhotel.com/train-my-hotel-staff/front-office->

<https://en.wikipedia.org/wiki/Entertainment>

<https://ecampus.waiariki.ac.nz/course/info.php?id=202>

Read more at http://www.marinabaysands.com/entertainment/nightlife.html#WZ1bZyZauHszs4ju.99