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MINISTRY OF LABOR AND SKILLS

CULINARY ART
Level I

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Introduction to the Module

This module describes the knowledge, skills and attitude required to acquire information on the hospitality and tourism industry by updating personal and organizational knowledge of the hospitality and tourism industry. It also helps to update and apply information on hospitality and tourism industry technologies which are applicable with in the current range of technology. The module will also help the trainees in searching the sources and applying information on legal and ethical issues for the hospitality and tourism industry. The module will elaborate detailed operations, classifications, nature and more relevant concepts pertaining to the hospitality and tourism industry.

This module covers the units:

- Acquiring information on the hospitality and tourism industry
- Applying legal and ethical issues for the hospitality Industry
- Applying information on hospitality and tourism industry technology
- Updating personal and organizational knowledge of the tourism industry

Learning Objective of the Module

- Acquire information on the hospitality and tourism industry
- Source and apply information on legal and ethical issues for the hospitality
- Source and apply information on hospitality and tourism industry technology
- Update personal and organizational knowledge of the tourism industry

Module Instruction

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the information written in each unit
2. Accomplish the Self-checks at the end of each unit
3. Read the identified reference book for examples and exercises

Unit One: Acquiring information on the hospitality and tourism industry

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Sources of information in hospitality and tourism
- Historical Background of Hospitality and Tourism Industry
- Information to Assist Effective Work Performance
- Use Knowledge of the Hospitality and Tourism Industry

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Acquire the sources of information in hospitality and tourism
- Understand the historical background of hospitality and tourism industry
- Obtain information to assist effective work performance in the industry
- Use knowledge of the hospitality and tourism industry in the correct

1.1 Sources of Information in Hospitality and Tourism

Sourcing Information

Sourcing information is about knowing where to get the information. Fortunately, we live in an 'information age'. That is, most of the information we need is readily accessible through a variety of channels.

i. **Media**:- Local and national newspapers, trade magazines and journals, specialist magazines, and travel programs on television and radio provide information about destinations and the facilities and services available at those destinations, emerging trends, significant events and issues that may impact our industry.

ii. **Reference books: -** Travel guides and textbooks can provide in-depth coverage of specific destinations, sites, costs, how to get there, places to stay, the main attractions, historical context, local identities and a raft of other information to assist us.

iii. **Unions: -** Unions are employee industry bodies and a valuable source of information about a worker's rights and obligations. Unions are discussed in detail later in the chapter.

iv. **Industry associations and organizations:** - These are valuable sources of information primarily concerned with the interests of employers and organizations. They collect and compile up-to-date tourism data that they make available to their members and other industry professionals. They are discussed in detail later in the chapter. Refer also to 'A few useful contacts' at the end of this book.

v. **Libraries:** - Access to newspapers, magazines, the internet, reference books and computer databases relating to the tourism industry is frequently available in local libraries, schools and academic institutions.

vi. **Visiting attractions:** - Site visits and personal experience provide opportunities to experience at first hand the value of a tourist facility. But if we can't physically get to an attraction, a virtual tour is often an excellent option.

vii. **Leaflets and brochures:** - Many destinations/regions/venues/attractions provide information about the area or facility including what to see and do and place to stay. Tourism companies and organizations also advertise their own individual products through this medium.

viii. **Tourist offices and tourism bodies: -** These organizations provide up-to-date information on tourist numbers, attractions, infrastructure, strategic plans for the region and other tourism-related information.

ix. **Internet:** - Almost anything you ever wanted to know about the tourism industry can be found on the World Wide Web.

x. **Personal experience: -** Throughout our lives we participate in a range of activities and events that may be classified as tourism-based. These experiences give us a valuable insight into the tourism industry and how it operates.

xi. **Colleagues and associates:-**Our colleagues and associates are valuable sources of information and are usually willing to share their knowledge. Networking is the term used to describe meeting with colleagues and associates with the intention of finding information, making contacts and developing our careers.

xii. **Industry contacts, mentors and advisers**

Throughout our careers, we can develop a vast network of contacts. They may be people we have worked for or with, and who can help us in a variety of ways including development of our industry knowledge and career opportunities. These contacts may be in professional organizations, in the form of a mentor or someone whose advice we value.

xiii. **Familiarization trips**

Familiarization trips are free trips offered by airlines, tour organizers and hospitality venues, and other tourism providers to industry professionals to sample (often free of charge) the products offered by those companies.

xiv. **Industry seminars and training courses** • There are frequent opportunities to attend seminars and courses that help develop our knowledge and skills. Our employers offer some, while unions or industry associations offer others. Seminars and courses are frequently subject-specific: they focus on a particular topic, such as a change to legislation or operating procedures.

We need to know not only where to find information (sources) but, for our research time to be effective and efficient (and to ensure we eventually get the information we want), we need to identify the sort of information we want and what we want to do with it.

1.1.1Nature of the Hospitality Industry

What is '**HOSPITALITY'?**

Take a moment and talk to yourself about the concept and meaning of hospitality and compare it with the ideas written below.

There have been different definitions of Hospitality. Broadly speaking, Hospitality is the act of kindness in welcoming and looking after the basic needs of guests or strangers, mainly in relation to food, drink and accommodation. A contemporary explanation of Hospitality refers to the relationship process between a guest and a host. When we talk about the "Hospitality Industry", we are referring to the companies or organizations which provide food and/or drink and/or accommodation to people who are away from home. However, this definition of the "Hospitality Industry" only satisfies most situations. Can you think of any circumstances where the phrase "away from home" would not be accurate?

1.1.2 Characteristics of Hospitality Industry

We understand that working in the field of hospitality could be quite challenging. Different from other sectors, the hospitality industry is unique in its nature which tends to be service-oriented and has a strong emphasis on human exchange in the service delivery processes. A summary of key characteristics relating to the hospitality industry are listed in Figure 1.1 below:

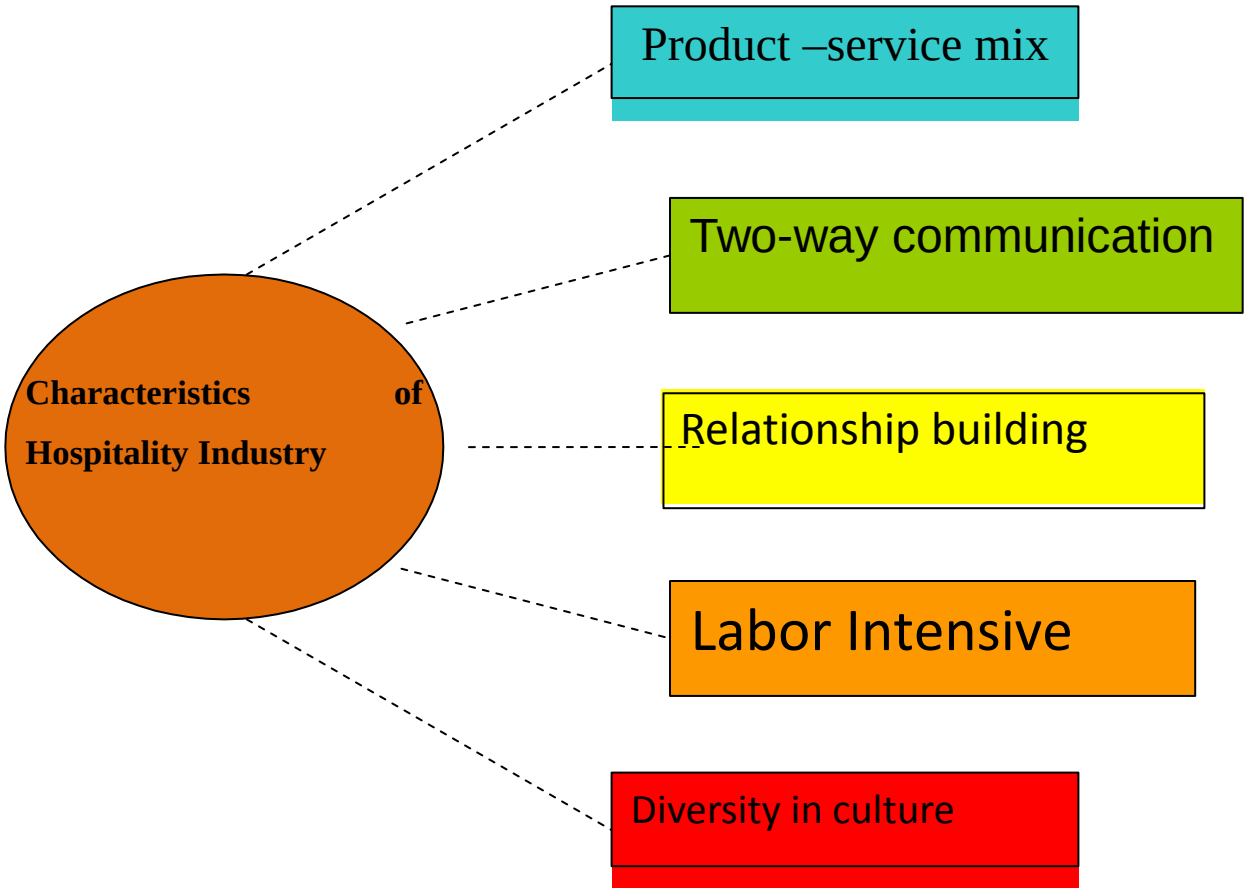


Figure 3 – Characteristics of the Hospitality Industry

I. Product-Service Mix

Think about your experience of being a customer in a restaurant or a customer in a hotel. What else, apart from the food in restaurants and the facilities in hotel rooms, do you think can make your hospitality experience more enjoyable and satisfied? In the hospitality industry, customers rarely consume pure products but a mixture of products and services. For example, one who dines in a restaurant will not only pay for the food and drinks but the services provided by the servers. The bill has covered both tangible and intangible experience.

Tangible features- for example, a steak as the main course, a glass of house wine, well groomed service staff and decoration of the restaurant.

Intangible features- are for example, a comfortable dining atmosphere or the friendly attitude of staff. A successful hospitality business does not only count on its products and services, but also how they are delivered. The qualities of staff and the way they deliver the service are often more important than the tangible products in making a hospitality experience satisfactory or unsatisfactory. Hence, the two features can contribute to the total experience in the service delivery process. As products and other tangible features can be easily imitated by competitors, hospitality operations which aimed for high-ended customers and 'superior' quality gradually spend more and more resources in enhancing the service standard as a strategy of differentiation.

II. Two-way Communication

In order to achieve service excellences in the hospitality industry, two-way communication is one critical factor which requires the involvement and participation of both customers and service staff in the service delivery process. Through interactions with customers, important messages about their needs and expectations can be received by service staff for their immediate actions to create customer satisfaction. Interactions between internal staff or inter-departments is also critical since total experiences of customers in using any lodging or food and beverage services usually involve team work and exchange of information within the organization.

III. Relationship Building

The hospitality industry highly depends on repeated customers for survival. Building long term relationship with customers can benefit the organizations for generating stable revenues regardless of the instability of seasons and at the same time, developing brand reputations through positive word-of-mouth of the repeated customers. In order to develop brand loyalty, different methods are currently applied by the lodging and food service sectors, such as membership programmes which give privileges and incentives to frequent customers. However, top management of organizations do believe that the informal ways of building "friendship" between front-line staff and customers through high degree of personal attention and customization can win the loyalty of customers in long run.

IV. Diversity in Culture

As hospitality are closely related to tourism industry, it is not surprising that people involved in this sector, no matter customers or staff are experiencing a diversity in culture through interacting with others. Staff who work in a hospitality organization always have interactions with customers from different regions, or to work and corporate with other colleagues who may have different backgrounds or cultures. Due to their differences in religious beliefs and values, some conflicts and misunderstandings can be easily occurred. Therefore, staff should be open-minded, and come up with solutions together in resolving problems in their duties.

For example:

From customers' perspective, some of them abstain from meat due to their religious beliefs or habit. Therefore, restaurants should provide vegetarian food as an option in order to satisfy their needs.

From staff's perspective, eating pork or any food products with pork as ingredient should be avoided if some colleagues are Muslims in order to show respect to their religious belief. Such a cultural diversity implicates that local staff should generally understand different cultures so flexible services can be provided to customers based on their national cultures and harmony in cooperation with colleagues from different nationalities can be achieved.

V. Labor Intensive

Since the hospitality industry is service-oriented in its nature, it requires a huge supply of labors to create a memorable experience for the customers. This characteristic is especially true for those enterprises which target for high-ended customers. For example, staff-to-guest ratios are high in fine dining restaurants and 5-star hotels which aimed at providing one-on-one services to their customers. Although the advancement in technology do contribute to the replacement of some simple tasks in the whole service process, customers who concern the element of 'care' generally expect high degree of human contacts and personalized services in their consumption experiences. It explains why the industry is always in high demand for labor and is willing to spent time and resources in training and recruiting potential candidates to join the workforce of the hospitality industry

1.1.2 The Tourism Industry

Leisure, Recreation and Tourism

A. Leisure

It is most often regarded as: the measure of time or the time remaining after work, sleep and essential household or personal tasks have been completed. It is the time available for doing as one chooses or 'discretionary time'.

The increase in amount of leisure time available is due to variety of factors:

1. Working hours have been reduced.
2. Now, there is a provision of holiday with pay.
3. Life expectancy has increased.
4. Technological development like washing machines, dishwashers, computers, telephone, Internet and automobiles are widely used.

B. Recreation

Recreation is the wide variety of activity undertaken during leisure time. These activities may be participatory (like; playing sports, sightseeing, hobbies and pastimes) and non-participatory (like; watching sports, listening to radio, watching TV, home entertainment and public entertainment)

C. Tourism

"Tourism is the activity of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or any other purpose."

It is regarded as an extreme form of recreation, involving longer time periods, traveling long distances and often staying overnights.

This definition recognizes four different elements: the tourist, the business providing travel related services, government (at all levels) which exerts policy control over tourism, the people who live in an area visited by the tourist.

i. Nature of Tourism

It is clear from the above definitions that conceptually tourism is a composite phenomenon involving dynamic elements, like movement of people to various places and a static one like their stay in those places. Thus, the tourism embraces the incidence of a mobile population of travelers, who are stranger to the place they visit and are a distinct element from the resident and working population. Most importantly, tourism implies the temporary movement of people with an intention to return a few days, week or months. As such tourism is distinct from migration, which involves the long-term movement of people. Thus, tourism is essentially a pleasure activity in which money earned in the place of normal residence is spent in the place visited.

ii. Forms of Tourism

In relation to a given country (say Ethiopia), the following forms of tourism can be distinguished:

Domestic Tourism: It involves residents of Ethiopia traveling only within their country. E.g. From Gondar to Bahar Dar, or from Addis to Makale

Inbound Tourism: It involves nonresidents (e.g. Indians, Italians, Germans, British) traveling in Ethiopia.

Outbound Tourism: It involves Ethiopian (residents) traveling in another country.

International Tourism: It consists of inbound tourism and outbound tourism in Ethiopia.

National Tourism: It consists of domestic and outbound tourism in Ethiopia.

Internal Tourism: It comprises of domestic and inbound tourism in Ethiopia.

1.2 Historical Background of Hotel Business

Origins of Hotel Business

Evidence of hotels and the hospitality industry have been recorded as far back as biblical times when Mary and Joseph arrived in Bethlehem during the census. As the Bible depicts, Mary and Joseph were refused accommodations because there "was no room at the inn." Since the beginning of time, people have traveled for commerce, religion, family, health, immigration, education, and recreation.

From there a surge of hotels flooded American and the rest of the world with prominent names such as Radisson, Marriot, and Hilton.

The hotel industry is perhaps, one of the oldest commercial trades in the world. It stands second in the world in generating employment opportunities and poverty alleviation. The first inns go back to the 6^{th} B.C and were the products of the "Wheel". The earliest inns were ventures by husband and wife teams who provided large halls on the floor. They also provided modest wholesome food, thirst quenchers like wine, and stabling facilities. Entertainment and recreation were provided by the husband and wife team and his/her family.

These conditions prevailed for several hundred years. The advent of the industrial revolution in England brought ideas, means, and progress in the business of inn keeping. The development of railways and Steam ships made travelling more prominent. The industrial revolution also changed travel. The social or government travel to business travel there was no need for quick and clean services.

The lead in hotel keeping was taken by the emerging nations of Europe especially Switzerland. It was in Europe that the births of an organized hotel industry took place in the shape of chalet (like coffee shops and café) and small hotels which provide a variety of services and were mainly patronized by the aristocracy of the day.

In early England public houses were normally called "Inns" or "Taverns" finer establishment catering to the nobility and clergy, the house frequented by the common man were known as "Taverns".

In France a similar distinctions was made with the finer establishments known as “Hostelries” and the less pretentious houses called “Cabarets”. The word “Hostel” was used after the normal invention derived from “Host” the “Hostelry” was the head of the hostel whereas the same position was called the “Innkeeper” in England. The word “Hotel” was used in England in about 1760 after a passage of over 80 years.

1.2.1 Hotel Industry in Ethiopia

The business of inn keeping was started by the reign of emperor Menilik II. In the year 1896, after the battle of Adowa, the victory was celebrated in the new capital Addis Ababa. In connection with this historic event king Menilik started to sign a number of treaties with European countries. As a result, a number of countries sent their representatives to Ethiopia.

Foreigners who come for different purposes were served by the people free of charges. Through there were different guest houses on the gates of the trade routes, the guest houses gave service only as a shelter. The local people were ordered by the central government to feed the travelers. Travelers usually have a letter sent from the emperor.

Example 1

The holder of this letter Muses Tujar, with his two friends will go to awash through three routes. So, for these three foreigners you have to serve dinner of 15 eggs with 3 chickens. Apart from them, you have to provide dinner for their servants and animals too. Make sure that they have rested well through the night and farewell in a good condition.

May 14, 1905G.C

Example 2

The holder of this letter Mosses Hunnen who is the delegate of the king of the Belgium will visit Jimma, Kaffa, Wolaayta, Sidama, Kenbata, Bale and Harerghe. So provide him what he want and make him pay.

September 19, 1906

Addis Ababa

Later on, the Emperor realized the problem of the people and opened different butcheries at different guest houses to minimize the burden of the people.

On the inauguration of Entoto Mariam Church, the land lords and church leaders faced a problem of getting shelter. The food and drinks were distributed from the palace.

From this event and others, Taytu realized the problem and founded a guest house "Ye engida marefia". The lodge was free for all Ethiopians coming from different corners of the country.

In the year 1907, Empress Taytu built the present Taytu Hotel at the cost of 50,000 thelers. Even if the hotel has been established in the city, it faced the problem of consumers.

As mentioned earlier, the people of Ethiopia was unfamiliar with Hotels & eating out from home was taken as a shameful act. So one day Emperor Menilik himself invited the noble men and said (Taytu has opened a restaurant, let me invite you).

On other day the king said to his nobles "Listen gentlemen! In foreign countries if a person invites today, on the next day he will get invitation from them otherwise it is considered as a shameful act"

"We are afraid of you; if it possible we have the will."

Each of them invites the Emperor and the others. In this tactful way the king trained the noble men the habit of eating outside home. Of course the business minded Empress Taytu also made a delicious food with a reasonable amount. As a guest could be offered 5 'injera', two glasses of 'Tella' and two glass of 'Tej' only with 25 cents,

1.3 Information to Assist Effective Work Performance

Hospitality is an industry that includes restaurants, hotels, casinos, amusement parks, events, cruises, entertainment, and other tourism-related services. As such, this industry isn't just important to businesses, but also to customers, employees, and economies.

Organizational performance depends upon the working behavior of the employees within the organization. Therefore, management of the organizations needs to provide effective training facilities to the employees in order to improve their level of skills which in turn will affect the rate of profit earned by the organizations. Besides providing effective training to the employees, the management needs to motivate the employees so that their level of skills can get enhanced. One of the main areas that affect employee performance is the wage consideration, which often gets ignored by management and therefore the instance of improper work performance occurs. Work performance on another hand affects the organizational stance and productivity, better work performance, empirically raises the bar of service in organizations. Employee performance depends upon the set of working standards set by the organizations. Kuala Lumpur, the heart of Malaysia is one of the commercial tourist destinations and is in need of greater talent pool to keep the taste buds of tourists satisfied. However, employee performance and its service quality seem to be lacking in this industry.



Figure 1.1 kitchen Team

1.4 Use Knowledge of the Hospitality and Tourism Industry

A knowledge management solution is a system that allows your establishment to store and organize the collective knowledge of your workforce. This enables you to preserve workers' knowledge even if they eventually leave your organization. In addition, it creates a centralized source of knowledge that employees can access to learn company policies, procedures, best practices, and other relevant job information.

The role of knowledge management in the service industry (which includes hospitality) is to provide employees with easy access to up-to-date, specialized knowledge. This is especially important in hospitality because the success of an establishment depends on providing guests with a great experience. If employees are slow to provide accurate information or solutions, the customer may be less likely to return—and may even demonstrate their dissatisfaction with a negative online review.

With a solid knowledge management framework, you can empower your workforce to respond to guests' questions and issues with prompt, accurate information. Further, you can gain insight into customer data and trends so you can make fact-based organizational decisions to give your establishment an edge in a highly competitive environment.

1.4.1 Knowledge Categories in the Hospitality Industry

Understanding different types of knowledge can help you determine the best knowledge management strategy for your organization. Hospitality industry knowledge generally falls into the following categories:

Task-specific knowledge: This encompasses any knowledge that is required to complete a particular task, including specific procedures, actions, or strategies. For example, a staff member uses task-specific knowledge when following the steps to check in a guest, make a reservation, or answer the phone with a standardized greeting. Generally, this information is included in training materials, like videos or handbooks.

Tacit knowledge: Tacit knowledge is less by-the-book. Rather, it is knowledge that's gained over time through personal experience and usually difficult to articulate. This could include understanding the phrases and mannerisms to use to de-escalate a frustrated guest.

While you may have a documented protocol for this type of situation, it's usually only through experience that staff members can expertly finesse these difficult interactions.

Customer-related knowledge: Thanks to technology, hotels and other hospitality-related businesses today have a wealth of insight into customer data. Customer-related knowledge could include historical data (such as frequency and length of stays), demographic data (such as socio-economic status, age, occupation, etc.), and even preferences and behaviors.

Network-related knowledge: In addition to customer data, your company can also gather knowledge about others in your network, such as competitors, vendors, and partners.

Network-related knowledge: In addition to customer data, your company can also gather knowledge about others in your network, such as competitors, vendors, and partners.

Market-related knowledge: Market-related knowledge goes one step broader than network-related knowledge. Equipped with market-related knowledge, organizations can better understand the market that it is operating within—such as size, population, culture, and habits. This can inform decisions about what products, services, and experiences to offer.

1.4.2 The Benefits of Knowledge Management in the Hospitality Industry

Every type of knowledge in the hospitality industry can provide value to both the company and its customers. However, to truly see the benefits of that knowledge, organizations must have a system that employees can use to effectively access, document, share, and leverage it. With effective knowledge management in hospitality industry, your organization can realize the following benefits:

- **Exceptional customer service**

To provide superior service to guests, staff members and customer service representatives must be able to quickly access guest information, policies, procedures, and best practices. A knowledge management platform allows all staff to quickly find the information they need to assist guests. The most efficient knowledge sharing solutions include advanced search features which makes it even easier to find the right information at the right time.

- **Consistent, up-to-date, and accessible knowledge across the organization**

Without a knowledge management system, employees may use the company intranet, email archives, or simply word-of-mouth to seek out information. Often, they end up finding outdated information and using it to address guests' questions or issues, which leads to customer frustrations or dissatisfaction. With a modern knowledge management system, your employees will always know where to find information—and be confident that the knowledge they find is accurate and up to date.

- **More informed organizational decisions**

Knowledge management systems give organizational leaders access to a centralized source of customer insights. Equipped with that knowledge, they can make more informed decisions about how to improve the customer experience. For example, you may determine that your customer base values particular amenities—so to stay competitive, you may decide to offer more of those services.

- **Insight into new opportunities**

With a centralized source of market research, organizational leaders can easily identify new challenges and opportunities in the broader market, empowering you to be innovative in your future plans. These insights could reveal, for example, opportunities to expand to new locations or partner with other local organizations. With this insight, you can strengthen your company and power future business growth.

In the competitive hospitality industry, rising above the competition requires you to empower your staff and leadership with accurate, up-to-date company information and market insights.

Self-check I	Written Test

I. Choose the correct answer from the given options

1. Hospitality Industry includes the following sectors except one.

A. Hotels B. Small guest houses

C. Mining D. All

2. Which one is true about tourism

A. It is a temporary visit of peoples outside their normal residence area.

B. It is smokeless industry.

C. It is phenomena in which people stay permanently away from home

D. A and B

3. From the given options, which one is first globally?

A. The beginning of hospitality industry

B. The first publicly held hotel

C. The first modern hotel

D. The first business hotel

4. Which one of the following is an international brand of the hotel business in Ethiopia?

A. Hyatt C. Jupiter E. A and D

B. D'Afrique D. Hilton

5. What was the main motive initiated Empress Tayitu to build a hotel?

A. The opening of Embassies in Addis Ababa

B. The inauguration of St. Mary's Church at Entoto

C. Victory of Adwa

D. The constructions of Ethio-Djibouti railway

E. All

6. _____ is providing Name & Association and marketing resources in the hotel business.

A. Franchise B. Management contract

C. Partnership D. Chain operation

7. A hotel which provides accommodation to guests who stay for a long time is _____.

   A. Transient hotel B. Tourist hotel

   C. Residential hotel D. Commercial hotel

8. All statements are true except

   A. Bell Attendants: Ensure Luggage service between the lobby area and guestrooms

   B. Door Attendants: Ensure parking services for guest's automobiles

   C. Transportation Personnel: Ensure transportation services for guests from and to the hotel

   D. Concierge: Assists guests by making restaurant reservations, arranging for transportation, and getting tickets for theater, sporting, or any other special events

   E. All of the above

9. Housekeeping department is responsible for except

   A. Entertaining of guests

   B. Cleans occupied and vacant rooms

   C. Inspects rooms before they are available for sale

   D. Communicates the status of guestrooms to the Front Office Department

   E. Cleans and presses the property's linens, towels, and guest clothing (if equipped to do so, free of charge or for a pre-determined fee)

10. Some of the duties of the human resources division are the following except

    a. Calculates employees' salaries, compensation, and tax withholding…

    b. Administrates employees' paperwork, monitors attendance…

    c. Maintains good relations with Labor Unions

    d. Distributes unpaid statements

    e. All

11. Which one of the following is true classification of hotel according to location?

a. A. Suburban hotels centers of city or town.

b. B. Down town hotel away from a city.

c. C. Motels situated main roads

d. D. All of the above

12. A type of hotel offering comfortable accommodating and uniformed bell staff.

a. A. Limited service hotels

b. B. Mid-market hotel

c. C. All-suite hotel

d. D. Executive hotel

13. Hotel ownership basics and do not have any affiliation or contract through any other property.

A. Chain hotel B. Franchise C. Independent hotel D. All.

14. Which one of the Following is the well-known franchisor in USA.

A. Ramada Inn B. Sheraton C. Marriott Inn D. all except A E. ALL

15. Which one of the following true about management contract hotel

A. Owner retains the legal and financial responsibility.

B. Operator pays for operating expenses.

C. Owner is responsible for paying taxes

D. All answer

16. On the basis of their size hotels can be classified medium with a room number between

A. hotels with rooms between 100 and 200 *C.* hotels with 300 - 400

B. hotels with rooms between 201 and 300 *D.* hotels with less than 100 rooms

Unit Two: Legal and Ethical Issues of Hospitality Industry

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Legal and Ethical Issues in The Hospitality and Tourism industry
- Ethical and Legal Industry Practices.

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Obtain information on legal and ethical issues of the industry
- Conduct ethical and legal industry practices

2.1 Legal and Ethical Issues in the Hospitality and Tourism Industry

covers a wide range of legal issues which include contracts, hotel liability, duty of hotels toward guests, employment laws, antitrust legislation, alcohol licensing and food safety to name a few. Industries such as transportation, hotels, bars, motels and other various leisure establishments and services must comply with all laws set forth by the various governing authorities of this area of practice.

2.1.1 Ethiopian Hospitality Law

In spite of high potential for tourism based economy, there are different reasons why Ethiopia is not profiting enough from the tourism potential. Of course, lack of standard tourist destination facilities and poor service quality are some of the challenges affecting Ethiopia's tourism industry.

However, Ethiopia has not yet significantly provide due emphasis to the sector through "tourism laws" that can create clear picture to the community, investor and the government in particular and to all other stakeholders in general. A partnership with the community and other stakeholders shall be designed and implemented through laws that will create win-win mentality among all parties concerned to bring about tangible results and boost the income from the industry.

In general, tourism law incorporates general government policies and related hospitality industry platforms to be respected and implemented.

Important of tourism law

The main purpose of tourism law is to provide a regulatory framework for the proper use, development and management of tourism activities, which is also supported by the World Tourism Organization of United Nations (UNWTO). Basically, the existence of the law will support in the preservation of cultural traditions and the conservation of natural resources in addition to other social, political and economic advantages. Furthermore, travelers and other can stakeholders receive basic legal protection through transparent mechanisms.

Nonetheless formulating and enforcing tourism laws is notably neglected not only in Ethiopia but also in most parts of Africa. Some African countries have not only poor infrastructures but also provide zero level protection to tourists, which is especially crucial for non-local visitors. Nowadays, well-liked countries to the industry are struggling to keep an eye on and enforce pragmatic laws to protect tourist activities and assure benefits arising out of it.

A hotel faces potential legal consequences for all of the following:

- Negligence in the maintenance of its premises
- Failure to comply with the Fair Labor Standards Act (minimum pay, overtime pay, equal pay, child labor)
- Discrimination against employees based on minority status
- Denial of services to guests perceived as illegal discrimination
- Contending with internet reviews, disagreements with a franchisor
- Overstepping bounds with unions
- Misapplying tip pools
- Eradicating bed bugs and other pests
- Dram shop violations
- Food issues
- Security concerns
- Insufficient insurance
- Trademark and copyright violations
- Securing and maintaining necessary business licenses
- Tax obligations
- Sanitation issues in spas
- Contract disagreements with suppliers
- Guests' rights to privacy
- SEC mandates
- Managing employees to ensure compliance with all of the above, and much more.

2.2 Ethical and Legal Industry Practices.

In addition to running a business legally, here is also the issue of ethics. "Ethics" is the study of right and wrong.

Ethics are a code of conduct, a way of doing things. It is both illegal and unethical to substitute flathead for barramundi if that what is advertised on the menu. It is also illegal and unethical to pour a sprit into the wrong bottle and pretend it is the labeled variety.

Employees in the hospitality industry are expected to behave in an ethical manner in their relationships with customers, suppliers and other employees in the daily performance of their duties.

While the subject of ethics is one that is being taught in business schools, its translation into everyday workplace practices remains contentious. When we speak of '**ethics**' we generally are referring to a system of principles and values that govern the way we behave and act. Thus, we may think a person is ethical or unethical by the way they conduct themselves.

Unlike other behaviors, the source of our ethical behavior may not just be determined at the individual level (influenced by our family, culture, education and friends) or by the work environment (the culture of the workplace and, indeed, individuals with whom we work). Indeed, it is clear that we each make different ethical choices even if we have similar backgrounds. For the purpose of this discussion we suggest that ethical behavior constitutes the proper following of legal and accepted moral imperatives in our daily lives.

Unethical practices may have legal implications. For example, a business may substitute a cheaper quality product for a higher quality product but sell the product at the higher quality price. An example of this is selling cheap whisky in a Johnnie Walker Black Label bottle. This is generally considered unethical and is a breach of the Trade Practices Act.

Perhaps the most common unethical behavior is lying—to customers, colleagues and supervisors. Some might rationalize that they are only telling small lies, perhaps to keep the customer happy, but this is lying nonetheless.

While there are many ethical issues we encounter in the hospitality environment, here are some of the more common ones that raise ethical consideration.

- ***Confidentiality***: In the hospitality industry we frequently come into contact with high profile people or overhear things that may or may not have been meant for public airing. In addition, how the business operates and how well it is or isn't performing is generally no-one else's business. What we see and hear in the workplace should, arguably, remain in the workplace. When you get information about customers, what do you have to keep confidential?

- ***Money matters*** • Large sums of money are handled every day in many hospitality environments. In addition, many hospitality-based enterprises maintain substantial physical assets in the way of fixtures and fittings, and food and beverage supplies. Some businesses have good systems of control while others do not. The temptation to steal (from the organization, colleagues or suppliers) raises not only ethical issues but also has legal implications.
- ***Overbooking***: Overbooking is accepting more bookings than you have space, because some of them usually cancel. But what about when so many people cancel and people don't get the place you've booked them for. The practice of overbooking has its foundations in maximizing occupancy. The enterprise can counter potential losses resulting from late cancellations, early departures (in accommodation venues) and no-shows. Both customers and employees may view the practice of overbooking as unethical.
- ***Product Recommendations***: the practice of recommending certain products over others is generally thought of as promoting and selling businesses' services and facilities. It raises potential ethical concerns when product recommendations favor one to the detriment of another because of the potential to earn greater revenue and because it may not be done in

such a way that leaves the buyer with all the information needed to make an informed and unbiased buying decision.

- ***Pricing***: particularly during high demand periods a venue can be tempted into pricing products higher than usual. For example, a motel's usual room rate is $100. An unexpected demand for rooms on a particular weekend may tempt the venue to increase room rates to $150 when the operators know that there is no alternative for the guest but to stay at that venue and pay the increased price. Of a more serious nature is the practice of price fixing. **Price fixing** occurs when a business enters into an agreement with its competitor(s) to fix the price of a good or service. This practice is anti-competitive and therefore unfair for consumers. It is also a breach of the Trade Practices Act.

- ***Familiarization***: How close should you get to customers? Shouldn't you maintain a professional attitude? What about friendship with customers outside work?

- ***Gifts, services free of charge***: some venues and/or suppliers lure customers or buyers with gifts, free services in an attempt to attract their business. The gifts and free services may be considered bribes with the purpose of self-promotion, resulting in anti-competitive behavior.
- ***Codes of conduct***: Many hospitality organizations develop codes of conduct, practice or ethics as a guide for employee behavior, thus attempting to ensure an ethical, appropriate operating environment. The fact is that a code of conduct is not necessarily a legally binding requirement and cannot compel an employee to behave in a way desired by the company. But failure to comply may have employment implications. Codes of conduct often relate to how we interact with customers and colleagues, truth and honesty in the dissemination of information, the provision of services promoted (may have legal implications under trade practices law), commission procedures, familiarization, pricing and so on.
- ***Tipping:*** Tipping is quite common in hospitality (particularly in food and beverage outlets). Where a point of ethics may arise is when the standard procedure for the distribution of tips is not followed. For example, in some restaurants tips are pooled (all

tips earned throughout the shift are added together and then divided evenly among the staff at the end of the shift). One employee may secretly keep the tips they receive and take a share of the pooled tips. While there are no legal implications here, there are ethical implications: is it fair to steal from your colleagues in this way? Many people who have behaved unethically (and been caught) have argued that others did it so why shouldn't they? Why not indeed! It is for our own conscience to decide what is appropriate behavior when tempted by unethical practices, but it is important to keep in mind that when caught, careers are put in jeopardy and there may be other more far-reaching consequences (such as legal proceedings) to our actions.

- ***Product Recommendations:*** When can you recommend products? When is it wrong to do so? What about being paid to recommend particular products? if the products are inferior?

Self - check-2	Written Question

Part I: Multiple Questions (2 pts. each)

1. _____ is an obligation that a person has when acting towards others colleagues, customers and the general public.

A. Consumer protection B. Duty to care C. legal obligation D. treatment

2. It is against the law to discriminate people against the following except
   A. race B. language C. age D. none of the above
3. The specific legislation in the hospitality industry does not include one of the following?
   A. Customer number **B**. Hygiene C. liquor D. smoking
4. Identify the incorrect statement
   A. Every industry has activities that are the subject of specific legislation..
   B. Customers must be fully informed of all costs before they purchase a product or service
   C. Tipping is compulsory in customer service

   D. It is very important to remain ethical in your work

5. A ----------is an organization that represents its members (employees of a trade or industry) and aims to protect and improve their working conditions.
   A. Industrial Relations B. Trade Unions C. Consumer Protection D. All

Part II: Match column "A" with the appropriate answer under column "B"

A		B	
1. Code of Conduct		**A**	act of providing service
2. Work place relations		**B**	keeping information
3. Confidentiality		**C**	Govern working relationship
		D	rules and regulations

Unit Three: Source and Apply Information on Hospitality and Tourism Industry Technology

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Emerging Technologies in Hospitality and Tourism Industry.
- Potential Effects of Different Technologies
- Using Technology in Hospitality and Tourism Industry.

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Access information on emerging technologies in hospitality and tourism industry
- Identify current and emerging technologies in the industry
- Identify effects of technology in hospitality and tourism

3.1 Emerging Technologies in Hospitality and Tourism Industry.

Hospitality Technology

Hospitality technology describes a wide range of IT, e-commerce, and similar technology solutions within the hospitality industry. The use of this technology is typically intended to either make life easier for a business's employees, or to improve the overall experience for hospitality customers. This can be achieved in several different ways. For example, hospitality tech may help to increase automation and ease the workload for staff. Likewise, it could make processes faster, potentially saving money and time. Alternatively, it could help customers at numerous points along the customer journey.

Information Technology (IT)

Information Technology has played an important role in the hospitality and tourism industry over the last decade. Technology has helped reduce costs, enhance operational efficiency, and improve services and customer experience. Both customers and businesses can benefit from improved communication, reservations, and guest service systems.

Essential of Technology in Hospitality Industry

Technology has helped tourism and hospitality industries replace expensive human labor with technological labor. This helps reduce labor costs, but also helps avoid customer service issues. Here are some examples of the ways that IT continues to improve the hospitality and tourism industry.

The hospitality sector is extremely competitive, making it essential to keep up with the latest hospitality technology trends. Technology can help businesses streamline their

Processes, reduce costs, lower staff workloads, increase revenue generation potential, and improve customer experience delivery.

Using the latest technology may improve the accuracy of work to a level that would be difficult for human staff to achieve on their own. Technology solutions can also make work more

manageable and may make it easier to live up to the increasingly high expectations that today's customers have.

Perhaps the single biggest reason why it is crucial to keep up with the latest hospitality technology trends is that many other businesses will. Failing to keep up could provide rival companies with a significant competitive advantage, especially if they adopt technology that appeals to customers, while you continue as normal.

As new trends emerge and technology becomes widely used, the customers within that industry will start to expect to see certain things. This makes hospitality tech essential for living up to customer expectations. Meanwhile, you can also gain a competitive edge over rivals who have not adopted the new tech.

Adopting the latest trends also makes this progress a continuous feature. If you fall behind current trends, upgrading technology later on may become more difficult because training requirements may be more extensive.

3.2 Potential Effects of Different Technologies

Hospitality technology describes a wide range of IT, e-commerce, and similar technology solutions within the hospitality industry. The use of this technology is typically intended to either make life easier for a business's employees, or to improve the overall experience for hospitality customers.

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The hospitality sector is extremely competitive, making it essential to keep up with the latest hospitality technology trends. Technology can help businesses streamline their processes, reduce costs, lower staff workloads, increase revenue generation potential, and improve customer experience delivery.

Using the latest technology may improve the accuracy of work to a level that would be difficult for human staff to achieve on their own. Technology solutions can also make work more manageable and may make it easier to live up to the increasingly high expectations that today's customers have.

Reasons to Stay Up to Date with the Latest Hospitality Technology Trends

Perhaps the single biggest reason why it is crucial to keep up with the latest hospitality technology trends is that many other businesses will. Failing to keep up could provide rival companies with a significant competitive advantage, especially if they adopt technology that appeals to customers, while you continue as normal.

3.3 **Using Technology in Hospitality and Tourism Industry**

Hospitality and tourism industries were the most affected by the recent pandemic – such events showed the necessity for digital transformation in every industry.

Technology facilitates easy connection and communication across borders and continents. This enabled fast transfer of information helping the hospitality industry in terms of higher number of bookings, easier communication with the customers and more.

Hospitality businesses market their services and products through the Internet where people can interact from different locations in real time.

The Internet enabled businesses to market their products/services with ease at low costs and globally. The end result was that businesses were able to tailor the needs of the customer accordingly.

With technology today, consumers are able to do their own research on destinations, accommodation facilities, schedules or the money needed for a tour. These are available on the Internet and it has become essential for budget and decision making.

- **More Efficient Service**

Today's touristic businesses are faced with many demands and they must meet those needs and requirements. However, it is not only the customers but also the workforce and other employees that they must take care of. Besides this, hotel management has to manage inventory, purchases and human resources as well.

The technology response to such issues would be the ERP system which is basically a suite of software applications that organizations use to manage daily activities including accounting, project or workforce management as well as supply chain.

- **Guest Convenience**

Customers aka guests want their experience to be quick and hassle free – they want a seamless, tech driven and contactless experience in the hotel industry. No matter if it is ordering a room service from a smartphone or scanning QR code, they do not want to queue or leave your hotel room – guests expect an easy and smooth experience.

- **No Repetitive Tasks**

The recent pandemic stressed out the need for automation across many industries thus its popularity is growing.

Even though your business does not have to jump into the usage of robots, there are many automated solutions available that can ensure a seamless integration and simplified daily tasks of your work staff.

Introducing automation will help the hospitality business to lower the time-consuming and repetitive tasks allowing companies to be more productive on a day to day basis. For example, hotels can automatically send notifications (or emails) to their guests offering coupons or special promotions hence gathering customer feedback.

Find a suitable tool for automation of email marketing campaigns as it will be easier for your team to efficiently send those emails. You can help your workforce to use their time for more complicated tasks (researching and preparing new marketing strategies etc.) by automating certain processes.

- **Easy Access to Information**

Nowadays, guests want convenience – every service to be within their reach.

Hotels can create their own apps where guests can find useful information such as nearby venues, restaurants, sightseeing sites and more. Having a mobile app can allow hotel staff to connect with the guest via messages (sms, viber, whatsapp etc.), send them personalized offers or promotions and much more.

Hospitality places (hotels, motels etc.) that already utilize chatbots have reported benefits like increase in direct bookings, streamlined check in/out service and 24-hour reception.

Source: revfine.com

- **Improved Communication**

Customer retention and loyalty is the most important part of any service-based business – it is vital that you fulfill customers' expectations related to their guest service.

In the hospitality industry, no matter if guests order food, make reservations or ask for recommendations, it can be difficult for your employees to meet everyone's requirements consistently and maintain communication. Unless this problem is solved, it can negatively impact your brand reputation.

- **Provide Better Customer Experience**

If you want to retain your guests, you must pay attention to having a great customer experience. That is the place where technology comes in and helps to improve guest experience by enabling your hotel staff to deliver exceptional service.

Many hotels have systems that automatically save guests' preferences and notes (their preferences during their last stay, extra pillows or not, etc.) so in case the same guests return, the hotel staff can accommodate them adequately. Such a personalized approach is necessary as it makes the experience much better for your guests.

- **Technology is Expected**

Unless your hotel is solely for people to run away from technology nowadays, technology within the hospitality industry is expected.

Guests expect to have strong and reliable WiFi and to be able to connect to the internet no matter their physical location.

Hotel management companies need to embrace new technological ideas if they wish to stay relevant and operate efficiently.

People that travel always likes to stay in touch with their family or friends and that is where technology opens up a world of opportunities that the hospitality industry can take advantage of.

The meaning of 'business as usual' within the hotel industry is quickly evolving. Guests nowadays demand more personalized options so that accommodation can meet their requirements.

Some of the trends in this industry lead to improvements and savings for the hospitality sector, while others change how hotel owners plan their management structure and workforce requirements.

Self - check-3	Written Question

Part I: Multiple Questions

1. One is **not** the importance of IoT
   A. Privacy Control
   B. Seamless Travel
   C. Smart Energy Saving
   D. Location Information
2. One of the following terms is more typically used to refer to everyday physical devices, appliances and other *'things'* that have been fitted with internet connectivity, making them capable of sending and receiving data.
   A. Internet of things
   B. Artificial Intelligence
   C. Computer Systems
   D. Applications
3. _____ is the study of how to make programs/computers do things that people do better and the study of how to make computers solve problems which require knowledge and intelligence.
   A. Internet of things
   B. Artificial Intelligence
   C. Computer Systems
   D. Applications
4. In the hospitality and Tourism industry Information Technology has played an important role over the last decade. One is not correct about this statement.
   A. helped reduce costs
   B. enhanced operational efficiency
   C. improved communication
   D. Replaced expensive human labor with technological labor.
   E. None
5. _____ is when you use programs, store files, or access data via the internet rather than on your hard drive.
   A. Cloud computing

B. Artificial Intelligence

C. Location Information

D. None

6. One of the following statements is different from others concerning the application of technology in the hospitality and tourism industry.

   A. Express check-out using electronic devices

   B. Opening guest rooms using electronic key cards

   C. Reserving air tickets using airline applications

   D. None

7. One of the followings, ____the best platform example for the exchange of feedback about accommodation and other hotel services.

   A. Trip advisor

   B. Galileo

   C. Opera PMS

   D. All

Unit Four: Update personal and Organizational knowledge of the Tourism Industry

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Updating general knowledge of the hospitality industry
- Monitoring current issues of concern to the industry
- Sharing updated knowledge with customers and colleagues

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Identifying and using a range of opportunities to update knowledge
- Update ccurrent issues of concern to the industry
- Sharing updated knowledge with customers and colleagues

4.1 Updating General knowledge of the Hospitality Industry

Introduction

It is important to be up-to-date with the ever-changing industry in which you work. This might mean you have to find out information about an individual venue/property, a particular sector, or about the industry in general. Always remember having information about the industry and applying it to your daily practices can boost your career opportunities in the future, and enhance the experience of guests/visitors. Also remember information is worthless if it is not applied and shared so it is important to incorporate it into your daily work.

To keep learning you must source the most recent and relevant information about what is happening in the industry in general, your sector of interest and your workplace especially.

Issues to monitor

You should seek to identify a wide range of issues such as:

- Changing and emerging trends : relating to visitor patterns; needs, wants and preferences; spending; mode of travel; selling prices; products and services
- New techniques and practices: as they apply to the industry, other venues and your workplace
- New equipment and technology: being integrated into the workplace/industry
- New recipes: for meals and drinks
- Initiatives relating to advertising, marketing and promotion: in-house and in the general media
- Market research information – as it applies to your guests: this may be gathered as a result of in-house research or may be obtained through a third-party such as an industry association/peak industry body

4.1.1. Learning opportunities

Learning options enabling you to update your general industry knowledge may include:

- On-the-job opportunities – using personal observation of guests and feedback from customers to gain knowledge
- Staff meetings and briefings – these are common ways for management to share relevant information: staff notice boards, staff e-mails, staff newsletters are also used
- Undertaking advanced formal studies – to obtain formal qualifications and learn more about specific areas of interest
- Participating in training courses and seminars – as organized by industry associations, government departments, or by suppliers
- Keeping tuned in to TV, cable, electronic media and the Internet – your efforts should be targeted to specific industry sites and articles: it useful to bookmark relevant sites and visit them regularly
- Subscribing to hospitality journals, newsletters and periodicals – these are industry publications and always carry articles of interest, interviews with industry personnel and relevant industry facts and trends
- Becoming a member of an industry association – and actively participating in meetings, reading their publications, contributing to any research they undertake
- Attending industry functions, product launches or promotions – not only to network but to learn about the products and services are on show, being presented and/or currently emerging into the marketplace
- Trying something new – always let management know you are eager to learn and volunteer for different jobs/roles in your workplace so you can gain a diversity of experience and skills: this is beneficial for becoming multi-skilled and gaining useful experience which can be of benefit when applying for new/higher positions
- Taking time to visit the opposition – to see what they are doing, to check out their levels of service, to identify the advertising/promotions they are running and to determine if anything they are doing can be effectively transferred to your venue.

4.2 Monitor current issues of concern to the industries

Introduction

Knowledge is power, if that knowledge is acted on and staff should actively monitor current issues of concern to the industry (and their particular venue) so they can plan their response to what is happening, about to happen or expected to happen

As they say 'If you fail to plan, you plan to fail'.

How can I monitor these issues?

In order to keep up-to-date with industry issues, and events and issues within your workplace:

- Attend all meetings you are required to attend – meetings are often called at work, but all too often staff elect deliberately not to attend and consequently miss out on vital information
- Read the memos – many workplaces will use memos to notify staff of emerging or on- going issues, and again, many staff ignore these at their peril: if you receive a memo/e-mail.
- Monitor the media – keep an eye on the media, and make it your business to read, listen and watch as the case may be: this often provides an indicator of an emerging local, current concern
- Fine-tune your own personal radar – whenever you hear or see anything, anywhere relating to any aspect of the industry, focus on it for a moment to identify whether or not you should spend more time monitoring, following up or questioning
- Form your own informed opinion – discuss and debate issues with colleagues and management [note: discuss and debate does not mean argue!] with a view to understanding the total picture so you can develop your own views
- Talk to supervisors and management – to identify what they see as issues affecting the industry and the venue

- Talk to customers – to identify what they regard as issues for the industry as they impact on users
- Read the newsletters and updates from industry groups and government agencies – these are another prime source to identify industry issues.

4.2.1 Causes of Issues of Concern

By definition, issues of concern will change over time.

The marketplace, and the industry, is dynamic and all the factors at play are constantly interacting with each other and creating new problems and new opportunities.

For example, the business environment you are experiencing and operating in today is hugely different from a decade ago – or even last year – and these differences are caused by individual factors or a combination of factors such as:

- The state of the economy – interest rates, currency exchange rates, levels of employment/unemployment
- Environmental considerations and/or concerns – „sustainability" and „eco-tourism" are major factors today
- Terrorism – this impacts on every venue in both visible ways and many „behind the scenes" ways
- Weather – there is always a strong relationship between weather and travel patterns of visitors
- Technological changes – especially the introduction of new systems and facilities driven by improvements/initiatives in technology
- Legislative changes – introduced to govern the hospitality and travel/tourism industries: the government always has the potential to change laws impacting on the local industry as well as potential overseas/international visitors.

What may be the issues of concern?

Given that issues of concern will vary over time, the following are examples of things commonly giving rise for concern – some of these initiatives can pose threats to a business and others may open up opportunities.

Government initiatives

Governments sometimes create initiatives in response to industry pressure, or in order to redress what they see as negative factors impacting the industry and/or society.

Examples include:

- Creating advertising campaigns to promote certain locations/destinations or industry sectors
- Funding training initiatives in certain trades or where there is an identified need or staff shortage
- Encouraging workers from certain countries to come to the country to fill long-term job vacancies
- Amending or introducing legislation to address specific problems or encourage certain activities – such as changes to laws relating to liquor, fire safety, food handling, OHS requirements, and employment.

4.2.2 Emerging markets

Most businesses are interested in identifying and capitalizing on emerging markets. Market research (by industry bodies, government agencies or individual establishments) may underpin these opportunities. Examples include:

- Spa resorts and the emergence of the well-being industry – a rapid growth industry/sector
- Fast food – with changes occurring regularly in relation to the type of foods available
- Recognition of the economic benefit to many countries of ageing tourists – and their capacity and potential for spending
- Increase in the demand for „action" holidays – where young/young-at-heart seek experiences such as bungee jumping, white water rafting, safaris, trekking and similar pursuits
- Emphasis on domestic travel as opposed to internal travel – many countries are experiencing a growth in people travelling within their own country rather than travelling/holidaying internationally.

In addition, most establishments will also have one or more new or emerging niche markets they are seeking to exploit as a result of a deliberate new direction taken by the venue.

4.2.3 Environmental and social issues

Issues of concern in this regard relate to:

- Waste management- with an emphasis on recycling of materials and a reduction in energy and resource consumption
- Noise, water and air quality – focusing on reducing environmental noise and pollution caused by the operation of the business
- Sustainable tourism activities – with an emphasis on environmentally aware tour activities as opposed to activities which adversely impact the environment
- Respect for indigenous people – so local communities are treated properly with awareness for their land and culture
- Responsible advertising – of hospitality products and services so (for example)
- alcohol, gambling and cigarettes are not promoted or provided to young people
- Freedom from discrimination – highlighting the need to ensure discrimination in the provision of hospitality and travel services does not occur
- Accommodating local concerns into the standard operating procedures of a venue – to demonstrate respect for the community and a desire to work cooperatively within that local environment
- Changes and/or requirements in relation to planning requirements and the need, for example, to minimize the impact of a building on the landscape and/or conform to heritage requirements.

4.2.4 Labor issues

Labor issues are a constant concern in the industry. Issues commonly causing concern include:

- Pay rates – there always seems to be a push by workers for higher rates of pay, and (at the same time) reasons why employers are unable to pay their employees more money
- The ability to recruit sufficient and properly trained and/or experienced staff – to enable the manufacture of products and the delivery of services expected by visitors and required by employers
- Working conditions – which include issues such as working hours, penalty rates (for things such as split shifts, early starts, late finishes, overtime) and the classification of positions/staff
- Training – taking into account:

    - ✓ Mandatory training – training that is made compulsory by government for certain personnel/jobs
    - ✓ In-house training – this is the training provided on-the-job by employers
    - ✓ External training – provided by an outside agency, school or institute
- Mandatory licensing and certification requirements imposed on businesses by legislation and government agencies – such as requirements in some instances for people to hold a local licence./qualification before they can work in areas (for example) relating to food, liquor or gaming
- Superannuation – this is money paid by an employer towards an employee‟s retirement: where countries do not have superannuation there may be a push for it to be made compulsory. Where it is already compulsory, there is often a push for employers to contribute more
- Workers‟ Compensation insurance – where there is no national scheme there can be issues associated with implementing such a scheme; where it already exists there are often attempts to change how and when it applies, and the amount of money involved

4.2.5 Industry expansion or retraction

Operators are always interested in monitoring the direction in which their industry – and their individual premises – is moving.

This knowledge can be used to determine whether or not:

- The business remains in the sector it currently occupies – or elects to move into or out of a sector
- The venue decides to set new directions for itself – in terms of new (or different) target markets and revised goals for the business
- To quit the industry – and move into an altogether new industry other than hospitality, travel or tourism
- To invest – in additional buildings, plant, stock, training and advertising
- To recruit new staff or to begin staff reductions – to meet/keep pace with the level of trade being experienced or anticipated
- To alter the focus of their training programs – to accommodate new directions, identified changes in the workplace and/or legal requirements for the training of venue staff
- To change its advertising and promotional campaigns – in order to (for example):
    - Meet what the competition is doing
    - Exploit an opportunity
    - Generate extra revenue/profit
    - Improve market share
- To vary its products and services – to better meet the identified needs of new/changing markets
- To vary prices – in response to marketplace and economic factors.

4.3 Sharing updated knowledge with customers and colleagues

Introduction

When you have managed to gather updated information, knowledge or skills you must be prepared to share that information and incorporate it into your day-to-day work activities.

Remember, knowledge is only power if you actually use it.

4.3.1 Sharing knowledge with colleagues

The basic ways to share information with fellow employees are to:

- Tell your colleagues about what you have learned – on a one-to-one basis, or at staff briefings or meetings
- Demonstrate – a new technique, methods, procedure, machine or skill
- E-mail co-workers with the information you have discovered – prepare a useful sheet/handout with the necessary, new or revised information
- Prepare a short handout – put this on the notice board and/or photocopy it and distribute it.

4.3.1 Sharing information with customers

Customers include guests, friends of guests and visitors generally – they can be individuals, families or groups of business people or tour groups.

Ways to share new knowledge with customers (depending on the type of information involved) can include:

- Verbally providing advice that includes the new information – supplementing information with hard copy materials such as maps, brochures and handouts
- Preparing posters to share the information – and placing these posters in high- traffic/high visibility areas such as reception and elevators or in information areas located near reception/in the foyer area
- Producing handouts – perhaps of recipes, local events, sample/free itineraries for local trips/tours (it is a good idea to develop a series of trips/tours of this nature focusing on two-hour trips, half-day trips and full-day trips).

4.3.2 Incorporating knowledge into everyday practice

The basics of this include:

- Working in accordance with new/revised requirements – actual practice must reflect the changes/new knowledge
- Using new knowledge to modify personal work practices – such as using new information to devise a better, safer or more effective way to do traditional tasks
- Updating printed materials – such as checklists, standard operating procedures, training materials, service standards, manuals
- Supplying information to customers that incorporates the new knowledge – this can include:
    - ✓ Responses to customer questions

Being proactive and offering information you deem will be of interest/important to individual customers without waiting to be asked for it.

Key Terms and Concepts

Term	Definition
Ethical issues	Relate to the moral principles of right and wrong which govern behavior and in hospitality include complying with codes of conduct, truth and honesty regarding information given to customers and confidentiality.
Hospitality industry knowledge	An understanding of the hospitality industry, its sectors and the issues which affect employers, employees and customers.
Industry sectors	The main areas which make up the hospitality industry and include accommodation, gaming, food and beverage.
Issues of concern	Issues which directly affect the hospitality industry, including, emerging markets, environmental issues, labor issues and government initiatives.
Legal issues	Issues concerned with the law e.g. anti-discrimination, equal employment opportunity, work, health and safety.
Sources of information	Documents and resources which provide the hospitality industry with the information it needs to run effectively and efficiently. This includes the use of the internet, legislation, codes of practice and training documents.
Technology	In hospitality technology refers to the technologies such as e-business, project management systems and computer aided design systems (CAD).

Self - check-4	Written Question

Direction : Answer the following questions correctly

1. How do you see the use of technology in tourism and hospitality industry and what is its importance?
2. What do we mean by Artificial intelligence?
3. Differentiate artificial intelligence from natural intelligence
4. Explain IoT/ Internet of things
5. What is cloud computing?

የሥራ እና ክህሎት ሚኒስቴር
MINISTRY OF LABOR AND SKILLS

Developers Profile

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