



# The Ever Changing Landscape of **Tourism & Hospitality**

**Enhancing Services** for Exceptional Experiences

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# Facts and Figures

- According to the World Travel & Tourism Council, travel and tourism contributed to **10.4%** to the global GDP.
- This contributed to the creation of **319 million** jobs in the sector.
- According to the International Labor Office, women make up **55%** of the global hotel workforce.
- Many equate the hotel industry with the Hospitality & Tourism sector. Rather, the hotel industry is just one part of the Hospitality Tourism sector!

Source: [www.wttc.org](http://www.wttc.org)

# Interesting Titbits

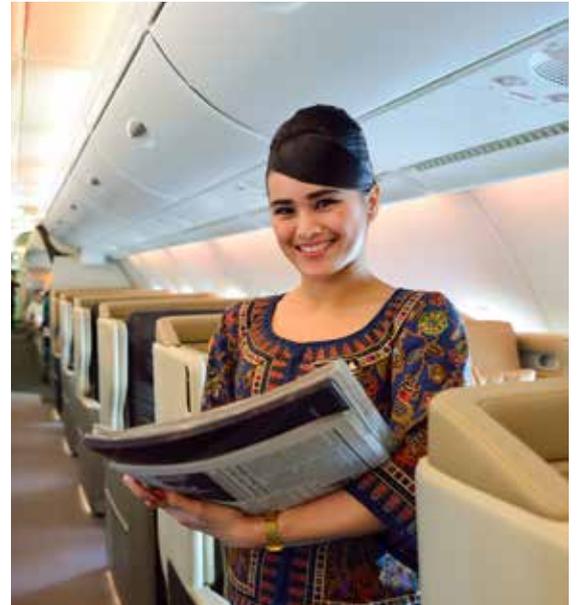
**01** The World Tourism Organization estimates that there will be 1.6 billion tourists worldwide in 2020. This is expected to grow exponentially in the coming years and as such there is a rising demand for hospitality and tourism graduates.

**02** A diploma or degree in tourism and hospitality can open the door to joining airlines as part of their cabin crew.

**03** Worldatlas.com states that France is one of the world's top tourist destinations, followed by the U.S Spain, China and Italy.

**04** According to Chinagoabroad.com, China remains as the top global tourism spender, with about USD261 billion spent.

Source: [www.soegjobs.com](http://www.soegjobs.com)



# Career Prospects



Here are some career options after you've graduated with a diploma or degree in Hospitality & Tourism:

- Chef
- Commis/Cook
- Cruise Ship Host
- Event Manager
- Hotel Manager
- Food and Beverage Manager
- Restaurant Manager



# Other Career Options

With a diploma or degree in Hospitality & Tourism, one can explore these lesser-known but interesting industries as well. Listed below are a few unique jobs related to the Hospitality sector:

## 1 Hotels

- Customer Relationships Manager
- Human Resource Officer
- PR Manager
- Business Development Executive
- Front Office Manager
- Operations Supervisor
- Executive/Head of Department

## 2 Parks & Resorts

- Guide
- Event & Conference Planner
- Spa Manager
- Marketing & Management
- Recreational Manager

## 3 Restaurants & Cafes

- Sommelier
- Social Media Manager
- Barista

# The World of Hospitality



- 01** The word 'hospitality' was derived from the Latin word 'hospes' which means guest or stranger.
- 02** The idea of hospitality manifested when there was a need to make people feel welcome, despite being away from home and surrounded by strangers.
- 03** In the **18th century**, technology and transportation vastly improved, hence making long distance travel more accessible and more hotels were built to accommodate guests.



**04** The rapid and global growth of travellers, in need of temporary places to stay, contributed to the continuous growth of the hospitality sector.

**05** International departures can potentially increase to a whopping 1.8 billion by 2030, making Hospitality one of the largest and most diverse industries.

**06** The increase in the number of departures worldwide helps hospitality grow into a massive industry that houses the most diverse sub-industries, offering employment opportunities in different sectors.

*Source: [v.ehl.edu/the-origins-of-the-hospitality-industry-and-what-lies-ahead](https://v.ehl.edu/the-origins-of-the-hospitality-industry-and-what-lies-ahead)*



# Hospitality & Tourism Sector Worldwide

Over the past decade, the Hospitality and Tourism sector has grown exponentially. The combination of a stronger economy, the increased purchasing power by consumers and the emergence of technology and innovation has pushed the Hospitality industry from strength to strength with each passing year.

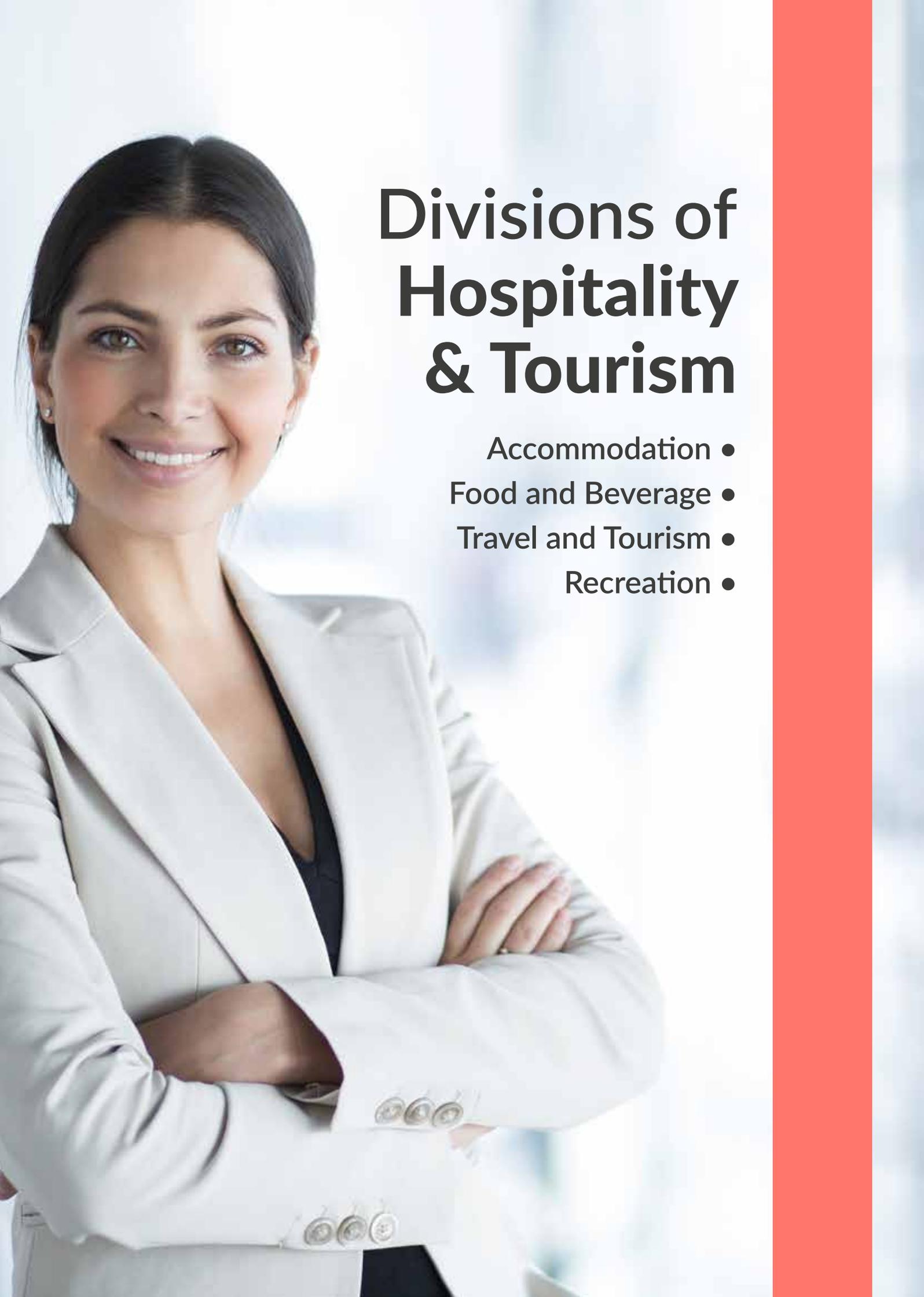
One of the key players that pushed Hospitality into one of the fastest growing industry is digital innovation. What began as simple applications to help hotels and airlines streamline their businesses has now grown into trendy and extremely user-friendly platforms for different hospitality sectors.

Travelling has been made easier and more accessible with the smooth integration of technology, which leads to the demand of more human resources to head the industry's multitude of sectors.



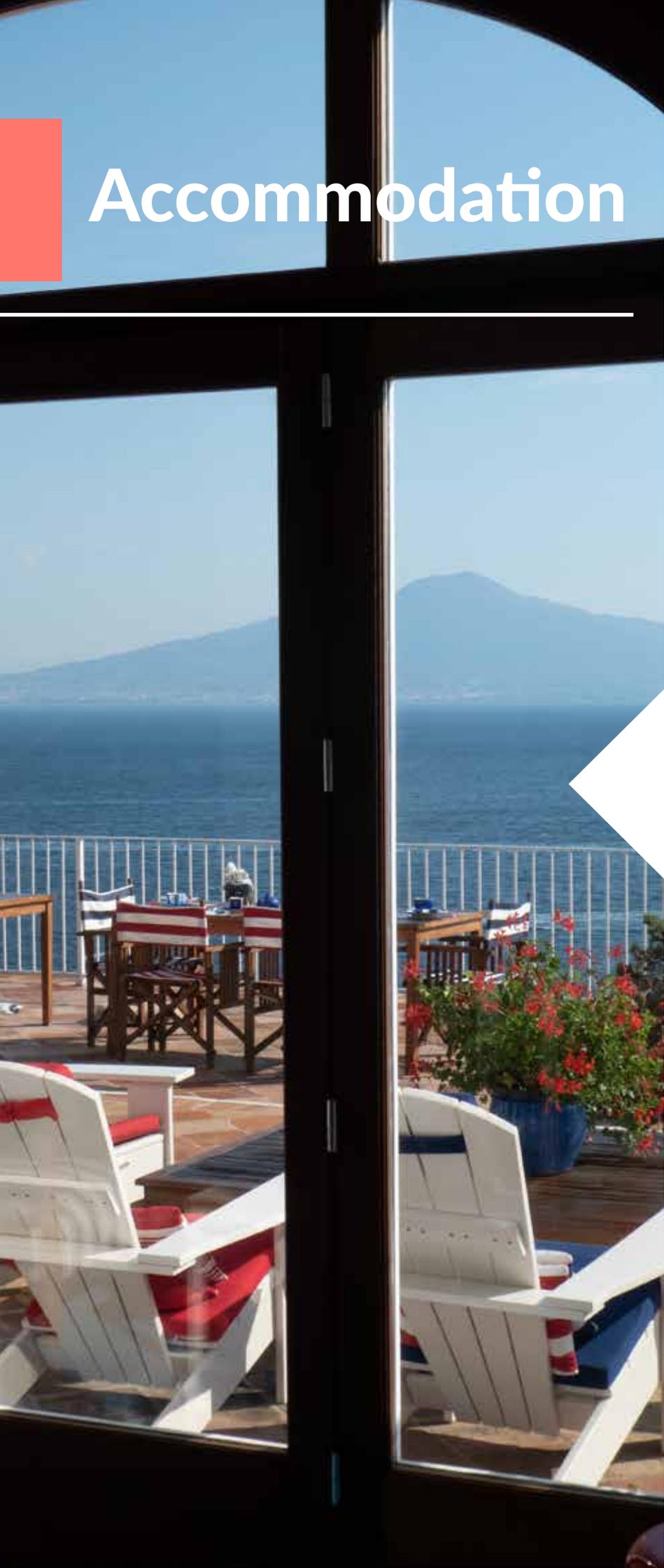
# Hospitality & Tourism Sector in Malaysia

- Malaysia's tourism sector is among the top contributors to the country's economic growth, according to the Chief Executive Officer of Monster.com Asia Pacific.
- With 8.47 million tourists visiting Malaysia in the first quarter, the hospitality and tourism industry is expected to expand further.
- The overwhelming number of visitors coming into the nation increases the development of hotels and features popular local tourist destinations with prominent hotels.
- This offers a significant number of job opportunities as well as increases the need for a skilled workforce that can implement technology alongside excellent service to create a niche in the industry.



# Divisions of Hospitality & Tourism

- Accommodation •
- Food and Beverage •
- Travel and Tourism •
- Recreation •



# Accommodation

Accommodation provides temporary abodes to customers who require comfortable lodgings for their holidays or business trips. The types of accommodation available are:

- Hotels
- Resorts
- Motels
- Hostels
- Serviced Apartments
- Bed & Breakfast

Graduates would be able to start their careers in these facilities and work their way up in being a significant part of the hospitality and tourism sector.



# Food and Beverage

Revenue for the Food & Beverage sector has amounted up to USD261 million in 2019. It is expected to show an annual growth of 18.3% in upcoming years, bringing a market volume of USD512 million by 2023, according to Statista.com.

- Restaurants
- Catering
- Bars & Cafés
- Nightclubs
- Tea & Coffee Shops

As a significant part of the Hospitality & Tourism sector, graduates can expect to leverage on their knowledge and excel in the food and beverage industry.

# Travel and Tourism



Travel and Tourism is closely linked to the hospitality industry. Starting from the initial planning stage to ensuring everyone's holiday plans go as smoothly as possible, this is part and parcel of the Travel and Tourism sector.

- Travel Agents
- Tour Operators
- Online Travel Agencies (OTAs)
- Cruises
- Car Rental
- Casinos

An aerial photograph of a residential development. The houses are arranged in a circular pattern around a large, heart-shaped green lawn. The houses have light-colored roofs and are connected by a paved walkway. The overall layout is symmetrical and aesthetically pleasing.

# Recreation

Recreation plays a big role in Hospitality & Tourism. As a graduate of hospitality and tourism you would have the knowledge and expertise in the operational processes of the following venues:

- Cinemas and Theatres
- Zoos
- Museums
- Eco Parks and Nature Parks
- Theme Parks and Amusement Parks



## Where **The Future** Lies

Technology has brought greater reach and higher standards to the Hospitality & Tourism Sector. Some of the ways technology has aided this sector includes:

- 01** With the emergence of Artificial Intelligence (AI) in times of digitalisation, extensive data of each customer's details are used to provide a better experience.
- 02** Self-service booths that replace traditional check-ins provide a flexible schedule to travellers.
- 03** Hotel rooms' smart lighting and temperature provide customers with personalised treatment to enhance their satisfaction and increases the chance of them returning.
- 04** Voice recognition software in hotels automates and accelerates traditional tasks, increasing efficiency and productivity.
- 05** Application of chatbots that use natural language to process, understand and respond to customers' requests provides a consistent and effective service at a lower cost.

# Hospitality Is An Option If..

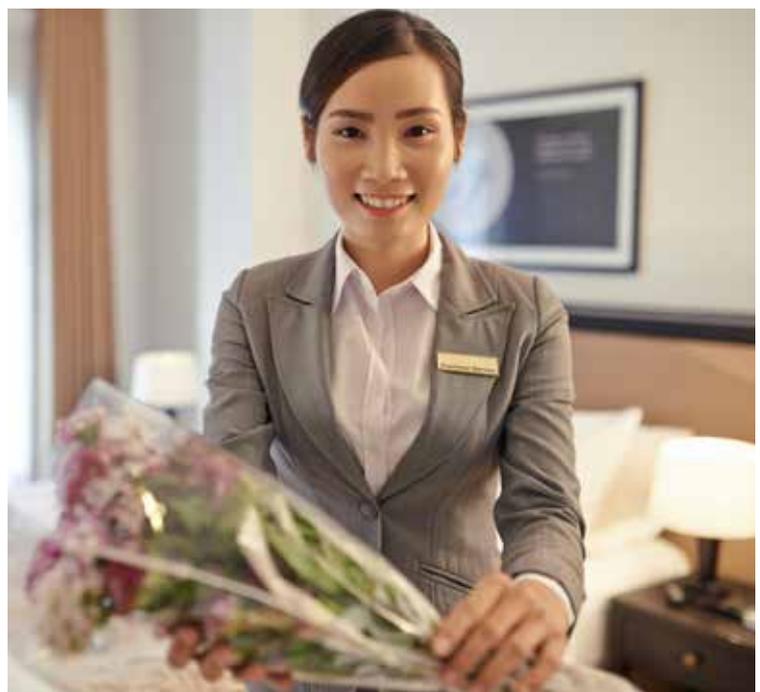


## 01 You like working on different tasks

If you dislike being confined in a cubicle as you work, a job in hospitality may suit you. Be it culinary, hotel or event management, each day is different from the other. New challenges are common, and you will learn to make quick decisions. You will also meet new people all the time.

## 02 You look for a rewarding career

It is important to keep customers happy. With your ability to maintain excellent service and attitude in your job, customers will enjoy their experience and be thankful to you for it. Receiving positive feedback from them boosts your confidence too!



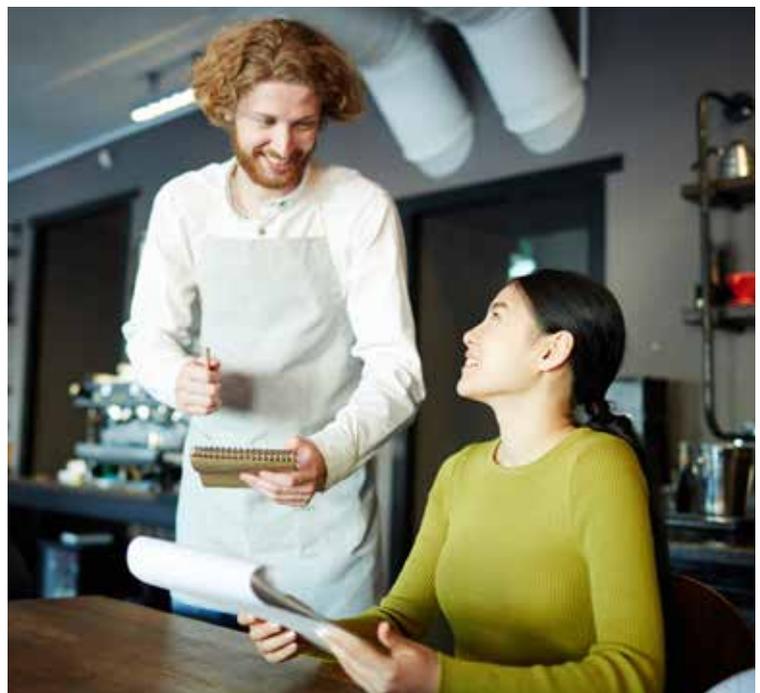


### 03 You have a keen eye for detail

Presenting quality service is essential but going the extra mile to ensure customers' satisfaction is a bonus. Being attentive towards your customers' details and needs are not just pleasing to them, but also provides immense personal gratification too.

### 04 You like to communicate and be engaged

You meet and communicate with many people in this industry. Being a fluent speaker with good language skills helps you communicate with your customers better and provide excellent service for them.



# What's In A Hospitality & Tourism Programme?



For a successful career in Hospitality & Tourism, it is crucial to be skilled in certain aspects of service and operations. Here are some topics that students may learn while studying a Hospitality programme:

- Food & Beverage Management
- Housekeeping Management
- Kitchen Operations and Management
- Front Office Operations and Management
- Business Communication
- Principles of Accounting & Marketing
- Hospitality and Tourism Law
- Financial Management for Hospitality & Tourism
- Revenue Management



**Nilai University** offers Hospitality & Tourism programmes that set students on a promising pathway towards a rewarding hospitality career.

Find out more:

[www.nilai.edu.my/school-of-hospitality-and-tourismhospitality/](http://www.nilai.edu.my/school-of-hospitality-and-tourismhospitality/)

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Watch the video  
Hospitality