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**EXECUTIVE SUMMARY**

The aim of this assignment is to investigate the brief explanation of tourism and hospitality. Tourism and hospitality is industry of giving customer service to travellers. The hospitality industry is a broad category of fields within service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. Goal of tourism and hospitality is to make sure customers and guests have best experiences and pleasure services. Hospitality professionals normally work in administrative in a service-based environment.

**INTODUCTION**

The hospitality and tourism industry includes lodging, travel and tourism, recreation, amusements, attractions, resorts, restaurants, and food beverage service. The hospitality and tourism industry also maintains the largest national employment base in the private sector. Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. Hospitality is the friendly and generous reception and entertainment of guests, visitors or strangers.

**Understand Principal of Tourism within Hospitality Management Operations**

**You are required to define and describe the Tourism and Hospitality, with relevant examples. Explain your understanding about Hospitality Industry in brief. Explanation based on your own understanding in an essay form.**

Tourism and hospitality is industry of giving customer service to travellers. This industry is various and includes many places such as food establishments, hostels and recreational facilities. Goal of tourism and hospitality is to make sure customers and guests have best experiences and pleasure services. Hospitality professionals normally work in administrative in a service-based environment. Furthermore, overseeing operations and success of an establishment for example a restaurant or hotels are responsible of hospitality professionals. They also determine room rates, provide funds and make sure the service standards of business are met.

Hospitality industry is a wide category of fields within service industry which include theme parks, event planning, lodging and additional fields within the tourism industry. Hospitality industry is also a group of businesses composed of establishment and food-service management. Hospitality industry is multibillion-dollar industry which depends on availability of leisure time disposable income. Restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations are example of hospitality unit.

**Understand your studies on Tourism and the types of Tourism. Briefly explain all types of tourism categories in detail. You are required to provide relevant example and also clearly explain the definition of Tourism.**

Tourism is travel for recreational, leisure or business purpose. There are many types of tourism categorise in tourism. First type of tourism is leisure tourism which defined as travel in which the first motivation is to take a vacation from everyday life. Tourists who seek for break from their stress, spent their holiday to rest, relax and refresh themselves. Second type of tourism is cultural tourism which also called heritage tourism. This defined as the movement of persons to cultural attractions away from their normal place of residence with a intension to experiences new things to satisfy their cultural needs. Thirdly, religious tourism is also a type of tourism. It’s also called spiritual tourism where people travel individually or in groups for spiritual. Fourthly, family tourism is a type of tourism which family unit and their participation in diverse forms of tourism activity. For example, people visit family, relatives or neighbours for their personal reasons. Fifthly, another type of tourism is health tourism which defined as people traveling to improve their health. Some people also traveling to rebuild their stamina. Sixthly, sports tourism is also type of tourism which designed around adventurous activities such as hiking, camping and many more. This tourism is package of enjoyment, education and recreation. Seventhly, educational tourism is a type of tourism which acquiring new knowledge about cultural or history from other countries. For example, student exchange programs, study trip and many more. Finally, business tourism is also type of tourism which main motive is to travel for work purposes. Tourists visit particular places for various reasons such as meeting clients and attending meeting, conferences.

Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. Tourism is also defined as the activity or practice of touring especially for pleasure. There are four types of tourism such as leisure, education, business and special interest.

**Understand the concept 0f lodging and accommodation in hospitality industry.**

Lodging accommodation is a type of residential accommodation. People who travel and stay away from their houses for more than one day need a place for sleep, eat and safety. Accommodation is an absolutely broad sector of the hospitality industry, ranging from bed & breakfast enterprises and hotels to other facilities that offer lodging services

There are three type of hotel accommodation. Firstly, lodging is a type of hotel accommodation. When people travel from one place to another place, they need a place to sleep, eat and for safety. A place where will keep them safe from the atrocities of nature. Secondly, suites is also a type of hotel accommodation. Suites are suitable for formal sorts of staying and are much expensive compared to regular room services. Finally, resorts also categorized as type of hotel accommodation. Resorts are very popular among travellers which bring them close to nature.

**Understanding of entertainment industry in hospitality management. you are required to provide relevant examples of entertainment and case study on entertainment in hospitality.**

Entertainment industry is the buyers and recipients of all hospitality services. So, this sector of hospitality thrives for us and to Entertainment is a significant part of our travel. If people travel with lack of entertainment then they might not be able to enjoy their time up to the fullest. So, it’s important to have as many entertainment activities as possible to attract travellers. For instance, sports and gaming such as swimming pools, casinos and snookers one of the most important things which people looking for on their travel for fun and entertainments. Bars and nightclubs are also example of entertainment activities to relieve stress and have fun having drinks with friends.

**CONCLUSION**

The purpose of this assignment is to provide brief explanation of tourism and hospitality and also to understand the tourism and hospitality better as well as knowing the essentials in business and hospitality operations. From this assignment, we get to understand principal of tourism within hospitality management operations. Not only that, we also get to understand about Hospitality Industry, definition of tourism, types of tourism, concept of lodging and accommodation in hospitality industry and entertainment industry in hospitality management.

**REFERENCES**

1. Online (<http://www.slideshare.net/moblie/zaiadlina_1234/chapter-1-profile-of-tourism-and-hospitality>)
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