

Applied Business Tools and Technologies in TOURISM and HOSPITALITY



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Bernardo B. Rodolfa Jr., *PHD(IHM)*

APPLIED BUSINESS TOOLS

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By:

BERNARDO B. RODOLFA JR., *PHD (IHM)*

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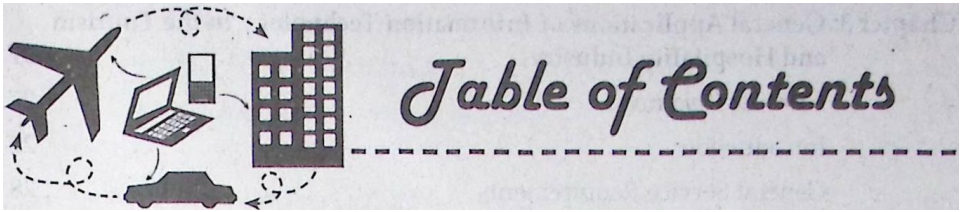
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THE TOURISM AND HOSPITALITY INDUSTRY

Learning Objectives

After studying this section, you will be able to:

- discuss what composes the tourism and hospitality industry,
- provide examples of the tourism and hospitality industry establishments, and
- create an article that discusses how tourism and hospitality establishments communicate their products and services to their prospective clients through their websites.

INTRODUCTION

The tourism and hospitality industry helps a country in terms of economic stability. People of varying skills are hired in travel agencies, hotels, restaurants, airline companies, gaming companies, catering establishments, and the like, thus, producing a large number of employed individuals who provide a great and rewarding experience in the hospitality world. These industries continue to grow and present new trends that a guest could surely benefit from regardless of how much it may cost them.

