

## Unit #3

### Five Industry Groups of the Tourism Sector

- **Accommodation**
- **Recreation and entertainment**
- **Food and beverage services**
- **Transportation**
- **Travel services**

comfortable **Accommodation**  
with personal attention to detail



# Accommodation



**Accommodation** is one of the basic needs for any **tourism** activity. Travelers and **tourists** need lodging for rest, while they are on a tour.

**Accommodation** in the form of low budget lodges/hotels to world class luxury hotels is available at all the major **tourist** destinations to provide the **tourist** a home away from home.

Accommodation Sector is broken into 3 areas:

# 1. Ownership can be classified as:

- Private
- Chain
- Franchise
- Management contract



# A. Privately Owned

**More than half of the accommodations in North America are privately owned and operated.**

**The majority of these are small hotels, bed and breakfasts, inns, cottages and motels.**

**Most Canadian owners belong to an association, such as CAA (Canadian Automobile Association), and are members of some type of rating system, such as Canada Select.**

**Owners control day-to-day operations and distribution of profits. A negative aspect of individual ownership is the high cost of advertising and costs associated with renovations.**

# CAA Assignment

Name of Property	Type	Location	Rating	Number of units	Price base on Double Occ.	Features /on site amenities
Lake view Motel	Motel	Fredericton	*	8	\$54 - 60	Continental Breakfast Outdoor Pool Pets welcome Parking
Bay view Cottage	Cottage	Deer Island	**	1	\$85	Continental Breakfast Boat rental Sport Equipment Washer/Dryer

## B. Chains

**Chains consist of two or more types of accommodation under the same name, such as Canadian Pacific and Fairmont.**

**Decisions on day-to-day operations are made in a central office and passed down to each hotel's management staff.**

**Most corporate owned chain hotels are international and have offices located in the United States and Europe.**



# C. Franchise

**A franchise is a license, granted by a company, to an individual who looks after and runs the business.**

**This individual pays fees to the company to use the name of the business and operates the business as agreed upon by the company.**

**Country Inn and Suites, Comfort Inn and Ramada are examples of franchised hotels.**



## D. Management Contracts

**Management contracts are an arrangement between the owner of the hotel and the operator.**

**There is an agreement based on revenues from the business. Day-to-day operations are taken care of by the operator, and the owner receives the benefits.**

**This type of ownership is often used in countries where local governments do not allow foreign companies to set-up and develop businesses. The operator, who is a citizen of the country, runs the business, and the owner is often a silent partner located in a different country.**

Assignment on Canadian Hotels

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**Canadian Hotels**

Choose one of the following Fairmont Chains. These are considered to be historical Canadian hotels.

Create a power point or smart board presentation. Include information below.

1. Location
2. Year the hotel was built.
5. Prices
6. Services offered
7. Collage of the hotel (one slide)

Fairmont Banff Springs Hotel  
Fairmont Royal York  
Fairmont Le Chateau Frontenac  
Fairmont Le Chateau Montebello  
Fairmont Empress

Fairmont Jasper Park Lodge  
Fairmount Chateau Lake Louise  
Fairmont Chateau Laurier

(Please remember this is a power point presentation and should be filled with pictures of the hotel as well as brief summarization of your content.

- Correct information
- Point form/ Brief summaries
- Picture to go with the question.
- Neatness
- Spelling/grammar

**Marking Rubric:**

1. Content: (16)
  1. History
  2. Prices
  3. Services offered
  4. Location
2. Collage & 7 slides including reference page and title page (5)

## **2. The second area of Accommodation is based on Classifications**

### **A. Convention Hotels**

These often cater to the needs and wants of a group and offer meeting

rooms, areas to meet and greet people, food and beverage services.

They are usually located near the business centre of a city or town and can accommodate large groups, meetings and conferences.



# B.Campgrounds

Campgrounds can range from the basic tenting site to fully serviced sites for recreational vehicles. These can be privately owned, franchised or operated by the government.



## C. Healthcare Accommodations

**These types of accommodation include senior citizen homes, communities for retirees and assisted living accommodations. These are often located near hospitals and in urban centers.**



## D. Hostels: Youth and Elderhostels

**Youth Hostels are accommodations such as those found at local YM and YWCAs, and newly converted from old hotels. They are generally open to people between 18 and 30 years of age. They offer various types of lodgings, from the simplest to luxurious or resort style of accommodation.**



**E.**



**These are also known as B&B's. This type of accommodation is usually found in the owner's home. B&B's and inns offer a unique setting with a nice room and full breakfast.**



## F. Full Service Hotels

These offer a full range of services similar to those in luxurious hotels. Examples include: multiple styles of restaurants and bars; health spas, including Jacuzzi and sauna rooms; gyms; weight rooms; tennis and squash courts and pool services.





# G. Resort Hotel

**They are usually located in areas with beaches and spectacular scenery and offer specific activities, such as golf and swimming in the summer or skiing in the winter. These are often rated as mid to luxurious and most are all-inclusive. Some offer special activities to families and/or groups.**



# H. Freeway Motels and Hotels

**Easily accessible by car as they are located close to the highways.**

**These lodgings are reasonably priced and are also called the “mom-and-pop” motel. They offer more services, such as pools, phones and free colour TV’s. When these motels were first developed, they were small, offering approximately 20 units, but today have grown to include more than 100 units.**



# I. Airport Hotels

**They are located close to airports and have courtesy shuttles to and from the airport. These accommodations offer services 24 hours-a-day to meet the consumer's needs.**



# J. Downtown Hotel

**These lodgings are located near the city centre. They feature services like valet parking or on-site free parking and can range from modest to luxurious.**

**The downtown hotel often offers services such as full food and beverage services, meeting rooms, swimming pools and car rentals.**



# K .Suite Hotels

**These accommodations are often luxurious and offer more than one room. This can be an extra living room or a kitchenette. The extra room is usually offered at a higher price than a regular room at a typical hotel and is usually used for an extended stay.**



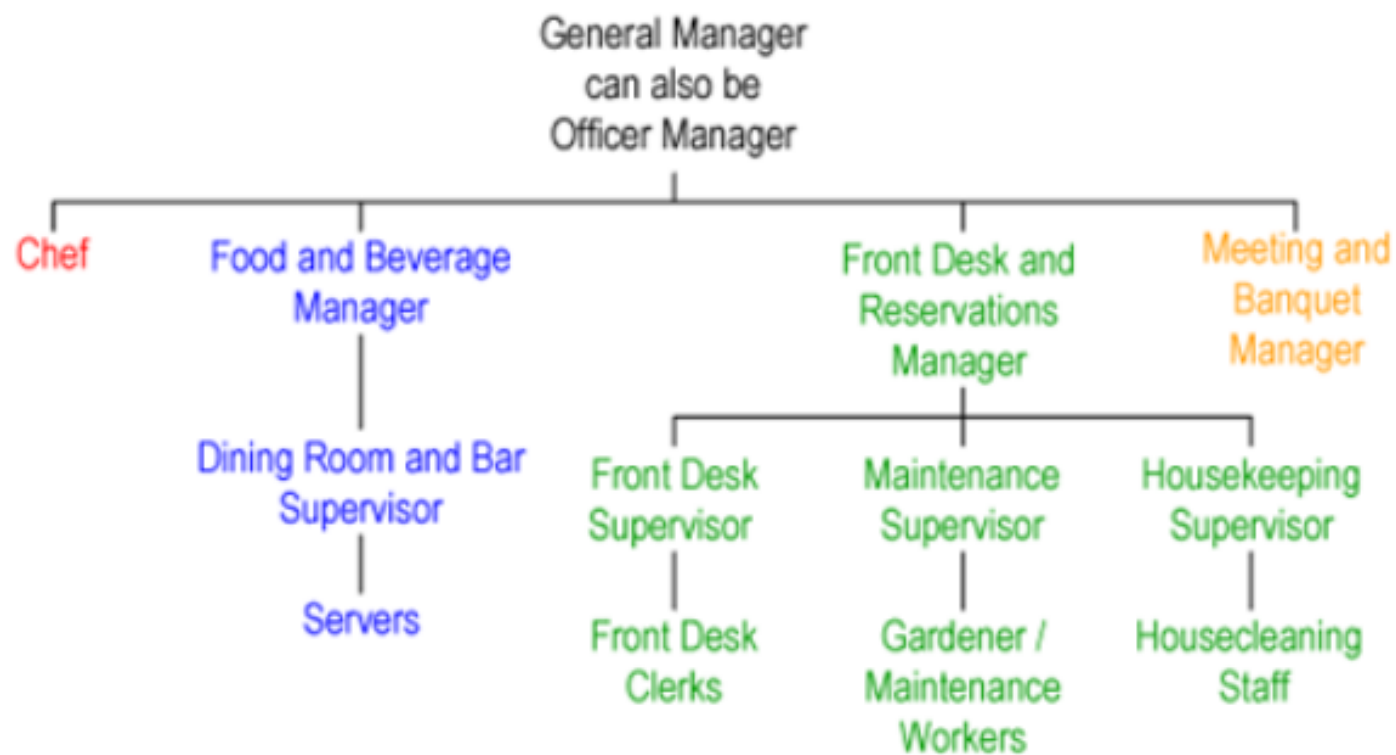
### 3. The third area of accommodation is Organization

The organization of a hotel depends on how many rooms it has and the services provided. There are two types of staff in every operation:

**A. Front of the house staff** are those who have direct contact and meet and greet the guests face-to-face.

**B. Back of the house staff** are those who are necessary to run the operation but usually do not work face-to-face with the guests.

Small Operation - Organizational Diagram



Unit #3 - Five Industry Groups of the Tourism Sector  
Lesson #1 - Accommodation  
Matching Activity

Instructions

**Front of the House**

**Large Hotel**

- Front Office Manager
- Director of Human Resources
- Human Resource Supervisor
- Human Resource Clerks
- Front Office Clerks
- Switchboard Operator
- Payroll Clerk
- General Manager
- Sales and Marketing Manager
- Night Auditor

**Back of the House**



# 2nd Tourism sector

## **Recreation and Entertainment**

This sector includes outdoor activities, nature adventures and cultural adventures, attractions, entertainment and event management and coordination.

**An attraction can be natural, such as our lakes, rivers, oceans and beaches, or man-made, such as historical sites, covered bridges, amusement parks, casinos and museums.**

Attractions can be based on our culture and heritage and/or built for pleasure, relaxation and recreation.

One of Atlantic Canada's largest man-made attractions is the Confederation Bridge, which links New Brunswick and Prince Edward Island.

## NB Assignment and Eco Tourism

## Events and Conferences

Events and conferences are meeting and/or activities that use services from other sectors in the Hospitality and Tourism Industry, such as transportation, accommodations and food and beverage.

For example, a person needs to travel to and from the event and/or conference. The event and/or conference often provide food and beverage services throughout and those staying overnight need some type of accommodation.



Events and conferences can be further divided into the following four categories:

- **Special Events-** These are events that do not happen often (e.g. Olympics, 2004 Acadian celebrations, concerts, Papal visits, etc.).
- **Annual Events-** These are events that happen yearly (e.g. Saint John's "Festival by the Sea" and the Nova Scotia International Tattoo).

- **Conferences, Meetings and Conventions-**These events involve specific groups who gather to meet. These events may include annual general meetings and/or training and educational opportunities.
  
- **Trade Shows-** These are events where the industry can promote their products or services and/or make contacts with others in similar industry positions. These are usually held in arenas or trade and convention centres that can hold many people and booths for products (e.g. Moncton Kiwanis Lifestyle Show, Halifax International Boat Show and ApEx-Atlantic Canada's largest hospitality trade show).

# 3rd Sector Food and Beverage

Two Types:

## **1. Commercial:**

Commercial facilities focus exclusively on food and beverage services. Examples include cafeterias, take-outs, fine dining establishments, family restaurants, taverns and pubs.

## **2. Non-Commercial**

Non-commercial facilities include accommodations, hospitals, movie theatres and stadiums. These organizations' primary focus is on lodging, health care and entertainment, while providing food and beverage as an additional service.

Commercial and non-commercial food and beverage services can be further divided into the following categories:

- Food and beverage in the accommodation sector
- Restaurants
- Entertainment/theme style establishments
- Catering services
- Clubs
- Roadside/transit services
- Institutional food and beverage services
- Other



# 4th Sector Transportation

Modes of transportation include vehicles that travel by air, land and water.

Air is the most popular way to travel; cars and motor coaches are the next most popular way to travel. Even if a traveller uses an airline to get to and from their destination, they will generally need to use some type of ground transportation, such as a taxi or shuttle service.

Water transportation includes marinas and local charter services, but the most popular is the cruise industry. An advantage of a cruise over a hotel is the customer gets to visit multiple destinations. A cruise can be described as a full-service hotel on water.

***Assignment 3.6- Cruise Line Brochure.***

**Assignment  
Cruise Line**

Choose a cruise line and research the company.

Create a type of presentation for the cruise line you have selected. List the selling features offered by specific cruise ships.

Include the key ideas listed below:

1. Name of cruise line
2. Types of cruises offered
3. Number and names of ships in fleet
4. Destinations
5. Pictures
6. Selling features (e.g. pools, shuffleboard and/or entertainment)
7. Activities provided for people of different ages or interest groups
8. Menu

Value- 20 points

# 5th Travel Services

**Travel services includes tourism services and tourism trade sectors, which includes travel agencies, tour operators and tourism services. Tourism services encompasses companies and organizations, including government services, that research, educate and promote products and/or services for the hospitality and tourism industry. Tourism services consist of government, industry associations, marketing companies and retail.**

The government is involved locally, provincially and at the federal level. Certain events are promoted locally by town chambers through tax dollars collected by the province and given to the municipalities. The municipalities in turn, help to financially support the chamber.

persons involved in the hospitality and tourism industry. The Tourism Industry Association of New Brunswick is located in Fredericton and offers many educational opportunities to help those already in the industry and those who wish to become involved in the industry.

On a federal level, the government helps to promote, research and market Canada internationally (e.g. Canadian Tourism Commission and the Atlantic Canada Opportunities Agency. Marketing companies are also included if they specialize in the promotion of tourism services. Retail falls under this sector because stores and shops benefit from tourism dollars, which in turn, help to support the local economy.

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trade sectors. may be broken into travel agencies and tour operators.

Travel agencies are responsible for selling, reserving and booking packages, tours and airline tickets. There are more than 5,000 travel agencies in Canada. With more people booking online, travel agents must continue to be current with new technology to continue to be successful.

Tours include packages with activities developed to sell to travel agencies. Although tour companies are independent, they do team-up with airlines and other agencies to better meet the needs of and provide services for potential markets.

*Assignment - The Original Travel Agency.*

