

CONCEPT OF TOURISM AND HOSPITALITY

"When I use a word", Humpty Dumpty said in a rather scornful tone,

"It means just what I choose it to mean – neither more nor less".

"The question is", said Alice, "whether you can make words mean different things."

"The question is", said Humpty Dumpty, "which is to be the master – that's all."

(Lewis Carroll, Alice in Wonderland)

(Medlik, 2003, p.vii)

The concepts of 'tourism' and 'hospitality' need to be defined and put into clear perspective for the benefit of curriculum developers and more importantly for the young entrants aspiring to make a career in the hospitality industry. This problem mainly occurs in the United Kingdom as there are many examples of European and Anglophone countries where such a vast distinction does not exist between the two words – 'Tourism' and 'Hospitality'. These terms are more or less synonymous in Spain, Portugal, Austria, United States of America and Canada. In France, Germany, The Netherlands, and Belgium none of the above terms are widely used, but the emphasis is on the hotel, restaurant and catering industry. In fact, this philosophy is even echoed by HOTREC – European Association of Hotels, Restaurants and Cafés in Europe.

The Concept of Tourism

The concept of 'tourism' can be analysed by considering some of the published descriptions and definitions.

"Tourism has a connotation of leisure travel and tends to be synonymous with holidays (vacations). This is also reflected in dictionaries, which commonly refer to tourism as travel for pleasure.... business usage, the language of those who earn their living from serving tourists; most of them see tourism in terms of the products they sell and the markets they serve."

(Medlik, 2003, p.vii)

Travel for pleasure with an overnight stay appears to be the lowest common denominator of most perceptions of this activity. However, the final test of any definition cannot be its apparent harmony with its usage in everyday speech or, for that matter, that the definition is confined to what one would exclude. Moreover, most accepted definitions go beyond the concept of tourism as a leisure or holiday activity. One of the principal findings that came out of conference resolutions of the World Tourism Organisation, (1991) was a definition of tourism as:

"the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to exercise of an activity remunerated from within the place visited."

(Theobald, 1998, p.13)

A working party for the proposed Institute of Tourism in Britain (now the Tourism Society) attempted to clarify the concept of 'tourism' and reported in 1976:

"Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions."

(Holloway, 1987, p.2 and 3)

The International Conference on Leisure, Recreation and Tourism, held by the International Association of Scientific Experts in Tourism (AIEST) and the Tourism Society in Cardiff in 1981 concluded that:

"Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home".

(Holloway, 1987, p.3)

Hence, there is general agreement that tourism involves travel away from home for pleasure. This is an extremely inclusive definition that must inevitably include jobs that can be seen as serving tourism.

The Concept of Hospitality

'Hospitality', too, is used by different people in different ways. Common usage of the term is reflected in dictionaries as, for example, 'the act or practice of being hospitable; the reception and entertainment of guests or strangers with liberality and goodwill' (The Shorter Oxford English Dictionary). In more recent years a particular use of the term has become evident, which denotes:

"hospitality that is the concern of the hospitality industry, also sometimes referred to as 'commercial' or 'professional' hospitality: the provision of accommodation, food and drink for people away from home for reward".

(Medlik, 2003, p. vii)

The word 'hospitality' can be defined as the provision of food, beverages and accommodation. In order to trace the usage of word, there is a need to investigate it from two different contexts to clarify the concept of 'hospitality'. Firstly, through the academic perspective and secondly, through the professional/industry perspective.

In the following academic perspective, the word 'hospitality' was used from 1972 onward when the Council for National Academic Awards approved degree programmes to be run in Polytechnics (BA in Hospitality Management), However, in Scotland, when Higher National Diplomas were introduced in 1969, the title of 'hospitality' was used, whereas in England Higher National Diplomas were introduced in 1970, and the traditional title of Hotel, Catering and Institutional Management was used. The word 'hospitality' was imported from the USA, as it was believed that by replacing the word Catering with 'hospitality', the perception of the industry may be improved for the young entrants, thus making it more attractive as a career choice.

The situation in the further education sector has been slightly different. The use of the word hospitality coincided with the development of National Vocational Qualifications in 1992 as the City & Guilds of London Institute Qualifications in Hotel and Catering were replaced by over-arching National Vocational Qualification's in Catering and Hospitality.

In the 1960s, Food Service Qualifications were awarded by the Hotel and Catering Institute, but all the Cookery Qualifications were awarded by the City & Guilds of London Institute. Thus, Hotel and Catering Qualifications were regulated by two main institutions; the City & Guilds of London Institute and the Hotel and Catering Institute. In addition, these two institutions took the role of the examining bodies. In the 1970s the change came by transferring the Food Service Qualifications to the City & Guilds of London Institute. The Hotel and Catering Institute focused the qualifications at Supervisory and Management Level. The qualifications became Hotel and Catering Institute Intermediate, and Hotel and Catering Institute Final Examination.

On 27th November 1971, another change emerged when the Hotel and Catering Institute and the Institutional Management Association decided to amalgamate, finally becoming the Hotel, Catering and Institutional Management Association. In 1978, the professional qualifications, which were built upon the framework of industry and education research, were reviewed; that is, Hotel, Catering and Institutional Management Association Part A and Part B professional qualifications.

There were further discussions to change the name of association to incorporate the word 'Hospitality'. In 1989 the course titles were further altered from 'Hotel, Catering and Institutional Management Association Part A and Part B' to 'Hotel, Catering and Institutional Management Association Professional Certificates Programme' equivalent to National Vocational Qualification Level 3 and Hotel, Catering and Institutional Management Association Professional Diploma equivalent to National Vocational Qualification Level 4. The members of the Hotel, Catering and Institutional Management Association resisted the change of the title being 'Hospitality Management Association'. However, the word 'Institutional' was considered to be old fashioned and derogatory. Hence, the word 'Institutional' was replaced by 'International' in 1995. The Hotel, Catering and International Management Association awarded qualifications at Supervisory and Management Level but qualification the titles were changed again. It is interesting to note that the word 'Hospitality' was also adopted by this association as well with effect from 2nd April 2002. The new name now is Institute of Hospitality.

In 1964, the Industrial Training Act, which set up various Industrial Training Boards came into being. The Hotel and Catering Industrial Training Board was formed in 1966 with the remit of delivering training in the hotel and catering industry at Operative Level. Although the responsibility for the curriculum development and examination rested with the City & Guilds of London Institute. Unfortunately, most of the Industrial Training Boards experienced a demise in 1986. The Hotel and Catering Industrial Training Board survived, but with the change of name to The Hotel and Catering Training Board, and then a further change of name in 1989 to The Hotel and Catering Training Company. The survival of this institution became dependent upon generating commercial income which steered the Hotel and Catering Training Company into developing Caterbase qualifications for on-the-job training and assessment. The Hotel and Catering Training Company was not a registered name, so in 1991, the Hotel and Catering Training Company became a registered company limited by guarantee.

In 1992, with the advent of National Vocational Qualifications, the Hotel and Catering Training Company broadened its base and became the National Training Organisation for the Hotel and Catering Industry. In 1994, the name of the Hotel and Catering Training Company was further altered to the Hospitality Training Foundation.

The main reason this occurred was to encompass the baking and brewing industry qualifications within the remit of the National Training Organisation. Hence, the word Hospitality became firmly entrenched into the vocabulary, which is synonymous with the qualification titles of National Vocational Qualifications for Hotel and Catering Industry.

Eventually, the task of setting up Occupational Standards for the industry and the development of qualifications rested with the Hospitality Training Foundation. The award of qualifications came under a separate unit of The Hospitality Awarding Body alongside the City & Guilds of London Institute. Since then, other awarding bodies have come into force as well, such as BTEC, which is now Ed-Excel and the Royal Society of Arts. In 1997, another organisation with 200 members appeared under the Hospitality Training Foundation umbrella named Hospitality Network.

In 1994, General National Vocational Qualifications were also introduced for the Hotel and Catering Industry but the first title proposed was General National Vocational Qualification in Hospitality and Tourism. This gave rise to much resistance from the Catering Teachers and Hotel/Restaurant industry. B-TEC organised a conference for academics and employers at the Russell Hotel, London to discuss the way forward with GNVQs. Hence, the decision was made by B-TEC to offer a General National Vocational Qualification in Hospitality and Catering, and a General National Vocational Qualification in Travel and Tourism. This decision also led to the evolution of new streams of vocational education and training qualifications titled Travel and Tourism instead of Hospitality and Catering as discrete qualifications. Thus, the following three generic qualification titles were introduced:

1. General National Vocational Qualification in Hospitality and Catering or Travel and Tourism (Foundation Level).
2. General National Vocational Qualification in Hospitality and Catering or Travel and Tourism (Intermediate Level) replaced First Diploma in Hotel and Catering Studies.
3. General National Vocational Qualification in Hospitality and Catering or Travel and Tourism (Advanced Level) replaced National Diplomas in Hotel and Catering Operations.

In 2000, The Advanced Vocational Certificate was introduced to replace The Advanced Level General National Vocational Qualification. These qualifications only continued until June 2004, and The National Diploma was introduced in September 2003. It was anticipated that The First Diploma will also be reintroduced in September 2005, replacing The Intermediate Level General National Vocational Qualification.

Interestingly, The Higher National Diploma in Hotel, Catering and Institutional Management was altered to The Higher National Diploma in Hospitality Management / Tourism Management in 1998. Since then many BA/BSc programmes have been devised in Hospitality Management / Tourism Management.

Initially, from the Hotel and Catering Industry perspective, initially, there were **three** main trade associations; The British Hotels and Restaurant Association (BHRA), The Caterers Association of Great Britain (CAGB) and The Restaurant Association of Great Britain.

(RAGB). In 1972, The British Hotels and Restaurant Association and The Caterers' Association of Great Britain organisations amalgamated as a result of the common business thread of providing Food and Beverages as a core activity. Hence, the name The British Hotels, Restaurants and Caterers Association (BHRCA) came into being.

In January 1992, The British Hotels, Restaurants and Caterers Association decided to encompass the Hotel, Restaurant and Catering Industry into one word 'hospitality'. The association name changed to The British Hospitality Association, as we know it today. In The British Hospitality Association's view, the word 'hospitality' is defined as any public situation where somebody plays a host. From the point of view of this research, the hospitality industry being covered is Hotel, Restaurant and Catering in its strictest sense, which has **two** main components:

1. Food and beverage operations
2. Accommodation operations

The other perspective to look at the concept of 'Tourism' is from the industry point of view. Hospitality, leisure, travel and tourism is the third largest sector for workforce in UK. It employs 2.150 million people across the UK, accounting for 7.2 percent of the total working population (SONP, 2011, p.7). Out of which, 1.626 million (75.63%) people work in core roles that fall into one of the following categories and 0.524 million (24.37%) people work in non-core roles (these are the jobs not wholly confined to the hospitality, leisure, travel and tourism sector such as sales, marketing and cleaning (SONP, 2011, p.37).

1. Managers (small business owners, senior managers and supervisors).
2. Technical Staff (chefs, travel agents and croupiers).
3. Front of House Staff (waiting staff, bar staff, receptionists and counter staff).
4. Back of House Staff (catering assistant and housekeepers).

The employment figures according to the job role published in Labour Force Survey 2004 / 2005 – 2010, Office for National Statistics which are indicated below clearly show that

1,532,600 (94.25%) people are employed in core hospitality roles across the UK and only 93,500 (5.75%) people are employed in leisure, travel and tourism roles across the UK.

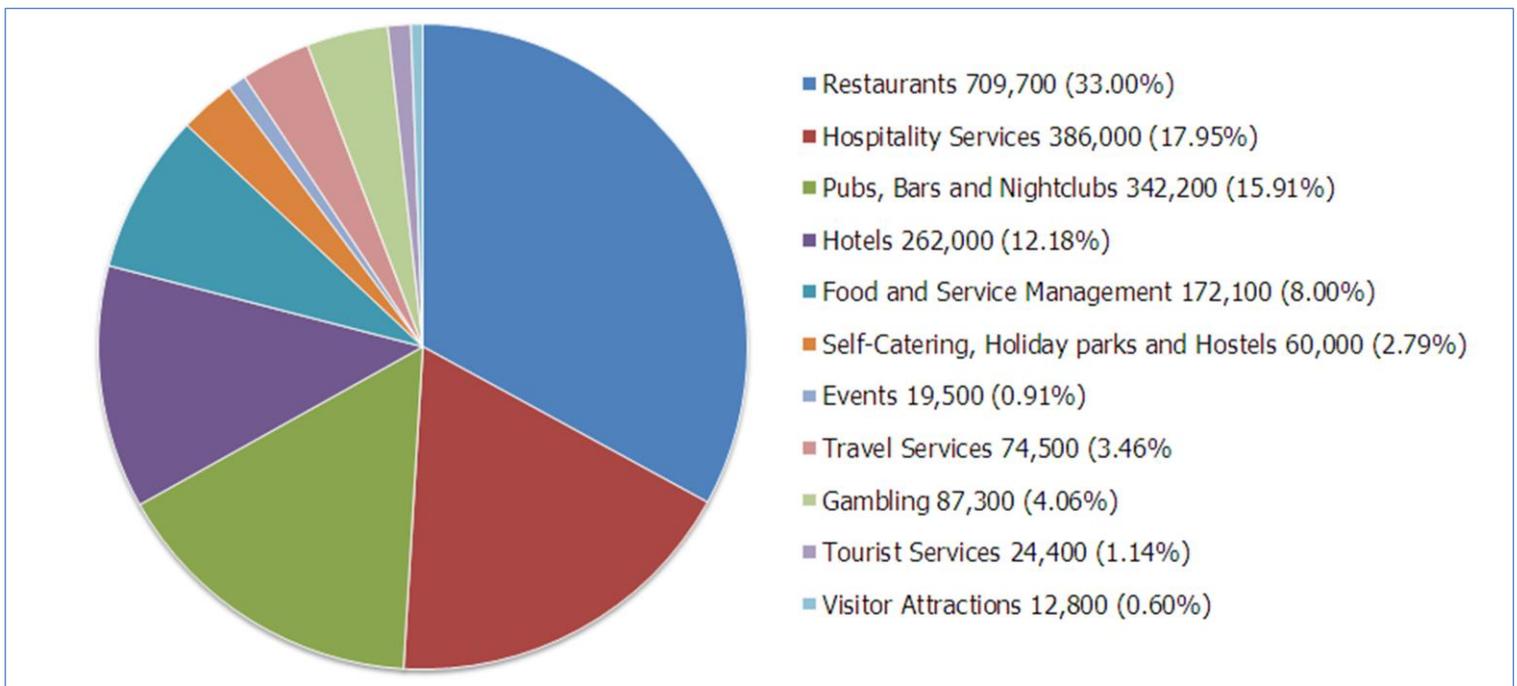
Table 1: Number of people employed in core hospitality, leisure, travel and tourism roles according to occupation across the UK.

SOC Code	Occupation (SOC Code Description)	2011
1221	Hotel and Accommodation Managers and Proprietors	43,100
1223	Restaurant and Catering Establishment Managers and Proprietors	117,000
1224	Publicans and Managers of Licensed Premises	45,100
3546	Conference and Exhibition Managers and Organisers	45,700
5434	Chefs	185,300
5435	Cooks	82,200
5436	Catering and Bar Managers	59,100
6231	Housekeepers and Related Occupations	43,200
9272	Kitchen and Catering Assistants	427,300
9273	Waiting Staff	254,200
9274	Bar Staff	200,300
9279	Other Elementary Service Occupations	30,100
SUB TOTAL		1,532,600
1226	Travel Agency Managers and Proprietors	6,000
6212	Travel Agents	42,100
6219	Leisure and Travel Service Occupations	20,000
9275	Leisure and Theme Park Attendants	25,400
SUB TOTAL		93,500
GRAND TOTAL		1,626,100

Source: *People 1st Analysis of the Labour Force Survey, 2011, Office for National Statistics.*

The other bench mark to analyse is the proportion of people employed in the hospitality, leisure, travel and tourism industry from the sectoral point of view which are indicated below. It is again interesting to note that 90.74% people are employed in the hospitality sector and only 9.26% people are employed in the travel services, tourist services, visitor attractions and gambling.

Figure 1: Proportion of people employed in the hospitality, leisure, travel and tourism sector.



Source: *People 1st Analysis of the Labour Force Survey, 2011, Office for National Statistics.*

Finally, the analysis has been made of total value of UK tourism and leisure industry which was £113.5 billion in 2011. It is interesting to note that the composition of total tourism earnings indicate that £13.7 billion (12.07%) relates to the accommodation, £23.6 billion (20.71%) relates to food sales, £33.3 billion (29.25%) relates to beverage sales, £24.6 billion (21.67%) relates to travel, leisure and sports and £18.3 billion (16.12%) relates to shopping and business related activities. These figures also confirm that a very large proportion which is £70.6 billion (62.03%) of total tourism earnings relates to hospitality sector (accommodation, food and beverage sales) whilst travel, leisure and sports only account for £24.6 billion (21.67%). The full analysis of the tourism earnings is indicated below in the table:

Table 2: Value of UK tourism and leisure industry (£bn), 2011.

	2011
Overnight accommodation	13.7
Eating out-of-home	23.6
Drinking out-of-home	33.3
Air travel within UK and from starting points outside UK to destinations within UK	3.1
Rail, car, coach, taxi, cab travel for leisure and tourism	5.0
Cinemas, theatres, museums, zoos, historic properties, theme parks, gardens	3.5
Social clubs, leisure classes, bingo, dances, discos, social events	6.5
Sports - spectating	1.0
Sports - participating	1.8
Shopping on holiday, shopping by overseas visitors	4.5
Gambling	3.7
Business-related expenditure	13.8

Source: *Horizons – British Hospitality Association Trends and Developments, 2012 report. P.69.*

It would be interesting to see the contribution of hospitality and tourism industry to the nation's whole economy. The table below gives the detailed analysis of actual figures for 2011. This indicates that the hospitality and tourism industry contributes £46,855 million (4.8%) towards the whole economy which is worth £974,082 million. The GVA figures are further broken down for the hospitality industry which is £34,861 million (74.40%) for the hotel, restaurant and catering industry and £11,994 million (25.60%) for the tourism, travel and leisure industry.

Table 3: Hospitality and tourism industry approximate GVA (£million) contribution to UK economy, 2011.

	Approximate GVA (£million)
Restaurant	12,061
Pubs, Bars and Nightclubs	8,436
Hotels	7,599
Food and Service Management	4,655
Events	1,312
Self-Catering, Holidays Parks and Hostels	798
SUB TOTAL	34,861
Travel Services	6,240
Gambling	4,900
Visitor Attractions	471
Tourist Services	383
SUB TOTAL	11,994
GRAND TOTAL	46,855
WHOLE ECONOMY	974,082

Source: *People 1st Analysis of the Labour Force Survey, 2011, Office for National Statistics*