

HTM305

TOURISM ORGANIZATION AND TRAVEL MANAGEMENT



Course video is available on our app

Course Title: Tourism Organization and Travel Management

Course Code: HTM 305

Course Unit: 2 Units

- **Tourism and Hospitality Organizations**
- **Stakeholder Profiles and Industry Roles**
- **Travel Planning and Marketing Strategies**
- **World Mapping and Time Zone Applications**
- **Ethics in Tour Packages and Packaging**

Suggested Outline for Series 1: Tourism and Hospitality Organizations

- **Part 1: Overview of Tourism and Hospitality Organisations**
 - Definition and Scope of Tourism and Hospitality
 - Categories of Organisations (Public, Private, Non-Governmental)
 - Roles and Functions in Tourism Development
- **Part 2: Modes of Operation and Target Clients**
 - Operational Structures of Organisations
 - Target Clients and End Users in Tourism
 - Case Examples of Organisations in Practice
- **Part 3: Regulatory Frameworks and Associations**
 - Rules and Regulations Governing Tourism Organisations
 - Professional Associations and Their Influence
 - Collaboration Between Organisations
- **Part 4: Emerging Trends in Tourism and Hospitality Organisations**
 - Technological Innovations in Operations
 - Sustainability and Ethical Practices
 - Globalisation and International Partnerships

Introduction

Tourism and hospitality organisations form the backbone of the travel industry, shaping how destinations are managed, promoted, and experienced by visitors. From government agencies that regulate standards to private companies that deliver services, these organisations play vital roles in ensuring that tourism contributes to economic growth, cultural exchange, and sustainable development. Understanding how they operate and interact is essential for anyone preparing to work in this dynamic sector.



The aim of this Series is to familiarise you with the different types of tourism and hospitality organisations, to explain their operational structures, and to highlight their significance in tourism development and management.

We shall commence this Series by exploring the definition and scope of tourism and hospitality organisations, followed by an examination of their categories and roles. Next, we will analyse how these organisations operate and identify their target clients, supported by practical examples. Subsequently, we will consider the rules, regulations, and associations that guide their activities, as well as the importance of collaboration. Finally, we will wrap up by discussing emerging trends such as technological innovation, sustainability, and global partnerships, which are reshaping the future of tourism organisations.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 1.1** define tourism and hospitality organisations and explain their scope within the industry,
- **SLO 1.2** categorise organisations into public, private, and non-governmental types,
- **SLO 1.3** analyse the operational structures of tourism and hospitality organisations,
- **SLO 1.4** identify and profile the target clients and end users served by these organisations,
- **SLO 1.5** explain the rules, regulations, and professional associations that guide organisational activities, and
- **SLO 1.6** evaluate emerging trends such as technological innovation, sustainability, and globalisation in tourism and hospitality organisations.

1.1 Overview Of Tourism And Hospitality Organisations

1.1.1 definition and scope of tourism and hospitality

The term **tourism** refers to the activities of people travelling to and staying in places outside their usual environment for leisure, business, or other purposes. **Hospitality** is the provision of services such as accommodation, food, and entertainment to travellers and guests. Together, tourism and hospitality organisations are institutions, agencies, or businesses that plan, regulate, and deliver these services. Their scope covers everything from national tourism boards and hotel chains to local tour operators and community-based initiatives.

Tourism organisations are essential because they coordinate the industry, set standards, and ensure that destinations remain attractive and accessible. Hospitality organisations, on the other hand, provide the direct experiences that shape visitor satisfaction.

Fill in the blank: Tourism is defined as the activities of people travelling and staying in places outside their _____ environment.





FOSTERING A UNIFIED & PROSPEROUS TOURISM ECOSYSTEM

Diagram showing the relationship between tourism and hospitality organisations.

Caption: Figure 1.1 Relationship between tourism and hospitality organisations

Search string: “tourism and hospitality organisations diagram OER”

1.1.2 categories of organisations (public, private, non-governmental)

Public organisations are government-owned institutions such as ministries of tourism or national parks authorities. They regulate standards, promote destinations, and provide infrastructure.

Private organisations include businesses such as hotels, airlines, and travel agencies. Their primary goal is profit-making, but they also contribute to tourism development through investment and innovation.

Non-governmental organisations (NGOs) are independent bodies that often focus on sustainability, cultural preservation, or community development. They play a supportive role by advocating for ethical practices and inclusive tourism.

Fill in the blank: Private organisations in tourism and hospitality are primarily driven by the goal of _____.



Organization Type	Primary Function	Core Goals	Typical Examples
Public Sector	Policy making, regulation, and national branding.	Sustainable growth, safety, and infrastructure development.	Ministry of Tourism, National Parks Service, UN Tourism.
Private Sector	Service delivery, product innovation, and profit generation.	Market share, guest satisfaction, and financial ROI.	Hotels (Hilton), Airlines (Emirates), Tour Operators (TUI).
NGOs	Advocacy, conservation, and community empowerment.	Environmental protection and social equity.	World Wildlife Fund (WWF), Rainforest Alliance, Local Tourism Clusters.

Caption: Table 1.1 Categories of tourism and hospitality organisations

Description: Comparative table showing public, private, and non-governmental organisations with examples and roles.

Search string: “types of tourism organisations OER table”

1.1.3 roles and functions in tourism development

Tourism and hospitality organisations perform several roles. They **regulate** industry standards, **promote** destinations, **deliver** services to clients, and **support** sustainable practices. Public organisations ensure safety and infrastructure, private organisations provide products and services, and NGOs advocate for ethical and community-based tourism.

These functions are interconnected, meaning that effective tourism development requires collaboration among all categories of organisations. For example, a government may build an airport, private airlines operate flights, and NGOs ensure that local communities benefit from tourism activities.

Fill in the blank: Effective tourism development requires _____ among public, private, and non-governmental organisations.

Stakeholder	Specific Role & Contribution	Key Outcome
Public Sector (Govt)	Provided tax incentives for eco-friendly construction and invested in solar-powered public transit connecting the airport to the hotel zone.	Reduced regional carbon footprint and lowered entry barriers for investors.



Stakeholder	Specific Role & Contribution	Key Outcome
Private Sector (Hotels/F&B)	Local hotel associations funded a centralized waste-management plant and committed to sourcing 60% of ingredients from local farmers.	Created 500+ local jobs and guaranteed high-quality, authentic dining for tourists.
NGOs (Conservation)	Managed the restoration of coral reefs and provided "Eco-Certification" training for tour guides and hospitality staff.	Increased destination appeal for high-value "eco-tourists" and protected natural assets.

Caption: Box 1.1 Case study of collaboration in tourism development

Description: A short case study highlighting how government, private businesses, and NGOs worked together to develop a sustainable tourism project.

Search string: "tourism collaboration case study OER"

Pilot questions 1.1

1. Which term refers to the provision of accommodation, food, and entertainment to travellers?
2. Identify one example of a public tourism organisation.
3. What is the primary goal of private organisations in tourism and hospitality?
4. Name one role performed by NGOs in tourism development.
5. Fill in the blank: Effective tourism development requires _____ among organisations.

1.2 Modes Of Operation And Target Clients

1.2.1 operational structures of organisations

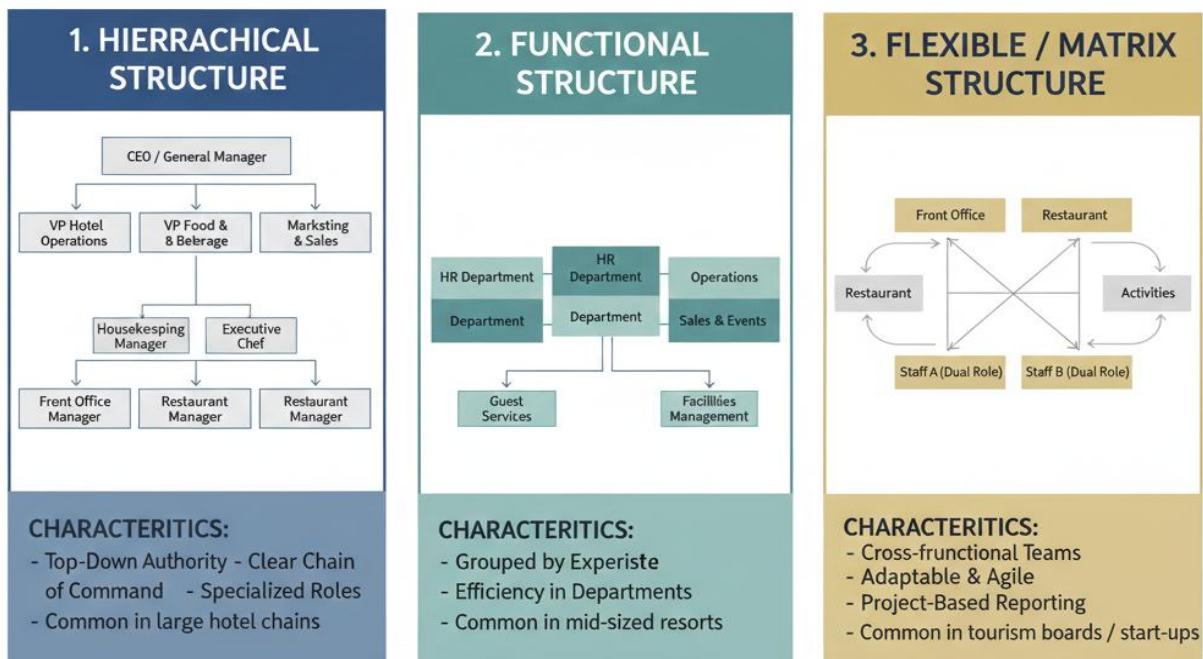
Every tourism and hospitality organisation operates within a defined **operational structure**, which refers to the way responsibilities, decision-making, and service delivery are organised. Public organisations often adopt hierarchical structures, with ministries or departments overseeing regional offices. Private organisations, such as hotels or airlines, may use functional structures, where departments like marketing, operations, and customer service work together to deliver services. Non-governmental organisations usually adopt flexible structures that allow them to respond quickly to community needs.

Operational structures determine how efficiently organisations can meet their objectives. For instance, a hotel chain with a centralised management system may ensure consistency across branches, while a local tour operator may rely on informal structures to remain adaptable.

Fill in the blank: The way responsibilities and decision-making are organised within an organisation is called its _____ structure.



ORGANISATIONAL STRUCTURES IN TOURISM & HOSPITALITY



ADAPTING FOR EFFICIENCY, INNOVATION & GUEST EXPERIENCE



Diagram showing different operational structures in tourism organisations.

Caption: Figure 1.2 Operational structures of tourism and hospitality organisations

Search string: "tourism organisational structures diagram OER"

1.2.2 target clients and end users in tourism

Target clients are the specific groups of people that organisations aim to serve. In tourism, these may include leisure travellers, business tourists, adventure seekers, or cultural enthusiasts. **End users** are the individuals who directly consume the services, such as hotel guests, airline passengers, or participants in guided tours.

Understanding target clients helps organisations design products and services that meet expectations. For example, a luxury hotel targets high-income travellers, while a youth hostel focuses on budget-conscious backpackers. Airlines may segment clients into economy, business, and first-class categories, each with tailored services.

Fill in the blank: In tourism, the individuals who directly consume services such as hotel stays or guided tours are called _____.





Image showing different categories of tourists (leisure, business, adventure).

Caption: Plate 1.1 Categories of target clients in tourism

Search string: “types of tourists OER image”

1.2.3 case examples of organisations in practice

To illustrate these concepts, consider the following examples. The **Nigerian Tourism Development Corporation (NTDC)** is a public organisation responsible for promoting tourism and regulating standards in Nigeria. **Transcorp Hotels Plc** is a private organisation that provides hospitality services, targeting both leisure and business travellers. An NGO such as the **Centre for Responsible Tourism (CRT)** focuses on sustainability and community involvement, ensuring that tourism benefits local populations.

These examples show how different organisations, with varied structures and target clients, contribute to the overall growth of the tourism sector.

Fill in the blank: The Nigerian Tourism Development Corporation (NTDC) is an example of a _____ organisation.

Sector	Core Role & Responsibility	Specific Examples
Public Sector (Government)	Regulation & Infrastructure: Sets national tourism policies, provides	Ministry of Tourism (Nigeria), Visit Britain, UN



Sector	Core Role & Responsibility	Specific Examples
	safety/security, manages transport (roads, airports), and funds global marketing.	Tourism (International), National Parks Service.
Private Sector (Business)	Service Delivery & Profit: Focuses on the "guest experience." Provides lodging, dining, tours, and entertainment to generate revenue and jobs.	Hilton Worldwide , Emirates Airlines, local boutique hotels, street food vendors, tour operators.
NGOs / Voluntary Sector	Advocacy & Conservation: Protects natural and cultural assets, empowers local communities, and acts as a sustainability "watchdog."	World Wildlife Fund (WWF) , Tourism Concern, The National Trust, The International Ecotourism Society (TIES).

Caption: Box 1.2 Examples of tourism and hospitality organisations

Description: Case examples of public, private, and NGO organisations in tourism.

Search string: "examples of tourism organisations Nigeria OER"

Pilot questions 1.2

1. What term describes the way responsibilities and decision-making are organised within an organisation?
2. Identify one example of a target client in tourism.
3. Who are the end users in tourism and hospitality services?
4. Give one example of a public tourism organisation in Nigeria.
5. Fill in the blank: Transcorp Hotels Plc is an example of a _____ organisation.

1.3 Regulatory Frameworks And Associations

1.3.1 rules and regulations governing tourism organisations

Tourism and hospitality organisations operate within a framework of **rules and regulations**, which are formal guidelines established by governments or international bodies to ensure safety, quality, and fairness in the industry. These regulations may cover licensing, health and safety standards, environmental protection, and consumer rights. For example, hotels must comply with fire safety codes, while tour operators may be required to obtain permits before conducting excursions.

Regulations are important because they protect both clients and service providers, ensuring that tourism activities are conducted responsibly. Without them, the industry could face issues such as exploitation, unsafe practices, or environmental damage.



Fill in the blank: Tourism organisations must comply with _____ to ensure safety, quality, and fairness in the industry.



FOSTERING A SAFE, ETHICAL & HIGH-QUALITY TOURISM ECOSYSTEM

Diagram showing the relationship between government regulations, tourism organisations, and clients.

Caption: Figure 1.3 Regulatory framework in tourism and hospitality

Search string: "tourism regulatory framework diagram OER"

1.3.2 professional associations and their influence

Professional associations are formal groups that bring together organisations and individuals working in tourism and hospitality. They provide networking opportunities, set industry standards, and advocate for members' interests. Examples include the International Air Transport Association (IATA) for airlines and the Hotel Association of Nigeria (HAN) for hospitality providers.

These associations influence the industry by offering training, certifying professionals, and lobbying governments for favourable policies. They also promote ethical practices and encourage collaboration among members.

Fill in the blank: Professional associations in tourism and hospitality often provide _____ opportunities for members.



Association	Focus Area	Primary Functions
UN Tourism (formerly UNWTO)	Global Policy	Sets international standards for sustainable tourism, provides market intelligence, and promotes tourism as a driver of economic growth.
IATA (International Air Transport Association)	Aviation & Travel	Simplifies the travel process, sets global standards for airline safety/security, and manages the billing system between travel agents and airlines.
IH&RA (International Hotel & Restaurant Association)	Hospitality	Represents the interests of the hotel and restaurant industry worldwide before international agencies and monitors issues like labor and food safety.
ASTA (American Society of Travel Advisors)	Travel Distribution	Focuses on the "business of travel" by providing education, legal advocacy, and ethical standards for travel agents and tour operators.
HATMAN (Hospitality & Tourism Management Association of Nigeria)	Regional Excellence	Enhances professional standards in Nigeria through training, certification, and collaboration with government regulatory bodies.

Caption: Box 1.3 Examples of professional associations in tourism and hospitality

Description: A list of selected associations such as IATA, HAN, and World Tourism Organisation, with their roles.

Search string: “professional associations in tourism OER”

1.3.3 collaboration between organisations

Collaboration is the process by which different organisations work together to achieve shared goals. In tourism, collaboration may occur between public and private organisations, or between NGOs and government agencies. For example, a government may partner with airlines to promote a destination, while NGOs may collaborate with hotels to implement sustainable practices.

Collaboration enhances efficiency, reduces duplication of efforts, and ensures that tourism development benefits all stakeholders. It is especially important in addressing global challenges such as climate change, where joint action is required.

Fill in the blank: Collaboration in tourism ensures that development benefits all _____.





Image showing representatives of government, private businesses, and NGOs working together.
Caption: Plate 1.2 Collaboration among tourism organisations
Search string: “tourism collaboration OER image”

Pilot questions 1.3

1. What term refers to the formal guidelines established by governments to ensure safety and fairness in tourism?
2. Identify one example of a professional association in tourism or hospitality.
3. What is one benefit of professional associations for their members?
4. Fill in the blank: Collaboration in tourism ensures that development benefits all _____.
5. Give one example of collaboration between public and private organisations in tourism.

1.4 Emerging Trends In Tourism And Hospitality Organisations

1.4.1 technological innovations in operations

One of the most significant trends in tourism and hospitality organisations is the adoption of **technological innovations**, which are new tools and systems designed to improve efficiency and customer experience. Examples include online booking platforms, mobile applications for travel planning, and artificial intelligence chatbots for customer service. Hotels increasingly use smart room technologies, while airlines rely on digital check-in systems to streamline operations.

Technology not only enhances convenience but also allows organisations to collect data on customer preferences, which can be used to design personalised services.

Fill in the blank: Online booking platforms and mobile applications are examples of _____ innovations in tourism.



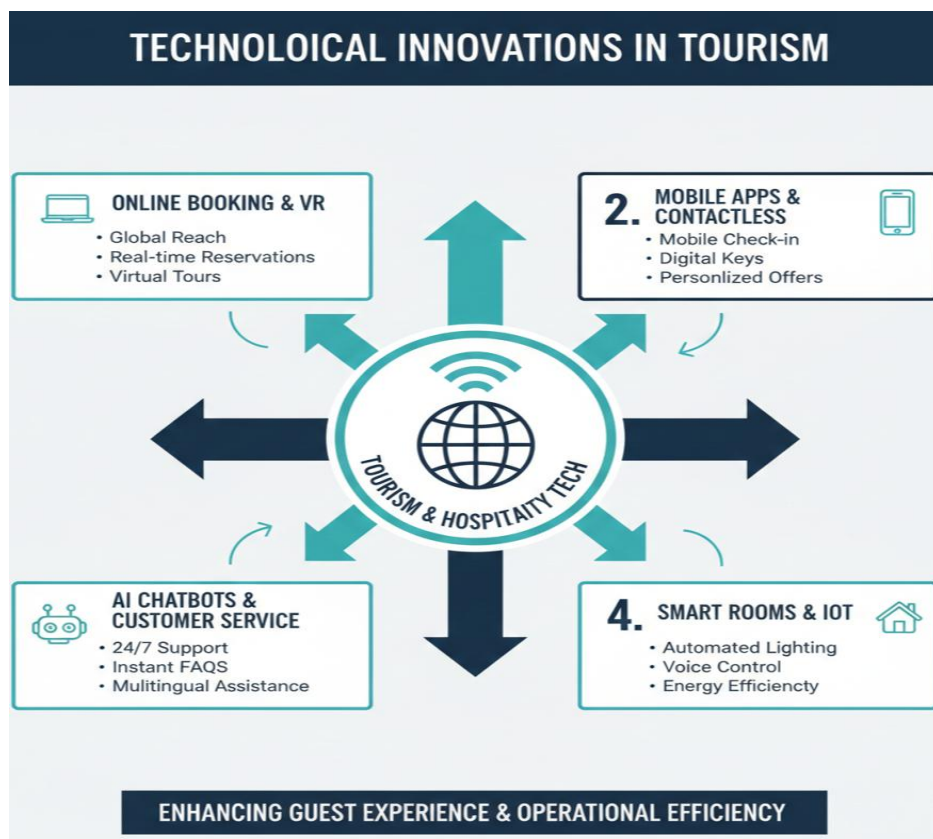


Diagram showing technological innovations in tourism operations.

Caption: Figure 1.4 Technological innovations in tourism and hospitality

Search string: “technological innovations in tourism OER diagram”

1.4.2 sustainability and ethical practices

Sustainability refers to meeting present tourism needs without compromising the ability of future generations to meet theirs. **Ethical practices** are actions that respect cultural values, protect the environment, and ensure fairness to all stakeholders. Organisations are increasingly adopting eco-friendly policies such as reducing waste, conserving energy, and supporting local communities.

For instance, hotels may implement recycling programmes, while tour operators may design packages that minimise environmental impact. NGOs often lead campaigns to promote responsible tourism, ensuring that local traditions are respected and communities benefit economically.

Fill in the blank: Meeting present tourism needs without compromising future generations is called _____.

Focus Area	Sustainable & Ethical Practices	Direct Impact
Environmental Stewardship	Eliminating single-use plastics, implementing graywater recycling for landscaping, and achieving	Reduces landfill waste and preserves the natural beauty of the destination.



Focus Area	Sustainable & Ethical Practices	Direct Impact
	Carbon Neutrality through offset programs.	
Ethical Labor Practices	Paying a "living wage" rather than just a minimum wage, ensuring gender pay equity, and providing clear paths for career advancement for local staff.	Boosts employee retention and improves the overall quality of service.
Community Engagement	Sourcing at least 70% of supplies from local vendors and investing a percentage of profits into local education or health projects.	Ensures tourism revenue stays within the local economy and reduces "economic leakage."
Animal Welfare	Phasing out exploitative animal attractions (e.g., elephant rides) in favor of ethical sanctuaries and wildlife viewing from a distance.	Protects biodiversity and appeals to the growing demographic of conscious travelers.
Cultural Respect	Obtaining "Social License" from indigenous communities before developing new sites and ensuring marketing materials represent culture accurately.	Prevents "cultural commodification" and builds long-term community support.

Caption: Box 1.4 Examples of sustainability and ethical practices in tourism

Description: Case examples such as eco-friendly hotels, community-based tourism, and cultural preservation initiatives.

Search string: "sustainable tourism practices OER case study"

1.4.3 globalisation and international partnerships

Globalisation is the process by which tourism and hospitality organisations expand their reach across borders, creating interconnected markets and shared experiences. International partnerships, such as collaborations between airlines, hotel chains, and tour operators, allow organisations to offer seamless travel experiences.

Globalisation has led to the rise of multinational corporations in tourism, as well as increased cultural exchange. However, it also requires organisations to adapt to diverse regulations, customer expectations, and cultural sensitivities.

Fill in the blank: The process by which tourism organisations expand across borders is known as _____.





Image showing international partnerships in tourism (e.g., airlines and hotels working together).

Caption: Plate 1.3 Globalisation and international partnerships in tourism

Search string: "globalisation in tourism OER image"

Pilot questions 1.4

1. What term refers to new tools and systems designed to improve efficiency and customer experience in tourism?
2. Fill in the blank: Meeting present tourism needs without compromising future generations is called _____.
3. Give one example of an ethical practice in tourism.
4. What is the process by which tourism organisations expand across borders?
5. Identify one benefit of international partnerships in tourism.

Series Summary

In this Series, we have examined the foundations of tourism and hospitality organisations, beginning with their definition and scope. We explored how these organisations are categorised into public, private, and non-governmental bodies, each with distinct roles and responsibilities. We then considered their modes of operation, highlighting how organisational structures influence efficiency and how target clients and end users shape service delivery. Practical examples were provided to illustrate these concepts in action.



Following that, we analysed the regulatory frameworks and professional associations that guide organisational activities, emphasising the importance of compliance and collaboration. Finally, we discussed emerging trends such as technological innovations, sustainability, ethical practices, and globalisation, which are reshaping the future of tourism and hospitality organisations.

By completing this Series, you have gained a structured understanding of how tourism and hospitality organisations function, interact, and evolve. This knowledge provides a strong foundation for engaging with the broader themes of travel management and tourism development in subsequent Series.

Glossary of Terms

- **Tourism:** The activities of people travelling to and staying in places outside their usual environment for leisure, business, or other purposes.
- **Hospitality:** The provision of services such as accommodation, food, and entertainment to travellers and guests.
- **Tourism organisation:** An institution, agency, or business that plans, regulates, or delivers tourism-related services.
- **Hospitality organisation:** A business or institution that provides direct services to guests, such as hotels, restaurants, or resorts.
- **Operational structure:** The way responsibilities, decision-making, and service delivery are organised within an organisation.
- **Target clients:** Specific groups of people that organisations aim to serve, such as leisure travellers, business tourists, or adventure seekers.
- **End users:** Individuals who directly consume tourism and hospitality services, such as hotel guests or airline passengers.
- **Rules and regulations:** Formal guidelines established by governments or international bodies to ensure safety, quality, and fairness in tourism.
- **Professional associations:** Formal groups that bring together organisations and individuals in tourism and hospitality to set standards, provide training, and advocate for members.
- **Collaboration:** The process by which different organisations work together to achieve shared goals in tourism development.
- **Technological innovations:** New tools and systems designed to improve efficiency and customer experience in tourism and hospitality.
- **Sustainability:** Meeting present tourism needs without compromising the ability of future generations to meet theirs.
- **Ethical practices:** Actions in tourism that respect cultural values, protect the environment, and ensure fairness to all stakeholders.
- **Globalisation:** The process by which tourism and hospitality organisations expand their reach across borders, creating interconnected markets and shared experiences.
- **International partnerships:** Collaborations between organisations across different countries to provide seamless travel experiences.

Concept Check Questions

Objective questions

1. (Linked to SLO 1.1) Which term refers to the activities of people travelling to and staying in places outside their usual environment for leisure, business, or other purposes?



- a) Hospitality
 - b) Tourism
 - c) Regulation
 - d) Collaboration
2. (Linked to SLO 1.2) Public, private, and non-governmental organisations are examples of:
- a) Operational structures
 - b) Categories of organisations
 - c) Target clients
 - d) Professional associations
3. (Linked to SLO 1.3) The way responsibilities and decision-making are organised within an organisation is called its:
- a) Target market
 - b) Operational structure
 - c) Regulatory framework
 - d) Ethical practice

Short-answer questions

4. (Linked to SLO 1.4) Define target clients and end users in tourism, and explain how they differ.
5. (Linked to SLO 1.5) Identify one role of professional associations in tourism and hospitality organisations.

Long-answer questions

6. (Linked to SLO 1.6) Analyse how technological innovations are reshaping tourism and hospitality organisations. Provide examples to support your answer.
7. (Linked to SLO 1.6) Evaluate the importance of sustainability and ethical practices in tourism organisations. Discuss how these practices benefit both communities and organisations.
8. (Linked to SLO 1.6) Discuss the impact of globalisation and international partnerships on tourism and hospitality organisations. Provide examples of how these partnerships enhance travel experiences.

Answers to Concept Check Questions

Objective questions

- 1. b) Tourism
- 2. b) Categories of organisations
- 3. b) Operational structure

Short-answer questions



4. Target clients are specific groups of people that organisations aim to serve, such as leisure travellers or business tourists. End users are the individuals who directly consume the services, such as hotel guests or airline passengers. The difference lies in targeting versus actual consumption.
5. Professional associations provide networking opportunities, set industry standards, and advocate for members' interests.

Long-answer questions

6. *Basic response:* Technological innovations such as online booking platforms, mobile applications, and AI chatbots have improved efficiency and customer experience in tourism and hospitality organisations.

Value-added response: Beyond efficiency, technology enables data-driven decision-making, personalised services, and global connectivity. For example, smart room technologies in hotels enhance guest comfort, while digital check-in systems in airlines reduce waiting times.

7. *Basic response:* Sustainability and ethical practices ensure that tourism meets present needs without harming future generations. They involve eco-friendly policies, cultural preservation, and fair treatment of communities.

Value-added response: These practices enhance brand reputation, attract socially conscious travellers, and create long-term benefits for destinations. For instance, community-based tourism projects empower locals economically while preserving traditions.

8. *Basic response:* Globalisation and international partnerships allow organisations to expand across borders, creating interconnected markets and seamless travel experiences.

Value-added response: Partnerships between airlines, hotels, and tour operators enhance convenience and cultural exchange. However, they also require organisations to adapt to diverse regulations and customer expectations. For example, airline alliances like Star Alliance provide travellers with coordinated services across multiple carriers.

Answers to Pilot Questions

Part 1:

1. Hospitality
2. Nigerian Tourism Development Corporation (NTDC)
3. Profit-making
4. Collaboration
5. Public organisation

Part 2:

1. Operational structure
2. Leisure traveller
3. Hotel guests or airline passengers
4. Nigerian Tourism Development Corporation (NTDC)
5. Private organisation

Part 3:



1. Rules and regulations
2. International Air Transport Association (IATA)
3. Networking opportunities
4. Stakeholders
5. Government partnering with airlines to promote destinations

Part 4:

1. Technological innovations
2. Sustainability
3. Recycling programmes or community-based tourism
4. Globalisation
5. Seamless travel experiences

References and Attributions

General references

- World Tourism Organization (UNWTO). (2023). *Tourism definitions and concepts*. Retrieved from <https://www.unwto.org>
- Nigerian Tourism Development Corporation (NTDC). (2024). *Tourism promotion and regulation in Nigeria*. Retrieved from <https://ntdc.gov.ng>
- International Air Transport Association (IATA). (2024). *About IATA*. Retrieved from <https://www.iata.org>
- Hotel Association of Nigeria (HAN). (2024). *Industry standards and advocacy*. Retrieved from <https://hotelassociationnigeria.org>

Illustration references and attributions

- *Figure 1.1 Relationship between tourism and hospitality organisations*
 - AI-generated suggestion: "Generate a simple diagram showing tourism organisations (public, private, NGOs) connected to hospitality organisations (hotels, restaurants, resorts) with arrows indicating collaboration."
 - Suggested OER search string: "tourism and hospitality organisations diagram OER"
- *Table 1.1 Categories of tourism and hospitality organisations*
 - AI-generated suggestion: "Create a table comparing public, private, and NGO tourism organisations with examples and functions."
 - Suggested OER search string: "types of tourism organisations OER table"
- *Box 1.1 Case study of collaboration in tourism development*
 - AI-generated suggestion: "Generate a text box case study showing collaboration between government, private sector, and NGOs in tourism development."
 - Suggested OER search string: "tourism collaboration case study OER"
- *Figure 1.2 Operational structures of tourism and hospitality organisations*
 - AI-generated suggestion: "Generate a diagram comparing hierarchical, functional, and flexible organisational structures in tourism and hospitality."



- Suggested OER search string: “tourism organisational structures diagram OER”
- *Plate 1.1 Categories of target clients in tourism*
 - AI-generated suggestion: “Generate an image showing different types of tourists: leisure travellers, business tourists, adventure seekers.”
 - Suggested OER search string: “types of tourists OER image”
- *Box 1.2 Examples of tourism and hospitality organisations*
 - AI-generated suggestion: “Create a text box listing examples of public, private, and NGO tourism organisations with their roles.”
 - Suggested OER search string: “examples of tourism organisations Nigeria OER”
- *Figure 1.3 Regulatory framework in tourism and hospitality*
 - AI-generated suggestion: “Generate a diagram showing government regulations at the top, tourism organisations in the middle, and clients at the bottom, with arrows indicating compliance and protection.”
 - Suggested OER search string: “tourism regulatory framework diagram OER”
- *Box 1.3 Examples of professional associations in tourism and hospitality*
 - AI-generated suggestion: “Create a text box listing examples of professional associations in tourism and hospitality with their functions.”
 - Suggested OER search string: “professional associations in tourism OER”
- *Plate 1.2 Collaboration among tourism organisations*
 - AI-generated suggestion: “Generate an image showing government officials, private business representatives, and NGO members collaborating in a tourism meeting.”
 - Suggested OER search string: “tourism collaboration OER image”
- *Figure 1.4 Technological innovations in tourism and hospitality*
 - AI-generated suggestion: “Generate a diagram showing examples of technological innovations in tourism such as online booking, mobile apps, AI chatbots, and smart rooms.”
 - Suggested OER search string: “technological innovations in tourism OER diagram”
- *Box 1.4 Examples of sustainability and ethical practices in tourism*
 - AI-generated suggestion: “Create a text box listing examples of sustainability and ethical practices in tourism and hospitality organisations.”
 - Suggested OER search string: “sustainable tourism practices OER case study”
- *Plate 1.3 Globalisation and international partnerships in tourism*
 - AI-generated suggestion: “Generate an image showing international partnerships in tourism, such as airlines, hotels, and tour operators collaborating globally.”
 - Suggested OER search string: “globalisation in tourism OER image”



Course Title: Tourism Organization and Travel Management

Course Code: HTM 305

Course Unit: 2 Units

- **Tourism and Hospitality Organizations**
- **Stakeholder Profiles and Industry Roles**
- **Travel Planning and Marketing Strategies**
- **World Mapping and Time Zone Applications**
- **Ethics in Tour Packages and Packaging**

Suggested outline for series 2: Stakeholder Profiles And Industry Roles

- **Part 1 Identifying Tourism Stakeholders**
 - Definition of stakeholders in tourism
 - Categories of stakeholders (government, private sector, NGOs, communities, tourists)
 - Importance of stakeholder profiling
- **Part 2 Roles Of Stakeholders In Tourism Development**
 - Government roles in regulation and infrastructure
 - Private sector roles in service delivery and investment
 - NGO roles in advocacy and sustainability
 - Community roles in cultural preservation and participation
- **Part 3 Interactions And Collaboration Among Stakeholders**
 - Stakeholder partnerships and networks
 - Benefits and challenges of collaboration
 - Case examples of stakeholder cooperation
- **Part 4 Emerging Issues In Stakeholder Roles**
 - Impact of globalisation on stakeholder dynamics
 - Influence of technology on stakeholder engagement
 - Ethical considerations in stakeholder roles

Introduction

Tourism is a complex industry that thrives on the contributions of diverse groups of people and organisations. These groups, known as stakeholders, include governments, private businesses, non-governmental organisations, communities, and tourists themselves. Each stakeholder plays a unique role, and their interactions determine how tourism develops, how benefits are shared, and how challenges are addressed. Understanding who these stakeholders are and what they do is essential for anyone seeking to work effectively in the tourism and hospitality sector.



The aim of this Series is to introduce you to the key stakeholders in tourism and hospitality, to explain their roles in industry development, and to highlight how collaboration and emerging issues shape their contributions.

We shall commence this Series by identifying the main stakeholders in tourism and hospitality and examining why stakeholder profiling is important. Next, we will analyse the specific roles played by governments, private businesses, NGOs, and communities in tourism development. Following that, we will explore how stakeholders interact and collaborate, considering both the benefits and challenges of partnerships. Finally, we will wrap up by discussing emerging issues such as globalisation, technology, and ethical considerations, which are reshaping stakeholder roles in the industry today.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 2.1** define stakeholders in tourism and hospitality and explain the importance of stakeholder profiling,
- **SLO 2.2** categorise stakeholders into government, private sector, NGOs, communities, and tourists,
- **SLO 2.3** analyse the roles of governments in regulation and infrastructure development,
- **SLO 2.4** explain the contributions of private sector organisations in service delivery and investment,
- **SLO 2.5** describe the advocacy and sustainability roles of NGOs in tourism,
- **SLO 2.6** evaluate the role of communities in cultural preservation and participation,
- **SLO 2.7** examine how stakeholders interact and collaborate through partnerships and networks,
- **SLO 2.8** assess the benefits and challenges of collaboration among stakeholders, and
- **SLO 2.9** evaluate emerging issues such as globalisation, technology, and ethical considerations in shaping stakeholder roles.

2.1 Identifying Tourism Stakeholders

2.1.1 definition of stakeholders in tourism

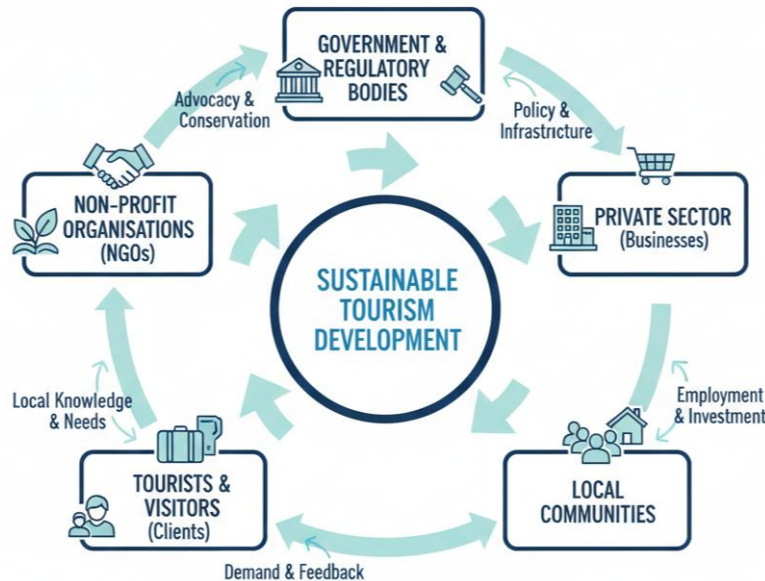
A **stakeholder** is any individual, group, or organisation that has an interest in or is affected by tourism activities. In tourism and hospitality, stakeholders include governments, private businesses, non-governmental organisations, communities, and tourists. Each of these groups influences how tourism develops and how benefits are distributed.

Stakeholders are important because they provide resources, set policies, deliver services, and consume products. Without their involvement, tourism cannot function effectively.

Fill in the blank: Any individual, group, or organisation with an interest in tourism activities is called a _____.



TOURISM STAKEHOLDER FRAMEWORK



FOSTERING COLLABORATION FOR A THRIVING TOURISM ECOYSTEM

Diagram showing the different categories of tourism stakeholders.

Caption: Figure 2.1 Categories of tourism stakeholders

Search string: “tourism stakeholders diagram OER”

2.1.2 categories of stakeholders (government, private sector, NGOs, communities, tourists)

Government stakeholders include ministries of tourism, local councils, and regulatory agencies. They provide infrastructure, enforce regulations, and promote destinations.

Private sector stakeholders are businesses such as hotels, airlines, restaurants, and travel agencies. They deliver services and invest in tourism development.

Non-governmental organisations (NGOs) advocate for sustainability, cultural preservation, and community participation.

Communities are local residents who host tourists, preserve traditions, and benefit economically from tourism.

Tourists are the end users who consume services and shape demand patterns.

Fill in the blank: Hotels, airlines, and travel agencies are examples of _____ stakeholders in tourism.



Stakeholder Category	Key Roles & Responsibilities	Specific Examples
Government / Public Sector	Policy creation, infrastructure (roads/airports), security, and destination marketing.	Nigerian Tourism Development Authority (NTDA) , Ministries of Environment, Local Governments.
Private Sector	Developing tourism products, providing lodging/dining, and driving innovation for profit.	Marriott International , local tour operators, airlines (e.g., Air Peace), and independent restaurants.
Non-Governmental Organizations (NGOs)	Environmental conservation, social advocacy, and ensuring ethical tourism practices.	The Nature Conservancy , local community heritage groups, World Wildlife Fund (WWF).
Local Communities	Providing the "human capital," sharing cultural heritage, and living with the daily impact of tourists.	Residents of tourist host cities (e.g., Badagry or Obudu), local artisans, and traditional leaders.
Tourists / Visitors	Creating demand, providing revenue, and providing feedback on destination quality.	International leisure travelers, domestic business tourists, adventure seekers.

Caption: Table 2.1 Categories of tourism stakeholders and their roles

Description: Comparative table showing government, private sector, NGOs, communities, and tourists with examples and contributions.

Search string: "categories of tourism stakeholders OER table"

2.1.3 importance of stakeholder profiling

Stakeholder profiling is the process of identifying and analysing stakeholders to understand their interests, roles, and influence in tourism. Profiling helps organisations anticipate stakeholder needs, manage conflicts, and design inclusive policies.

For example, profiling communities ensures that tourism projects respect cultural values, while profiling tourists helps businesses design products that match preferences. Profiling also strengthens collaboration by clarifying the contributions of each stakeholder.

Fill in the blank: The process of identifying and analysing stakeholders to understand their interests and influence is called stakeholder _____.



Benefit	Description	Strategic Outcome
Risk Mitigation	Identifies potential "opposition" groups (e.g., local residents worried about noise) before they stall a project.	Faster approvals and fewer legal or social hurdles.
Tailored Marketing	Groups tourists into profiles (Business, Adventure, Eco-conscious) to deliver personalized offers.	Higher conversion rates and increased guest loyalty.
Efficient Resource Allocation	Helps managers decide which group needs the most attention (e.g., focusing on government regulators during a policy shift).	Optimized management time and budget.
Enhanced Collaboration	Clarifies what each partner (NGOs, Private Sector) wants out of a deal, making negotiations smoother.	Stronger Public-Private Partnerships (PPPs).
Sustainability Benchmarking	Monitors the "social license to operate" by tracking community sentiment over time.	Long-term destination stability and positive brand reputation.

Caption: Box 2.1 Benefits of stakeholder profiling in tourism

Description: Key benefits such as conflict management, inclusive policies, and improved collaboration.

Search string: "stakeholder profiling in tourism OER case study"

Pilot questions 2.1

1. What term refers to any individual, group, or organisation with an interest in tourism activities?
2. Identify one example of a government stakeholder in tourism.
3. Hotels and airlines are examples of which category of stakeholders?
4. What is the process of identifying and analysing stakeholders to understand their interests and influence called?
5. Give one benefit of stakeholder profiling in tourism.

2.2 Roles Of Stakeholders In Tourism Development

2.2.1 government roles in regulation and infrastructure

Government stakeholders play a central role in tourism development. They are responsible for creating policies, enforcing regulations, and providing infrastructure such as roads, airports, and public utilities. Governments also promote destinations through national tourism boards and ensure that standards are maintained for safety, quality, and sustainability.

For example, a ministry of tourism may regulate hotel licensing, while local councils may oversee cultural festivals. Governments often act as facilitators, creating an enabling environment for other stakeholders to thrive.



Fill in the blank: Governments promote destinations through national _____ boards.

Diagram showing government roles in tourism development.

Caption: Figure 2.2 Government roles in tourism development

Search string: “government roles in tourism OER diagram”

2.2.2 private sector roles in service delivery and investment

The **private sector** provides the bulk of tourism and hospitality services. Hotels, airlines, restaurants, and travel agencies deliver products directly to tourists. Private businesses also invest in infrastructure, innovation, and marketing, which drive industry growth.

Their role is profit-oriented, but they also contribute to employment creation and destination development. For instance, a hotel chain may invest in new resorts, while airlines expand routes to connect destinations.

Fill in the blank: The primary goal of private sector stakeholders in tourism is to make a _____.

Image showing private sector contributions such as hotels, airlines, and restaurants.

Caption: Plate 2.1 Private sector roles in tourism

Search string: “private sector tourism OER image”

2.2.3 NGO roles in advocacy and sustainability

Non-governmental organisations (NGOs) focus on advocacy, sustainability, and community empowerment. They often campaign for responsible tourism practices, environmental conservation, and cultural preservation. NGOs also provide training and support for local communities to participate in tourism.

For example, an NGO may work with a village to develop eco-tourism projects, ensuring that tourism benefits residents while protecting natural resources.

Fill in the blank: NGOs often campaign for responsible tourism practices and _____ conservation.

Role	Description	Specific Examples
Environmental Conservation	Protecting biodiversity and natural habitats from the negative impacts of mass tourism.	WWF (World Wildlife Fund): Working to protect marine life in coral reef tourist destinations.
Community Empowerment	Training local residents to manage their own tourism assets and ensuring they receive fair financial returns.	Planeterra: Connecting local social enterprises to the global travel supply chain.
Cultural Heritage Protection	Safeguarding indigenous traditions, languages, and	UNESCO (NGO partners): Supporting the preservation of



Role	Description	Specific Examples
	historical sites from "cultural commodification."	World Heritage sites through sustainable management.
Policy Advocacy & Monitoring	Lobbying for better labor laws and acting as a watchdog against "greenwashing" by large corporations.	Tourism Concern: Campaigning for ethical tourism that respects the rights of local people.
Sustainability Education	Providing certifications and training to businesses on how to reduce their carbon footprint.	The International Ecotourism Society (TIES): Developing global guidelines for eco-friendly travel.

Caption: Box 2.2 NGO roles in tourism development

Description: Examples of NGO contributions such as advocacy, sustainability projects, and community empowerment.

Search string: "NGO roles in tourism OER case study"

2.2.4 community roles in cultural preservation and participation

Communities are at the heart of tourism because they host visitors and provide cultural experiences. Their roles include preserving traditions, offering hospitality, and participating in tourism projects. Communities benefit economically through jobs, sales of crafts, and cultural performances.

Community involvement ensures that tourism is inclusive and respectful of local values. For example, a community may organise cultural festivals that attract tourists while reinforcing identity and pride.

Fill in the blank: Communities benefit economically from tourism through jobs, crafts, and cultural _____.

Image showing a community cultural festival with tourists participating.

Caption: Plate 2.2 Community roles in tourism development

Search string: "community roles in tourism OER image"

Pilot questions 2.2

1. Governments promote destinations through national _____ boards.
2. What is the primary goal of private sector stakeholders in tourism?
3. NGOs often campaign for responsible tourism practices and _____ conservation.
4. Communities benefit economically from tourism through jobs, crafts, and cultural _____.
5. Give one example of how the private sector contributes to tourism development.

2.3 Interactions And Collaboration Among Stakeholders



2.3.1 stakeholder partnerships and networks

Stakeholder partnerships are formal or informal arrangements where different groups work together to achieve shared goals in tourism. These partnerships may involve governments collaborating with private businesses to promote destinations, NGOs working with communities to develop eco-tourism, or international networks linking organisations across borders.

Partnerships are important because they pool resources, share expertise, and create synergies that individual stakeholders cannot achieve alone. For example, a government may provide infrastructure while private businesses deliver services, resulting in a stronger tourism product.

Fill in the blank: Partnerships in tourism allow stakeholders to pool _____ and share expertise.

Diagram showing stakeholder partnerships in tourism.

Caption: Figure 2.3 Stakeholder partnerships and networks

Search string: "tourism stakeholder partnerships diagram OER"

2.3.2 benefits and challenges of collaboration

Collaboration among stakeholders brings several **benefits**, such as improved efficiency, reduced duplication of efforts, and enhanced innovation. It also ensures that tourism development is inclusive and benefits all stakeholders.

However, collaboration also presents **challenges**, including conflicting interests, unequal power dynamics, and difficulties in communication. For instance, private businesses may prioritise profit, while NGOs focus on sustainability, leading to disagreements. Effective collaboration requires negotiation, compromise, and mutual respect.

Fill in the blank: One challenge of collaboration among stakeholders is conflicting _____.

Benefits of Collaboration	Challenges of Collaboration
Resource Pooling: Sharing costs for large-scale infrastructure, marketing campaigns, and training programs.	Conflicting Priorities: Private sectors seek quick profits, while NGOs focus on long-term conservation, leading to "gridlock."
Holistic Planning: Ensures that tourism development considers environmental, social, and economic impacts simultaneously.	Slow Decision-Making: Reaching a consensus among government, businesses, and communities takes significantly more time.
Innovation & Knowledge Sharing: Combining local community wisdom with private sector technology and NGO research.	Power Imbalance: Large hotel chains or government bodies may dominate the conversation, sidelining local residents.
Increased Resilience: A united front helps destinations recover faster from crises (like pandemics or natural disasters).	Communication Gaps: Jargon and different "professional languages" can lead to misunderstandings between sectors.



Benefits of Collaboration	Challenges of Collaboration
Social License: Collaboration ensures local communities support tourism, reducing hostility toward visitors.	High Transaction Costs: The time and money required to organize meetings, mediate disputes, and maintain partnerships.

Caption: Box 2.3 Benefits and challenges of stakeholder collaboration

Description: Key benefits (efficiency, inclusivity, innovation) and challenges (conflicting interests, unequal power, communication issues).

Search string: “stakeholder collaboration in tourism OER case study”

2.3.3 case examples of stakeholder cooperation

Real-world examples highlight how stakeholder cooperation strengthens tourism. In Kenya, government agencies, private tour operators, and NGOs collaborate to promote wildlife conservation and eco-tourism. In Nigeria, local communities, cultural associations, and government bodies work together to organise festivals that attract international visitors.

These examples show that when stakeholders cooperate, tourism projects are more sustainable, culturally respectful, and economically beneficial.

Fill in the blank: In Kenya, stakeholder cooperation in tourism focuses on wildlife _____ and eco-tourism.

Image showing a tourism project involving government, private businesses, and communities.

Caption: Plate 2.3 Case examples of stakeholder cooperation

Search string: “stakeholder cooperation in tourism OER image”

Pilot questions 2.3

1. Partnerships in tourism allow stakeholders to pool _____ and share expertise.
2. Identify one benefit of collaboration among stakeholders.
3. One challenge of collaboration among stakeholders is conflicting _____.
4. In Kenya, stakeholder cooperation in tourism focuses on wildlife _____ and eco-tourism.
5. Give one example of stakeholder cooperation in Nigeria.

2.4 Emerging Issues In Stakeholder Roles

2.4.1 impact of globalisation on stakeholder dynamics

Globalisation is the process by which tourism and hospitality organisations expand their reach across borders, creating interconnected markets and shared experiences. For stakeholders, globalisation changes dynamics by increasing competition, diversifying customer expectations, and requiring adaptation to international standards.

Governments must align policies with global frameworks, private businesses expand internationally, NGOs engage in cross-border advocacy, and communities interact with tourists from diverse cultures. This interconnectedness creates opportunities but also challenges, such as cultural homogenisation and regulatory complexity.



Fill in the blank: The process by which tourism organisations expand across borders is known as _____.

Diagram showing globalisation's impact on different stakeholders.

Caption: Figure 2.4 Impact of globalisation on stakeholder dynamics

Search string: "globalisation in tourism stakeholders OER diagram"

2.4.2 influence of technology on stakeholder engagement

Technology has transformed how stakeholders engage in tourism. Governments use digital platforms for licensing and promotion, private businesses rely on online booking systems and mobile apps, NGOs use social media for advocacy, and communities showcase cultural products through digital marketplaces.

Technology enhances communication, efficiency, and transparency, but it also requires stakeholders to invest in skills and infrastructure. For example, a hotel may adopt smart room technologies, while a community may use online platforms to sell crafts directly to tourists.

Fill in the blank: Online booking systems and mobile apps are examples of _____ innovations in tourism.

Image showing stakeholders using technology in tourism (e.g., online booking, mobile apps, social media).

Caption: Plate 2.4 Technology in stakeholder engagement

Search string: "technology in tourism stakeholders OER image"

2.4.3 ethical considerations in stakeholder roles

Ethical considerations refer to actions that respect cultural values, protect the environment, and ensure fairness among stakeholders. Governments must enforce fair regulations, private businesses should avoid exploitation, NGOs promote responsible practices, and communities safeguard traditions.

Ethics in tourism ensures that development is sustainable and inclusive. For example, respecting indigenous cultures, preventing child labour in tourism supply chains, and ensuring fair wages for workers are all ethical responsibilities of stakeholders.

Fill in the blank: Actions in tourism that respect cultural values and protect the environment are called _____ practices.

Stakeholder	Ethical Consideration	The Moral Imperative
Government	Transparency & Anti-Corruption	Ensuring tourism taxes and development funds are actually reinvested into local infrastructure rather than being diverted.



Stakeholder	Ethical Consideration	The Moral Imperative
Private Sector	Fair Compensation & Labor Rights	Avoiding the exploitation of seasonal workers and ensuring that "all-inclusive" models don't starve local businesses of revenue.
NGOs	Authentic Representation	Ensuring that advocacy doesn't simplify or "pity" local cultures to secure funding, but rather empowers them.
Communities	Informed Consent	Having the right to say "no" to certain types of development that threaten their traditional way of life or sacred sites.
Tourists	Responsible Behavior	Respecting local norms, minimizing waste, and choosing operators that prove their commitment to ethical sourcing.

Caption: Box 2.4 Ethical considerations in stakeholder roles

Description: Examples of ethical practices such as cultural respect, fair wages, and environmental protection.

Search string: "ethical practices in tourism stakeholders OER case study"

Pilot questions 2.4

1. The process by which tourism organisations expand across borders is known as _____.
2. Online booking systems and mobile apps are examples of _____ innovations in tourism.
3. What term refers to actions in tourism that respect cultural values and protect the environment?
4. Identify one way technology has transformed stakeholder engagement in tourism.
5. Give one example of an ethical consideration in tourism stakeholder roles.

Series Summary

This Series has focused on the profiles and roles of stakeholders in tourism and hospitality, highlighting their importance in shaping industry development. We began by identifying the main categories of stakeholders, including governments, private businesses, NGOs, communities, and tourists, and examined why stakeholder profiling is essential. We then analysed the specific roles each group plays, from government regulation and infrastructure provision to private sector investment, NGO advocacy, and community participation. Following that, we explored how stakeholders interact and collaborate, considering both the benefits and challenges of partnerships, and illustrated these with real-world examples. Finally, we discussed emerging issues such as globalisation, technology, and ethical considerations, which are reshaping stakeholder dynamics today.

By completing this Series, you should now be able to define and categorise stakeholders (SLO 2.1, SLO 2.2), analyse and explain their roles (SLOs 2.3–2.6), examine and assess collaboration



among them (SLOs 2.7–2.8), and evaluate emerging issues influencing stakeholder engagement (SLO 2.9). These outcomes provide you with a clear understanding of how diverse groups contribute to tourism and hospitality, preparing you to engage critically with industry practices and future developments.

Glossary of Terms

Here are the key terms introduced in **Series 2: Stakeholder Profiles and Industry Roles**:

- **Stakeholder**: Any individual, group, or organisation that has an interest in or is affected by tourism activities.
- **Government stakeholders**: Ministries, agencies, and local councils responsible for regulation, infrastructure, and destination promotion.
- **Private sector stakeholders**: Businesses such as hotels, airlines, restaurants, and travel agencies that deliver services and invest in tourism.
- **Non-governmental organisations (NGOs)**: Independent groups that advocate for sustainability, cultural preservation, and community empowerment in tourism.
- **Communities**: Local residents who host tourists, preserve traditions, and benefit economically through participation in tourism activities.
- **Tourists**: End users who consume tourism and hospitality services, shaping demand patterns.
- **Stakeholder profiling**: The process of identifying and analysing stakeholders to understand their interests, roles, and influence in tourism.
- **Partnerships**: Collaborative arrangements between stakeholders to achieve shared goals in tourism development.
- **Collaboration**: The act of stakeholders working together to enhance efficiency, inclusivity, and innovation in tourism projects.
- **Globalisation**: The expansion of tourism organisations across borders, creating interconnected markets and shared experiences.
- **Technology in tourism**: Digital tools such as online booking systems, mobile apps, and smart innovations that transform stakeholder engagement.
- **Ethical considerations**: Actions in tourism that respect cultural values, protect the environment, and ensure fairness among stakeholders.

Concept Check Questions

Objective questions

1. (Linked to SLO 2.1) Which term refers to any individual, group, or organisation that has an interest in or is affected by tourism activities?
 - a) Tourist
 - b) Stakeholder
 - c) Regulator
 - d) Partner
2. (Linked to SLO 2.2) Hotels, airlines, and travel agencies are examples of which category of stakeholders?
 - a) Government
 - b) Private sector
 - c) NGOs
 - d) Communities



3. (Linked to SLO 2.3) Which role is primarily associated with government stakeholders in tourism?
 - a) Delivering hospitality services
 - b) Enforcing regulations and providing infrastructure
 - c) Advocating for sustainability
 - d) Consuming tourism products

Short-answer questions

4. (Linked to SLO 2.4) Explain one way private sector stakeholders contribute to tourism development.
5. (Linked to SLO 2.5) Describe one role of NGOs in tourism and hospitality organisations.
6. (Linked to SLO 2.6) Identify one way communities participate in tourism development.
7. (Linked to SLO 2.7) What is meant by stakeholder partnerships in tourism?

Long-answer questions

8. (Linked to SLO 2.8) Analyse the benefits and challenges of collaboration among stakeholders in tourism. Provide examples to support your answer.
9. (Linked to SLO 2.9) Evaluate how globalisation and technology are reshaping stakeholder roles in tourism.
10. (Linked to SLO 2.9) Discuss the importance of ethical considerations in stakeholder roles and explain how they contribute to sustainable tourism.

Answers to Concept Check Questions

Objective questions

1. b) Stakeholder
2. b) Private sector
3. b) Enforcing regulations and providing infrastructure

Short-answer questions

4. Private sector stakeholders contribute by delivering services such as accommodation, transport, and catering, and by investing in tourism infrastructure.
5. NGOs advocate for sustainability, cultural preservation, and community empowerment, often through training and awareness campaigns.
6. Communities participate by hosting tourists, preserving traditions, and benefiting economically through jobs and cultural festivals.
7. Stakeholder partnerships are collaborative arrangements where different groups work together to achieve shared goals in tourism development.

Long-answer questions



8. *Basic response:* Collaboration among stakeholders improves efficiency, reduces duplication, and ensures inclusivity. Challenges include conflicting interests, unequal power dynamics, and communication barriers.

Value-added response: Effective collaboration fosters innovation and sustainability, but requires negotiation and compromise. For example, government-private partnerships in destination promotion combine infrastructure provision with service delivery, while NGO-community collaborations ensure cultural preservation.

9. *Basic response:* Globalisation expands tourism across borders, increasing competition and cultural exchange. Technology enhances efficiency through online booking systems, mobile apps, and digital marketing.

Value-added response: Globalisation requires stakeholders to adapt to diverse regulations and customer expectations, while technology enables data-driven decision-making and personalised services. For instance, airline alliances provide seamless travel experiences, and communities use digital platforms to sell crafts directly to tourists.

10. *Basic response:* Ethical considerations ensure tourism respects cultural values, protects the environment, and treats stakeholders fairly.

Value-added response: Ethics strengthen sustainability and brand reputation, attract socially conscious travellers, and prevent exploitation. Examples include fair wages for workers, preventing child labour, and respecting indigenous traditions in tourism projects.

Answers to Pilot Questions

Part 2.1:

1. Stakeholder
2. Ministry of Tourism (or government agency)
3. Private sector
4. Stakeholder profiling
5. Conflict management, inclusive policies, or improved collaboration

Part 2.2:

1. Tourism boards
2. Profit
3. Environmental conservation
4. Cultural performances
5. Hotels investing in resorts or airlines expanding routes

Part 2.3:

1. Resources
2. Improved efficiency
3. Interests
4. Conservation
5. Cultural festivals organised by communities with government support



Part 2.4

1. Globalisation
2. Technological innovations
3. Ethical practices
4. Governments using digital platforms, or hotels adopting smart room technologies
5. Respecting indigenous cultures or ensuring fair wages

References and Attributions

General references

- World Tourism Organization (UNWTO). (2023). *Tourism stakeholders and governance*. Retrieved from <https://www.unwto.org>
- Nigerian Tourism Development Corporation (NTDC). (2024). *Tourism development and stakeholder engagement in Nigeria*. Retrieved from <https://ntdc.gov.ng>
- International Air Transport Association (IATA). (2024). *Industry roles and partnerships*. Retrieved from <https://www.iata.org>
- Hotel Association of Nigeria (HAN). (2024). *Stakeholder collaboration and industry standards*. Retrieved from <https://hotelassociationnigeria.org>

Illustration references and attributions

- *Figure 2.1 Categories of tourism stakeholders*
 - AI-generated suggestion: "Generate a diagram showing tourism stakeholders: government, private sector, NGOs, communities, and tourists connected to tourism development."
 - Suggested OER search string: "tourism stakeholders diagram OER"
- *Table 2.1 Categories of tourism stakeholders and their roles*
 - AI-generated suggestion: "Create a table comparing categories of tourism stakeholders with examples and their roles."
 - Suggested OER search string: "categories of tourism stakeholders OER table"
- *Box 2.1 Benefits of stakeholder profiling in tourism*
 - AI-generated suggestion: "Create a text box listing benefits of stakeholder profiling in tourism and hospitality organisations."
 - Suggested OER search string: "stakeholder profiling in tourism OER case study"
- *Figure 2.2 Government roles in tourism development*
 - AI-generated suggestion: "Generate a diagram showing government roles in tourism: regulation, infrastructure, promotion, and safety standards."
 - Suggested OER search string: "government roles in tourism OER diagram"
- *Plate 2.1 Private sector roles in tourism*
 - AI-generated suggestion: "Generate an image showing hotels, airlines, and restaurants as examples of private sector roles in tourism."
 - Suggested OER search string: "private sector tourism OER image"
- *Box 2.2 NGO roles in tourism development*



- AI-generated suggestion: “Create a text box listing NGO roles in tourism development with examples.”
 - Suggested OER search string: “NGO roles in tourism OER case study”
- *Plate 2.2 Community roles in tourism development*
 - AI-generated suggestion: “Generate an image showing a local community cultural festival with tourists participating.”
 - Suggested OER search string: “community roles in tourism OER image”
- *Figure 2.3 Stakeholder partnerships and networks*
 - AI-generated suggestion: “Generate a diagram showing partnerships among government, private sector, NGOs, communities, and tourists with arrows indicating collaboration.”
 - Suggested OER search string: “tourism stakeholder partnerships diagram OER”
- *Box 2.3 Benefits and challenges of stakeholder collaboration*
 - AI-generated suggestion: “Create a text box listing benefits and challenges of stakeholder collaboration in tourism.”
 - Suggested OER search string: “stakeholder collaboration in tourism OER case study”
- *Plate 2.3 Case examples of stakeholder cooperation*
 - AI-generated suggestion: “Generate an image showing government officials, private tour operators, NGOs, and communities working together on a tourism project.”
 - Suggested OER search string: “stakeholder cooperation in tourism OER image”
- *Figure 2.4 Impact of globalisation on stakeholder dynamics*
 - AI-generated suggestion: “Generate a diagram showing globalisation influencing government, private sector, NGOs, communities, and tourists.”
 - Suggested OER search string: “globalisation in tourism stakeholders OER diagram”
- *Plate 2.4 Technology in stakeholder engagement*
 - AI-generated suggestion: “Generate an image showing stakeholders in tourism using technology such as online booking, mobile apps, and social media.”
 - Suggested OER search string: “technology in tourism stakeholders OER image”
- *Box 2.4 Ethical considerations in stakeholder roles*
 - AI-generated suggestion: “Create a text box listing ethical considerations in tourism stakeholder roles.”
 - Suggested OER search string: “ethical practices in tourism stakeholders OER case study”



Course Title: Tourism Organization and Travel Management

Course Code: HTM 305

Course Unit: 2 Units

- **Tourism and Hospitality Organizations**
- **Stakeholder Profiles and Industry Roles**
- **Travel Planning and Marketing Strategies**
- **World Mapping and Time Zone Applications**
- **Ethics in Tour Packages and Packaging**

Suggested Outline for Series 3: Travel Planning And Marketing Strategies

- **Part 1 Fundamentals Of Travel Planning**
 - Definition and importance of travel planning
 - Key components of travel planning (transport, accommodation, itinerary, budget)
 - Tools and resources for effective travel planning
- **Part 2 Marketing Strategies In Tourism And Hospitality**
 - Definition of marketing in tourism
 - Traditional marketing strategies (advertising, brochures, travel fairs)
 - Digital marketing strategies (social media, websites, email campaigns)
 - Branding and positioning in tourism markets
- **Part 3 Integrating Travel Planning And Marketing**
 - How marketing influences travel planning decisions
 - Case examples of integrated travel planning and marketing strategies
 - Challenges and opportunities in aligning planning with marketing
- **Part 4 Emerging Trends In Travel Planning And Marketing**
 - Impact of technology (apps, AI, virtual tours)
 - Role of sustainability and ethical marketing
 - Globalisation and personalised travel experiences

Introduction

Planning a journey is more than simply booking a ticket or reserving a hotel room. It involves careful organisation of transport, accommodation, itineraries, and budgets, all of which shape the traveller's experience. At the same time, marketing strategies play a vital role in influencing travel decisions, promoting destinations, and ensuring that tourism organisations remain competitive. This Series brings together these two essential aspects of tourism, showing how travel planning and marketing strategies work hand in hand to create memorable and sustainable experiences.



The aim of this Series is to equip you with the knowledge and skills to plan travel effectively and to apply marketing strategies that attract and satisfy diverse clients in the tourism and hospitality industry.

We shall commence this Series by exploring the fundamentals of travel planning, including its definition, importance, and key components. Next, we will examine marketing strategies in tourism and hospitality, considering both traditional and digital approaches as well as branding. Following that, we will integrate travel planning and marketing, analysing how marketing influences planning decisions and reviewing case examples of combined strategies. Finally, we will wrap up by discussing emerging trends such as technology, sustainability, and globalisation, which are reshaping how travel planning and marketing are practised today.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 3.1** define travel planning and explain its importance in tourism and hospitality,
- **SLO 3.2** identify and describe the key components of travel planning such as transport, accommodation, itineraries, and budgets,
- **SLO 3.3** demonstrate the use of tools and resources for effective travel planning,
- **SLO 3.4** define marketing in tourism and hospitality and explain its purpose,
- **SLO 3.5** distinguish between traditional and digital marketing strategies used in tourism,
- **SLO 3.6** analyse the role of branding and positioning in tourism markets,
- **SLO 3.7** examine how marketing strategies influence travel planning decisions,
- **SLO 3.8** evaluate case examples of integrated travel planning and marketing strategies,
- **SLO 3.9** assess emerging trends such as technology, sustainability, and globalisation in travel planning and marketing.

3.1 Fundamentals Of Travel Planning

3.1.1 definition and importance of travel planning

Travel planning refers to the process of organising and coordinating the various elements of a trip, such as transport, accommodation, itineraries, and budgets, to ensure a smooth and enjoyable travel experience. It is important because it helps travellers anticipate costs, avoid risks, and maximise the value of their journey.

Effective travel planning also ensures that tourism organisations can meet client expectations by offering well-structured packages and services. For example, a travel agency that plans carefully can provide seamless connections between flights, hotels, and tours.

Fill in the blank: The process of organising and coordinating the various elements of a trip is called _____.





Diagram showing the importance of travel planning (cost management, risk reduction, customer satisfaction).

Caption: Figure 3.1 Importance of travel planning

Search string: “importance of travel planning diagram OER”

3.1.2 key components of travel planning (transport, accommodation, itinerary, budget)

Travel planning involves several **key components**:

- **Transport:** Choosing suitable means of travel such as flights, trains, buses, or car rentals.
- **Accommodation:** Selecting lodging options that fit the traveller’s budget and preferences, ranging from hotels to guesthouses.
- **Itinerary:** Designing a schedule of activities, visits, and experiences during the trip.
- **Budget:** Estimating and allocating financial resources to cover transport, accommodation, food, and activities.

Each component must be carefully considered to ensure the trip is practical and enjoyable.



Fill in the blank: Designing a schedule of activities, visits, and experiences during a trip is called an _____.

Component	Description	Examples
Itinerary Development	A detailed schedule of activities, destinations, and timing for the entire trip duration.	Daily sightseeing schedule in Cape Town , museum visit slots, or flight connection windows.
Budgeting & Finance	The estimation and allocation of funds for all travel-related expenses, including a "buffer" for emergencies.	Pre-calculating costs for airfare, Naira-to-Dollar exchange rates, and daily meal allowances.
Logistics & Transport	Determining the most efficient modes of moving between locations (air, sea, road, or rail).	Booking a domestic flight from Lagos to Abuja , or arranging a private safari Jeep in the Serengeti .
Accommodation Selection	Matching lodging options to the traveler's budget, preference, and proximity to key attractions.	Boutique hotels, eco-lodges, Airbnb rentals, or luxury resorts like those in Zanzibar .
Risk & Safety Management	Identifying potential hazards and securing necessary protections like insurance and health protocols.	Purchasing travel insurance, checking CDC travel health notices , and applying for necessary visas.
Documentation & Compliance	Gathering all legal permits, identification, and health certificates required for border crossings.	Valid Passport, E-visas , Yellow Fever vaccination cards, and digital boarding passes.

Caption: Table 3.1 Key components of travel planning

Description: Table comparing transport, accommodation, itinerary, and budget with examples.

Search string: "travel planning components OER table"

3.1.3 tools and resources for effective travel planning

Modern travel planning is supported by various **tools and resources**. These include online booking platforms, mobile applications, travel guides, and budgeting software. Travel agencies also provide professional services to assist clients in planning complex trips.

Technology has made planning more accessible, allowing travellers to compare prices, read reviews, and customise itineraries. For example, mobile apps can suggest attractions based on location, while online platforms allow instant booking of flights and hotels.



Fill in the blank: Online booking platforms and mobile applications are examples of modern travel planning _____.



Image showing travellers using mobile apps and online platforms to plan trips.

Caption: Plate 3.1 Tools and resources for travel planning

Search string: "travel planning tools OER image"

Category	Top Tool Recommendations	Key Benefit
AI Itinerary Builders	TriPandoo, Mindtrip, Wanderlog	Generates full day-by-day schedules with optimized routes in seconds.
Logistics & Aggregators	Google Flights, Skyscanner, Rome2Rio	Compares every possible way to get from A to B (plane, train, bus, ferry).
Lodging & Stays	Booking.com, Airbnb, Hostelworld	Provides a massive inventory ranging from luxury resorts to local "social" hostels.



Category	Top Tool Recommendations	Key Benefit
Cost & Spend Tracking	Splitwise, TravelSpend, Wise (Debit Card)	Manages group expenses and provides real-time multi-currency exchange.
Safety & Risk Assessment	Riskline, International SOS, CDC Travel Notices	Provides real-time alerts on geopolitical issues, health risks, and weather.
Communication & Translation	DeepL, WhatsApp, Google Translate (Camera)	Breaks language barriers and remains the global standard for travel messaging.

Caption: Box 3.1 Examples of travel planning tools

Description: Examples such as online booking platforms, mobile apps, travel guides, and budgeting software.

Search string: “travel planning tools OER case study”

Pilot questions 3.1

1. The process of organising and coordinating the various elements of a trip is called _____.
2. Designing a schedule of activities, visits, and experiences during a trip is called an _____.
3. Online booking platforms and mobile applications are examples of modern travel planning _____.
4. Identify one key component of travel planning.
5. Give one example of a tool or resource used in modern travel planning.

3.2 Marketing Strategies In Tourism And Hospitality

3.2.1 definition of marketing in tourism

Marketing in tourism refers to the process of promoting destinations, services, and experiences to attract and satisfy travellers. It involves identifying customer needs, creating appealing products, and communicating value through various channels. Marketing is essential because it helps tourism organisations remain competitive and ensures that travellers are aware of the options available to them.

Fill in the blank: The process of promoting destinations, services, and experiences to attract travellers is called _____ in tourism.



STRATEGIC MARKETING IN TOURISM



FROM INSIGHT TO INFLUENCE: SHAPING THE TRAVELER'S JOURNEY

Diagram showing the definition and purpose of marketing in tourism.

Caption: Figure 3.2 Definition of marketing in tourism

Search string: “marketing in tourism diagram OER”

3.2.2 traditional marketing strategies (advertising, brochures, travel fairs)

Traditional marketing strategies include **advertising**, **brochures**, and **travel fairs**. Advertising uses media such as newspapers, radio, and television to reach wide audiences. Brochures provide detailed information about destinations and services, often distributed through travel agencies. Travel fairs bring together tourism providers and customers, offering opportunities for direct interaction.

These methods remain relevant, especially for reaching audiences who prefer tangible materials or face-to-face engagement.

Fill in the blank: Printed materials that provide detailed information about destinations are called _____.





Image showing examples of traditional marketing strategies such as brochures and travel fairs.

Caption: Plate 3.2 Traditional marketing strategies in tourism

Search string: “traditional tourism marketing OER image”

3.2.3 digital marketing strategies (social media, websites, email campaigns)

Digital marketing strategies use online platforms to reach global audiences. These include social media campaigns, websites, and email marketing. Social media allows organisations to engage directly with travellers, websites provide comprehensive information and booking options, and email campaigns deliver personalised offers.

Digital marketing is cost-effective, interactive, and provides measurable results. For example, a hotel may use Instagram to showcase its facilities, while a tour operator may send customised emails to past clients.

Fill in the blank: Using online platforms such as social media and websites to promote tourism services is called _____ marketing.





Diagram showing digital marketing strategies in tourism.

Caption: Figure 3.3 Digital marketing strategies in tourism

Search string: “digital marketing in tourism OER diagram”

3.2.4 branding and positioning in tourism markets

Branding refers to creating a unique identity for a destination or organisation, while **positioning** involves establishing how that brand is perceived in the minds of travellers. Strong branding and positioning help organisations differentiate themselves from competitors and build loyalty.

For example, Dubai is branded as a luxury destination, while Kenya positions itself as a leader in wildlife tourism. Effective branding and positioning influence travellers’ choices and expectations.

Fill in the blank: Creating a unique identity for a destination or organisation is called _____.

Strategy	Definition	Real-World Examples
National Branding	Using a country’s collective identity and slogans to attract international visitors.	"Incredible India", "Magical Kenya", or "Visit Rwanda" (famously seen on Arsenal jerseys).



Strategy	Definition	Real-World Examples
Niche Positioning	Focusing on a specific segment like "Eco-tourism," "Adventure," or "Luxury."	Costa Rica: Positioned as the world leader in sustainability and biodiversity.
Heritage Positioning	Leveraging history, ancient ruins, and cultural lineage as the primary draw.	Egypt: Positioned through the Pyramids; Ethiopia: Positioned as the "Land of Origins."
Emotional Branding	Connecting with travelers' feelings (e.g., peace, excitement, or belonging).	"What Happens in Vegas, Stays in Vegas" (Privacy and Freedom).
Service Positioning	Building a brand based on a specific standard of hospitality or safety.	Singapore: Positioned as the cleanest, safest, and most efficient hub in Asia.

Caption: Box 3.2 Examples of branding and positioning in tourism

Description: Examples such as Dubai (luxury destination) and Kenya (wildlife tourism).

Search string: "branding and positioning in tourism OER case study"

Pilot questions 3.2

1. The process of promoting destinations, services, and experiences to attract travellers is called _____ in tourism.
2. Printed materials that provide detailed information about destinations are called _____.
3. Using online platforms such as social media and websites to promote tourism services is called _____ marketing.
4. Creating a unique identity for a destination or organisation is called _____.
5. Give one example of branding and positioning in tourism markets.

3.3 Integrating Travel Planning And Marketing

3.3.1 how marketing influences travel planning decisions

Marketing plays a significant role in shaping how travellers plan their journeys. By promoting destinations, highlighting attractions, and offering tailored packages, marketing provides the information and motivation that guide planning decisions. For example, a well-designed campaign showcasing cultural festivals may encourage travellers to include those events in their itineraries.

Marketing also influences perceptions of value and quality, which affects choices of transport, accommodation, and activities. In this way, marketing and planning are closely linked, with one informing the other.

Fill in the blank: A well-designed campaign showcasing cultural festivals may encourage travellers to include those events in their _____.





Diagram showing how marketing influences travel planning decisions.

Caption: Figure 3.4 Influence of marketing on travel planning

Search string: "marketing influence on travel planning OER diagram"

3.3.2 case examples of integrated travel planning and marketing strategies

Integrated strategies combine travel planning with marketing to create seamless experiences. For instance, a tour operator may design itineraries based on customer preferences and then market them through digital platforms. Similarly, airlines often promote package deals that include flights, hotels, and activities, simplifying planning for travellers while boosting sales.

These examples show how integration benefits both travellers and organisations. Travellers enjoy convenience and clarity, while organisations gain customer loyalty and increased revenue.

Fill in the blank: Airlines often promote package deals that include flights, hotels, and _____.

Organization/Entity	Integrated Strategy	Impact on the Traveler
Visit Rwanda & Arsenal FC	Partnership Marketing: High-visibility "Visit Rwanda"	Converts sports fans directly into travel planners through exclusive "fan



Organization/Entity	Integrated Strategy	Impact on the Traveler
	branding on jerseys linked to QR codes and digital portals.	packages" and streamlined visa info.
Marriott Bonvoy App	Omni-channel Ecosystem: Marketing personalized offers via email that open directly into a mobile booking and "mobile key" planning tool.	The traveler moves from <i>desire</i> (email offer) to <i>itinerary</i> (mobile app) without ever leaving the brand ecosystem.
Disney World "Genie+"	Algorithmic Planning: Real-time marketing of "Lightning Lane" passes based on the traveler's current location and wait times.	Marketing becomes a planning service; the app "sells" the next activity to optimize the traveler's schedule on the fly.
South African Tourism	Influencer-Led Planning: Using "Sho't Left" campaigns where influencers share downloadable Google Maps itineraries.	Marketing provides the "blueprint" for the trip, allowing travelers to copy-paste a successful planning route.

Caption: Box 3.3 Case examples of integrated travel planning and marketing

Description: Examples such as tour operators designing itineraries and airlines offering package deals.

Search string: "integrated travel planning and marketing OER case study"

3.3.3 challenges and opportunities in aligning planning with marketing

Aligning travel planning with marketing presents both **challenges** and **opportunities**. Challenges include balancing customer expectations with realistic planning, managing costs, and ensuring authenticity in promotional messages. Opportunities arise from creating personalised packages, enhancing customer satisfaction, and building strong brand identities.

For example, while marketing may promise luxury experiences, planning must ensure that the actual services meet those expectations. When alignment is successful, organisations can deliver memorable experiences that encourage repeat business.

Fill in the blank: Aligning planning with marketing creates opportunities for personalised packages and strong _____ identities.





Image showing a travel agency team aligning planning with marketing strategies.

Caption: Plate 3.3 Aligning planning with marketing

Search string: “aligning travel planning with marketing OER image”

Pilot questions 3.3

1. A well-designed campaign showcasing cultural festivals may encourage travellers to include those events in their _____.
2. Airlines often promote package deals that include flights, hotels, and _____.
3. Aligning planning with marketing creates opportunities for personalised packages and strong _____ identities.
4. Give one example of an integrated travel planning and marketing strategy.
5. Identify one challenge in aligning travel planning with marketing.

3.4 Emerging Trends In Travel Planning And Marketing

3.4.1 impact of technology (apps, AI, virtual tours)

Technology has revolutionised travel planning and marketing by introducing tools such as mobile apps, artificial intelligence (AI), and virtual tours. Mobile apps allow travellers to book flights, hotels, and activities instantly, while AI provides personalised recommendations based on preferences and past behaviour. Virtual tours enable potential travellers to explore destinations online before making decisions.



These innovations make travel planning more efficient and marketing more engaging, helping organisations reach wider audiences and offer customised experiences.

Fill in the blank: Exploring destinations online before making decisions is possible through _____ tours.



Image showing travellers using mobile apps, AI recommendations, and virtual tours.

Caption: Plate 3.4 Technology in travel planning and marketing

Search string: “technology in travel planning and marketing OER image”

3.4.2 role of sustainability and ethical marketing

Sustainability in tourism refers to practices that minimise environmental impact and support local communities. **Ethical marketing** ensures that promotional messages are truthful, respectful of cultures, and encourage responsible travel. Together, these approaches build trust and attract socially conscious travellers.

For example, a tour operator may market eco-friendly packages that highlight conservation efforts, while a hotel may promote its use of renewable energy.

Fill in the blank: Marketing that is truthful, respectful of cultures, and encourages responsible travel is called _____ marketing.



Strategy	Definition	Case Example
Eco-Certification Marketing	Promoting third-party verified environmental standards (e.g., LEED, Green Key).	Eco-Lodges in the Okavango Delta: Using solar power and water recycling systems as a core selling point.
Community-Based Tourism (CBT)	Marketing experiences where the majority of the revenue goes directly to local residents.	Village Stays in Ghana: Marketing direct interactions with local artisans where 100% of tour fees fund community schools.
Carbon Neutrality Claims	Providing transparent data on carbon offsetting or reduction for flights and stays.	KLM's "Fly Responsibly": Encouraging travelers to offset CO2 or choose rail options for short distances.
Cultural Preservation Branding	Marketing that emphasizes the protection of "intangible heritage" rather than its commercialization.	Bhutan's "High Value, Low Volume": Using high tourist fees to limit crowds and preserve sacred traditions.
Regenerative Tourism	Marketing that invites the traveler to "leave the place better than they found it."	Tree-planting safaris in Kenya: Where tourists participate in reforestation efforts as part of their itinerary.

Caption: Box 3.4 Examples of sustainability and ethical marketing in tourism

Description: Examples such as eco-friendly packages, renewable energy use, and cultural respect in promotions.

Search string: "sustainable tourism ethical marketing OER case study"

3.4.3 globalisation and personalised travel experiences

Globalisation has expanded tourism markets, making destinations accessible to international travellers and increasing competition among providers. At the same time, **personalised travel experiences** have become a major trend, with organisations tailoring packages to individual preferences.

For instance, travel agencies may design itineraries based on customer interests, while hotels offer customised services such as dietary options or themed experiences. Globalisation and personalisation together ensure that tourism remains dynamic and responsive to diverse needs.

Fill in the blank: Designing itineraries based on customer interests is an example of _____ travel experiences.





Diagram showing globalisation and personalised travel experiences in tourism.

Caption: Figure 3.5 Globalisation and personalised travel experiences

Search string: “globalisation personalised travel experiences OER diagram”

Pilot questions 3.4

1. Exploring destinations online before making decisions is possible through _____ tours.
2. Marketing that is truthful, respectful of cultures, and encourages responsible travel is called _____ marketing.
3. Designing itineraries based on customer interests is an example of _____ travel experiences.
4. Give one example of how technology has transformed travel planning.
5. Identify one way sustainability is promoted in tourism marketing.

Series Summary

This Series has explored the essential connection between travel planning and marketing strategies, showing how they work together to shape tourism experiences and organisational success. We began with the fundamentals of travel planning, examining its definition,



importance, and key components such as transport, accommodation, itineraries, and budgets. We then moved on to marketing strategies in tourism and hospitality, distinguishing between traditional methods like brochures and fairs and digital approaches such as social media and websites, while also considering branding and positioning. Following that, we integrated travel planning and marketing, analysing how marketing influences planning decisions and reviewing case examples of combined strategies, before concluding with emerging trends such as technology, sustainability, and globalisation.

By completing this Series, you should now be able to define and explain travel planning (SLOs 3.1–3.3), describe and analyse marketing strategies (SLOs 3.4–3.6), examine how marketing and planning interact (SLOs 3.7–3.8), and assess emerging trends reshaping the industry (SLO 3.9). These outcomes equip you with practical knowledge and critical insight into how tourism organisations design, promote, and deliver experiences that meet diverse traveller needs in a competitive global environment.

Glossary of Terms

- **Accommodation:** Lodging options chosen by travellers, such as hotels, guesthouses, or hostels, which form a key part of travel planning.
- **Branding:** The process of creating a unique identity for a destination or organisation to differentiate it from competitors.
- **Budget:** The estimated financial plan for a trip, covering costs such as transport, accommodation, food, and activities.
- **Digital marketing:** The use of online platforms such as social media, websites, and email campaigns to promote tourism services.
- **Globalisation:** The expansion of tourism markets across borders, making destinations accessible to international travellers and increasing competition.
- **Itinerary:** A planned schedule of activities, visits, and experiences during a trip.
- **Marketing in tourism:** The process of promoting destinations, services, and experiences to attract and satisfy travellers.
- **Personalised travel experiences:** Tailored travel packages or services designed to meet individual traveller preferences and interests.
- **Positioning:** The way a destination or organisation is perceived in the minds of travellers, often linked to branding.
- **Stakeholder:** Any individual, group, or organisation that has an interest in or is affected by tourism activities.
- **Sustainability:** Tourism practices that minimise environmental impact and support local communities.
- **Traditional marketing:** Conventional methods of promotion such as advertising, brochures, and travel fairs.
- **Travel planning:** The process of organising and coordinating the elements of a trip, including transport, accommodation, itineraries, and budgets.
- **Transport:** The means of travel chosen for a trip, such as flights, trains, buses, or car rentals.
- **Virtual tours:** Online experiences that allow potential travellers to explore destinations before making decisions.

Concept Check Questions



Objective questions

1. (Linked to SLO 3.1) The process of organising and coordinating the elements of a trip is called:
a) Marketing
b) Travel planning
c) Branding
d) Positioning
2. (Linked to SLO 3.5) Using online platforms such as social media and websites to promote tourism services is known as:
a) Traditional marketing
b) Digital marketing
c) Ethical marketing
d) Globalisation
3. (Linked to SLO 3.6) Creating a unique identity for a destination or organisation is referred to as:
a) Branding
b) Positioning
c) Advertising
d) Personalisation

Short-answer questions

4. (Linked to SLO 3.2) Identify one key component of travel planning and explain its role.
5. (Linked to SLO 3.4) Define marketing in tourism and explain why it is important.
6. (Linked to SLO 3.7) Describe one way marketing influences travel planning decisions.
7. (Linked to SLO 3.9) Give one example of how technology has transformed travel planning and marketing.

Long-answer questions

8. (Linked to SLO 3.5) Compare traditional and digital marketing strategies in tourism, highlighting their strengths and limitations.
9. (Linked to SLO 3.8) Analyse how integrated travel planning and marketing strategies benefit both travellers and organisations. Provide examples.
10. (Linked to SLO 3.9) Evaluate the role of sustainability, ethical marketing, and globalisation in shaping future travel planning and marketing practices.

Answers to Concept Check Questions

Objective questions

1. b) Travel planning
2. b) Digital marketing



3. a) Branding

Short-answer questions

4. One key component is **itinerary**, which provides a structured schedule of activities and ensures travellers maximise their experiences.
5. Marketing in tourism is the process of promoting destinations, services, and experiences to attract and satisfy travellers. It is important because it helps organisations remain competitive and informs travellers of available options.
6. Marketing influences planning by shaping perceptions of destinations. For example, a campaign highlighting cultural festivals may encourage travellers to include them in their itineraries.
7. Technology has transformed planning through mobile apps that allow instant booking of flights and hotels, and virtual tours that let travellers explore destinations online.

Long-answer questions

8. *Basic response:* Traditional marketing uses methods like brochures and travel fairs, which provide tangible materials and face-to-face engagement. Digital marketing uses online platforms, offering cost-effective, interactive, and measurable results.
Value-added response: Traditional marketing is effective for local audiences and building trust through personal interaction, while digital marketing reaches global audiences and allows personalisation. Combining both ensures wider reach and stronger impact.
9. *Basic response:* Integrated strategies simplify planning for travellers and increase sales for organisations. For example, airlines offering package deals that include flights, hotels, and activities.
Value-added response: Integration enhances convenience, builds loyalty, and improves efficiency. Tour operators designing itineraries based on customer preferences and marketing them digitally demonstrate how integration creates value for both sides.
10. *Basic response:* Sustainability and ethical marketing ensure tourism respects cultures and protects the environment, while globalisation expands markets and increases competition.
Value-added response: These factors shape future practices by attracting socially conscious travellers, encouraging innovation, and promoting personalised experiences. For instance, eco-friendly packages and global digital campaigns highlight how organisations adapt to changing expectations.

Answers to Pilot Questions

Part 3.1

1. Travel planning
2. Itinerary
3. Tools
4. Transport, accommodation, itinerary, or budget
5. Online booking platforms, mobile apps, travel guides, or budgeting software

Part 3.2



1. Marketing
2. Brochures
3. Digital marketing
4. Branding
5. Dubai (luxury destination) or Kenya (wildlife tourism)

Part 3.3:

1. Itineraries
2. Activities
3. Brand identities
4. Airlines offering package deals or tour operators designing itineraries and marketing them digitally
5. Balancing customer expectations with realistic planning, managing costs, or ensuring authenticity

Part 3.4

1. Virtual tours
2. Ethical marketing
3. Personalised travel experiences
4. Mobile apps for instant booking or AI providing personalised recommendations
5. Eco-friendly packages, renewable energy use, or cultural respect in promotions

References and Attributions

General references

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- Kotler, P., Bowen, J., & Makens, J. (2022). *Marketing for hospitality and tourism* (8th ed.). Pearson Education.

Illustration references and attributions

- *Figure 3.1 Importance of travel planning*
 - AI-generated suggestion: “Generate a diagram showing travel planning benefits: cost management, risk reduction, customer satisfaction.”
 - Suggested OER search string: “importance of travel planning diagram OER”
- *Table 3.1 Key components of travel planning*
 - AI-generated suggestion: “Create a table listing key components of travel planning with examples and descriptions.”
 - Suggested OER search string: “travel planning components OER table”



- *Plate 3.1 Tools and resources for travel planning*
 - AI-generated suggestion: “Generate an image showing travellers using mobile apps and online booking platforms to plan trips.”
 - Suggested OER search string: “travel planning tools OER image”
- *Box 3.1 Examples of travel planning tools*
 - AI-generated suggestion: “Create a text box listing examples of travel planning tools and resources.”
 - Suggested OER search string: “travel planning tools OER case study”
- *Figure 3.2 Definition of marketing in tourism*
 - AI-generated suggestion: “Generate a diagram showing marketing in tourism: identifying needs, creating products, communicating value.”
 - Suggested OER search string: “marketing in tourism diagram OER”
- *Plate 3.2 Traditional marketing strategies in tourism*
 - AI-generated suggestion: “Generate an image showing brochures, posters, and a travel fair booth as examples of traditional marketing strategies.”
 - Suggested OER search string: “traditional tourism marketing OER image”
- *Figure 3.3 Digital marketing strategies in tourism*
 - AI-generated suggestion: “Generate a diagram showing digital marketing strategies: social media, websites, email campaigns.”
 - Suggested OER search string: “digital marketing in tourism OER diagram”
- *Box 3.2 Examples of branding and positioning in tourism*
 - AI-generated suggestion: “Create a text box listing examples of branding and positioning in tourism markets.”
 - Suggested OER search string: “branding and positioning in tourism OER case study”
- *Figure 3.4 Influence of marketing on travel planning*
 - AI-generated suggestion: “Generate a diagram showing marketing influencing travel planning: destination choice, itinerary design, accommodation selection.”
 - Suggested OER search string: “marketing influence on travel planning OER diagram”
- *Box 3.3 Case examples of integrated travel planning and marketing*
 - AI-generated suggestion: “Create a text box listing case examples of integrated travel planning and marketing strategies.”
 - Suggested OER search string: “integrated travel planning and marketing OER case study”
- *Plate 3.3 Aligning planning with marketing*
 - AI-generated suggestion: “Generate an image showing a travel agency team working on travel planning and marketing strategies together.”
 - Suggested OER search string: “aligning travel planning with marketing OER image”
- *Plate 3.4 Technology in travel planning and marketing*
 - AI-generated suggestion: “Generate an image showing travellers using mobile apps, AI tools, and virtual tours for travel planning.”
 - Suggested OER search string: “technology in travel planning and marketing OER image”



- *Box 3.4 Examples of sustainability and ethical marketing in tourism*
 - AI-generated suggestion: “Create a text box listing examples of sustainability and ethical marketing in tourism.”
 - Suggested OER search string: “sustainable tourism ethical marketing OER case study”
- *Figure 3.5 Globalisation and personalised travel experiences*
 - AI-generated suggestion: “Generate a diagram showing globalisation expanding tourism markets and personalised travel experiences tailored to customer preferences.”
 - Suggested OER search string: “globalisation personalised travel experiences OER diagram”

Course Title: Tourism Organization and Travel Management

Course Code: HTM 305

Course Unit: 2 Units

- **Tourism and Hospitality Organizations**
- **Stakeholder Profiles and Industry Roles**
- **Travel Planning and Marketing Strategies**
- **World Mapping and Time Zone Applications**
- **Ethics in Tour Packages and Packaging**

Suggested outline for series 4: World Mapping And Time Zone Applications

- **Part 1 Fundamentals Of World Mapping**
 - Definition and importance of world mapping in tourism
 - Key elements of maps (continents, countries, regions, coordinates)
 - Reading and interpreting maps for travel planning
- **Part 2 Time Zones And Their Applications**
 - Definition of time zones and their global distribution
 - Coordinated Universal Time (UTC) and its role in travel
 - Practical applications of time zones in tourism and hospitality
- **Part 3 Integrating World Mapping And Time Zone Knowledge**
 - How mapping supports travel planning and logistics
 - Case examples of time zone applications in international travel
 - Challenges and opportunities in managing global travel schedules
- **Part 4 Emerging Tools And Trends In Mapping And Time Zone Applications**
 - Digital mapping technologies (GPS, GIS, online maps)



- Mobile applications for time zone conversion and travel coordination
- Future trends in global mapping and time management for tourism

Introduction

Imagine planning a trip across several continents without a clear understanding of maps or time zones. Travellers could easily miss connections, arrive late for events, or even book flights that overlap with their schedules. In tourism and hospitality, the ability to interpret world maps and apply time zone knowledge is therefore essential. This Series will help you build those skills, ensuring that you can plan and coordinate travel effectively in a global context.

The aim of this Series is to introduce you to the fundamentals of world mapping and time zone applications, and to equip you with practical knowledge for managing international travel schedules and logistics.

We shall commence this Series by exploring the fundamentals of world mapping, including its definition, importance, and key elements such as continents, countries, and coordinates. Next, we will examine time zones and their applications, focusing on concepts like Coordinated Universal Time (UTC) and practical uses in tourism. Following that, we will integrate world mapping and time zone knowledge, looking at how they support travel planning and logistics, with case examples of international travel. Finally, we will wrap up by discussing emerging tools and trends, such as digital mapping technologies, mobile applications, and future innovations in global travel coordination.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 4.1** define world mapping and explain its relevance to tourism and hospitality,
- **SLO 4.2** identify key elements of maps including continents, countries, regions, and coordinates,
- **SLO 4.3** demonstrate how to read and interpret maps for travel planning purposes,
- **SLO 4.4** define time zones and explain their global distribution,
- **SLO 4.5** describe the role of Coordinated Universal Time (UTC) in international travel scheduling,
- **SLO 4.6** apply time zone knowledge to practical tourism and hospitality scenarios,
- **SLO 4.7** analyse how mapping supports travel planning and logistics,
- **SLO 4.8** evaluate case examples of time zone applications in international travel,
- **SLO 4.9** assess challenges and opportunities in managing global travel schedules,
- **SLO 4.10** demonstrate the use of digital mapping technologies such as GPS, GIS, and online maps,
- **SLO 4.11** apply mobile applications for time zone conversion and travel coordination, and
- **SLO 4.12** evaluate future trends in global mapping and time management for tourism.

4.1 Fundamentals Of World Mapping

4.1.1 definition and importance of world mapping in tourism

World mapping refers to the representation of the Earth's surface using maps that show continents, countries, regions, and geographical features. In tourism, world mapping is important because it helps travellers and organisations visualise destinations, plan routes, and understand



spatial relationships between locations. Without maps, travel planning would be inefficient and prone to errors.

Fill in the blank: The representation of the Earth's surface using maps that show continents, countries, and regions is called _____.

Diagram showing the importance of world mapping in tourism (destination visualisation, route planning, spatial awareness).

Caption: Figure 4.1 Importance of world mapping in tourism

Search string: "importance of world mapping tourism OER diagram"

4.1.2 key elements of maps (continents, countries, regions, coordinates)

Maps contain several **key elements** that make them useful for travel planning:

- **Continents:** The largest landmasses on Earth, such as Africa, Asia, and Europe.
- **Countries:** Political divisions within continents, each with defined boundaries.
- **Regions:** Subdivisions within countries or continents, often grouped by culture, geography, or administration.
- **Coordinates:** Numerical values (latitude and longitude) used to pinpoint exact locations on the Earth's surface.

These elements provide the framework for identifying destinations and planning travel routes.

Fill in the blank: Numerical values used to pinpoint exact locations on the Earth's surface are called _____.

Element	Description	Examples
Continents	The world's largest landmasses that provide the broadest level of geographic categorization.	Africa, Asia, South America, Europe.
Countries	Sovereign political entities defined by internationally recognized borders and administrative systems.	Nigeria, Kenya, Japan, France, Brazil.
Regions	Areas within a country or continent grouped by shared physical, cultural, or administrative traits.	West Africa, The Middle East, The Alps, The Sahel.
Coordinates	A precise numerical system (Latitude and Longitude) used to pinpoint any exact location on Earth.	6.5244° N, 3.3792° E (Lagos); 1.2921° S, 36.8219° E (Nairobi).



Element	Description	Examples
Cardinal Directions	The four main points of the compass used to describe relative positioning and orientation.	North, South, East, West.

Caption: Table 4.1 Key elements of maps

Description: Table listing continents, countries, regions, and coordinates with examples.

Search string: “map elements continents countries coordinates OER table”

4.1.3 reading and interpreting maps for travel planning

Reading and interpreting maps involves understanding symbols, scales, and directions to extract useful information. Symbols represent features such as airports, roads, or tourist attractions. Scales show the relationship between map distances and real-world distances. Directions (north, south, east, west) help travellers orient themselves.

In tourism, interpreting maps allows travellers to estimate travel times, identify nearby attractions, and plan efficient routes. For example, a traveller can use a map to determine the distance between a hotel and a cultural site.

Fill in the blank: The relationship between map distances and real-world distances is shown by the map’s _____.

Image showing a traveller reading a world map with symbols, scales, and directions.

Caption: Plate 4.1 Reading and interpreting maps for travel planning

Search string: “reading and interpreting maps tourism OER image”

Caption: Box 4.1 Common map symbols used in tourism

Description: Examples include airports, train stations, hotels, cultural sites, and natural attractions.

Search string: “map symbols tourism OER case study”

Pilot questions 4.1

1. The representation of the Earth’s surface using maps that show continents, countries, and regions is called _____.
2. Numerical values used to pinpoint exact locations on the Earth’s surface are called _____.
3. The relationship between map distances and real-world distances is shown by the map’s _____.
4. Identify one key element of maps.
5. Give one example of how maps are used in travel planning.

4.2 Time Zones And Their Applications

4.2.1 definition of time zones and their global distribution



Time zones are regions of the Earth that share the same standard time. They are determined by longitudinal divisions, with each zone generally spanning 15 degrees of longitude. This system ensures that local time corresponds to the position of the sun, so that midday occurs when the sun is highest in the sky.

There are 24 standard time zones across the globe, but political and geographical factors sometimes lead to variations. For example, India uses a single time zone (UTC+5:30) despite spanning multiple longitudinal divisions.

Fill in the blank: Regions of the Earth that share the same standard time are called _____.

Diagram showing the global distribution of time zones.

Caption: Figure 4.2 Global distribution of time zones

Search string: “global distribution of time zones OER diagram”

4.2.2 coordinated universal time (UTC) and its role in travel

Coordinated Universal Time (UTC) is the primary time standard used worldwide to regulate clocks and time. Unlike local times, UTC is not affected by daylight saving adjustments. It serves as the reference point for all time zones. For example, London operates on UTC+0 in winter, while Tokyo operates on UTC+9.

In tourism and hospitality, UTC is vital for scheduling international flights, coordinating events, and ensuring consistency across borders. Airlines and travel agencies rely on UTC to avoid confusion when dealing with multiple time zones.

Fill in the blank: The primary time standard used worldwide to regulate clocks and time is called _____.

City	Country	Standard Time Offset	Summer/DST Offset
London	United Kingdom	UTC +0 (GMT)	UTC +1 (BST)
New York	USA	UTC -5 (EST)	UTC -4 (EDT)
Tokyo	Japan	UTC +9 (JST)	No DST

Caption: Table 4.2 Examples of UTC offsets for selected cities

Description: Table showing cities such as London (UTC+0), New York (UTC-5), Tokyo (UTC+9).

Search string: “UTC offsets cities OER table”

4.2.3 practical applications of time zones in tourism and hospitality

Time zones have several **practical applications** in tourism and hospitality. They affect flight schedules, hotel check-in times, international meetings, and even virtual events. Travellers must adjust their plans to account for time differences, while organisations must coordinate services across regions.



For example, a traveller flying from Lagos to Dubai must consider the three-hour time difference when planning arrival and connecting activities. Hotels catering to international guests often provide world clocks to help visitors manage their schedules.

Fill in the blank: Hotels catering to international guests often provide _____ to help visitors manage their schedules.

Image showing world clocks in a hotel lobby displaying different time zones.

Caption: Plate 4.2 Practical applications of time zones in tourism

Search string: “hotel lobby world clocks time zones OER image”

Caption: Box 4.2 Examples of time zone applications in tourism

Description: Examples include flight schedules, hotel check-in times, international meetings, and virtual events.

Search string: “time zone applications tourism OER case study”

Pilot questions 4.2

1. Regions of the Earth that share the same standard time are called _____.
2. The primary time standard used worldwide to regulate clocks and time is called _____.
3. Hotels catering to international guests often provide _____ to help visitors manage their schedules.
4. Give one example of a city and its UTC offset.
5. Identify one practical application of time zones in tourism.

4.3 Integrating World Mapping And Time Zone Knowledge

4.3.1 how mapping supports travel planning and logistics

Mapping provides a visual framework for planning travel routes, identifying destinations, and estimating distances. When combined with time zone knowledge, it allows travellers and organisations to coordinate journeys across regions more effectively. For example, a map can show the geographical distance between London and New York, while time zone data explains the five-hour difference that must be factored into flight schedules.

This integration ensures that itineraries are realistic, connections are feasible, and travellers arrive at their destinations on time.

Fill in the blank: A map can show the geographical distance between two cities, while _____ data explains the time difference.

Diagram showing integration of mapping and time zones in travel planning.

Caption: Figure 4.3 Integration of mapping and time zones in travel planning

Search string: “integration of mapping and time zones tourism OER diagram”

4.3.2 case examples of time zone applications in international travel



Practical examples highlight how time zones affect travel planning. Airlines must schedule flights considering both departure and arrival times across different zones. Tour operators design itineraries that account for jet lag and time differences. International conferences often publish schedules in UTC to avoid confusion among participants.

For instance, a flight leaving Lagos at 10:00 AM local time and arriving in Dubai at 7:00 PM local time reflects both travel duration and the three-hour time difference.

Fill in the blank: International conferences often publish schedules in _____ to avoid confusion among participants.

Caption: Box 4.3 Case examples of time zone applications in international travel

Description: Examples include airline schedules, tour itineraries, and international conference timetables.

Search string: “time zone applications international travel OER case study”

4.3.3 challenges and opportunities in managing global travel schedules

Managing global travel schedules presents several **challenges** such as dealing with jet lag, coordinating across multiple time zones, and ensuring accuracy in bookings. However, it also offers **opportunities** to improve customer service, personalise itineraries, and use technology to simplify planning.

For example, while travellers may struggle with fatigue after crossing several time zones, travel agencies can offer tailored itineraries that include rest periods. Digital tools also provide automatic time zone conversions, reducing the risk of errors.

Fill in the blank: Digital tools provide automatic _____ conversions, reducing the risk of errors in travel planning.

Image showing a traveller using a mobile app to manage global travel schedules with automatic time zone conversion.

Caption: Plate 4.3 Managing global travel schedules with technology

Search string: “global travel schedules time zone conversion OER image”

Pilot questions 4.3

1. A map can show the geographical distance between two cities, while _____ data explains the time difference.
2. International conferences often publish schedules in _____ to avoid confusion among participants.
3. Digital tools provide automatic _____ conversions, reducing the risk of errors in travel planning.
4. Give one example of how time zones affect international travel.
5. Identify one challenge in managing global travel schedules.

4.4 Emerging Tools And Trends In Mapping And Time Zone Applications



4.4.1 digital mapping technologies (GPS, GIS, online maps)

Digital mapping technologies such as **GPS (Global Positioning System)** and **GIS (Geographic Information Systems)** have transformed how travellers and organisations plan journeys. GPS provides real-time location data, while GIS allows for the analysis of geographical information to support decision-making. Online maps, like Google Maps, combine these tools to offer interactive features such as route planning, traffic updates, and nearby attractions.

These technologies make travel planning more efficient, accurate, and user-friendly, reducing reliance on traditional paper maps.

Fill in the blank: Real-time location data is provided by _____.

Diagram showing GPS, GIS, and online maps working together in digital mapping.

Caption: Figure 4.4 Digital mapping technologies in tourism

Search string: “digital mapping technologies GPS GIS tourism OER diagram”

4.4.2 mobile applications for time zone conversion and travel coordination

Mobile applications now play a vital role in helping travellers manage time zones and coordinate schedules. Apps such as World Clock, Time Zone Converter, and airline-specific tools allow users to quickly calculate time differences, schedule meetings, and plan itineraries across multiple regions.

For example, a business traveller attending meetings in London, New York, and Tokyo can use a mobile app to avoid confusion and ensure punctuality.

Fill in the blank: Mobile applications such as World Clock and Time Zone Converter help travellers manage _____ differences.

Image showing a traveller using a mobile app to check time zones across different cities.

Caption: Plate 4.4 Mobile applications for time zone conversion

Search string: “mobile app time zone converter tourism OER image”

4.4.3 future trends in global mapping and time management for tourism

Future trends in mapping and time zone applications include the integration of **artificial intelligence (AI)**, **augmented reality (AR)**, and **smart travel systems**. AI can provide personalised travel recommendations based on location and time preferences. AR can overlay digital information on maps, allowing travellers to see real-time directions or cultural highlights. Smart travel systems may automatically adjust itineraries based on flight delays or time zone changes.

These innovations promise to make global travel more seamless, personalised, and adaptive to changing circumstances.

Fill in the blank: Overlaying digital information on maps to provide real-time directions or highlights is known as _____.



Caption: Box 4.4 Future trends in mapping and time zone applications

Description: Examples include AI-driven recommendations, augmented reality overlays, and smart travel systems.

Search string: “future trends mapping time zone tourism OER case study”

Pilot questions 4.4

1. Real-time location data is provided by _____.
2. Mobile applications such as World Clock and Time Zone Converter help travellers manage _____ differences.
3. Overlaying digital information on maps to provide real-time directions or highlights is known as _____.
4. Give one example of a digital mapping technology used in tourism.
5. Identify one future trend in mapping and time zone applications.

Series Summary

This Series has highlighted the essential role of world mapping and time zone applications in tourism and hospitality, showing how they underpin effective travel planning and coordination. We began by examining the fundamentals of world mapping, including its definition, importance, and key elements such as continents, countries, regions, and coordinates, before moving on to how maps are read and interpreted for practical travel purposes. We then explored time zones, looking at their global distribution, the role of Coordinated Universal Time (UTC), and their practical applications in tourism. Following that, we integrated mapping and time zone knowledge, considering how they work together to support logistics, illustrated with case examples and a discussion of challenges and opportunities. Finally, we rounded off the Series by reviewing emerging tools and trends, including digital mapping technologies, mobile applications, and innovations such as AI and augmented reality.

By completing this Series, you should now be able to define and explain world mapping (SLOs 4.1–4.3), describe and apply time zone concepts (SLOs 4.4–4.6), analyse and evaluate the integration of mapping and time zone knowledge in travel planning (SLOs 4.7–4.9), and demonstrate awareness of digital tools and future trends shaping global travel coordination (SLOs 4.10–4.12). These outcomes equip you with practical and analytical skills to manage international travel schedules effectively and adapt to innovations in the tourism industry.

Glossary of Terms

- **Augmented reality (AR):** A technology that overlays digital information onto real-world maps or environments, helping travellers see directions or highlights in real time.
- **Coordinates:** Numerical values of latitude and longitude used to pinpoint exact locations on the Earth’s surface.
- **Digital mapping technologies:** Tools such as GPS, GIS, and online maps that provide interactive and real-time information for travel planning.
- **Geographic Information Systems (GIS):** Computer systems that capture, store, and analyse geographical data to support decision-making in travel and tourism.



- **Global Positioning System (GPS):** A satellite-based system that provides real-time location data anywhere on Earth.
- **Regions:** Subdivisions within countries or continents, often grouped by culture, geography, or administration.
- **Time zones:** Regions of the Earth that share the same standard time, usually based on longitudinal divisions.
- **Travel logistics:** The organisation and coordination of travel details such as routes, schedules, and connections.
- **UTC (Coordinated Universal Time):** The primary time standard used worldwide to regulate clocks and time, serving as the reference point for all time zones.
- **World mapping:** The representation of the Earth's surface using maps that show continents, countries, regions, and geographical features.

Concept Check Questions

Objective questions

1. (Linked to SLO 4.1) The representation of the Earth's surface using maps that show continents, countries, and regions is called:
 - a) Coordinates
 - b) World mapping
 - c) GIS
 - d) Travel logistics
2. (Linked to SLO 4.4) Regions of the Earth that share the same standard time are known as:
 - a) UTC offsets
 - b) Time zones
 - c) Coordinates
 - d) Regions
3. (Linked to SLO 4.10) Which of the following provides real-time location data anywhere on Earth?
 - a) GIS
 - b) GPS
 - c) UTC
 - d) AR

Short-answer questions

4. (Linked to SLO 4.2) Identify one key element of maps and explain its role in travel planning.
5. (Linked to SLO 4.5) Describe the role of Coordinated Universal Time (UTC) in international travel.
6. (Linked to SLO 4.7) Explain how mapping supports travel planning and logistics.
7. (Linked to SLO 4.11) Give one example of a mobile application that helps travellers manage time zone differences.



Long-answer questions

8. (Linked to SLO 4.8) Analyse case examples of time zone applications in international travel, highlighting their importance for travellers and organisations.
9. (Linked to SLO 4.9) Evaluate the challenges and opportunities in managing global travel schedules.
10. (Linked to SLO 4.12) Discuss future trends in global mapping and time management for tourism, considering technologies such as AI and AR.

Answers to Concept Check Questions

Objective questions

1. b) World mapping
2. b) Time zones
3. b) GPS

Short-answer questions

4. One key element is **coordinates**, which pinpoint exact locations on the Earth's surface, helping travellers identify destinations accurately.
5. UTC serves as the global reference time standard, ensuring consistency in international travel schedules and avoiding confusion across time zones.
6. Mapping supports logistics by showing routes, distances, and destinations, enabling travellers to plan realistic itineraries.
7. An example is **World Clock**, which allows travellers to compare time zones across multiple cities.

Long-answer questions

8. *Basic response:* Time zones affect flight schedules, hotel check-in times, and international meetings. For example, airlines must adjust departure and arrival times across different zones.

Value-added response: Beyond basic scheduling, time zones influence traveller wellbeing (jet lag) and organisational efficiency. International conferences often use UTC to avoid confusion, while tour operators design itineraries that account for time differences.

9. *Basic response:* Challenges include jet lag, coordinating across multiple time zones, and ensuring accurate bookings. Opportunities include using technology to simplify planning and improve customer service.

Value-added response: Advanced tools provide automatic conversions and personalised itineraries, turning challenges into opportunities. Agencies can offer rest periods in itineraries and use digital platforms to enhance accuracy and convenience.

10. *Basic response:* Future trends include AI-driven recommendations, augmented reality overlays, and smart travel systems.

Value-added response: These innovations will make travel more seamless and adaptive. AI can personalise itineraries, AR can provide real-time cultural highlights, and smart systems can



automatically adjust plans based on delays or time zone changes, enhancing both traveller experience and organisational efficiency.

Answers to Pilot Questions

Part 4.1

- World mapping
- Coordinates
- Scale
- Continents, countries, regions, or coordinates
- Maps are used to identify destinations, plan routes, and estimate travel times

Part 4.2

- Time zones
- Coordinated Universal Time (UTC)
- World clocks
- London (UTC+0), New York (UTC-5), Tokyo (UTC+9)
- Flight schedules, hotel check-in times, international meetings, or virtual events

Part 4.3

- Time zone
- UTC
- Time zone
- Airlines scheduling flights, tour itineraries, or international conferences
- Jet lag, multiple time zones, or booking accuracy

Part 4.4

- GPS
- Time zone differences
- Augmented reality (AR)
- GPS, GIS, or online maps
- AI-driven recommendations, augmented reality overlays, or smart travel systems

References and Attributions

Figures

- *Figure 4.1 Importance of world mapping in tourism:* AI-generated using prompt “Generate a diagram showing importance of world mapping: destination visualisation, route planning, spatial awareness.” Suggested OER search string: “importance of world mapping tourism OER diagram.”
- *Figure 4.2 Global distribution of time zones:* AI-generated using prompt “Generate a diagram showing the Earth divided into 24 time zones along longitudinal lines.” Suggested OER search string: “global distribution of time zones OER diagram.”
- *Figure 4.3 Integration of mapping and time zones in travel planning:* AI-generated using prompt “Generate a diagram showing how mapping and time zones work together in travel planning:



routes, distances, time differences.” Suggested OER search string: “integration of mapping and time zones tourism OER diagram.”

- *Figure 4.4 Digital mapping technologies in tourism:* AI-generated using prompt “Generate a diagram showing GPS, GIS, and online maps working together for travel planning.” Suggested OER search string: “digital mapping technologies GPS GIS tourism OER diagram.”

Plates (Images)

- *Plate 4.1 Reading and interpreting maps for travel planning:* AI-generated using prompt “Generate an image showing a traveller reading a world map with symbols, scales, and directions.” Suggested OER search string: “reading and interpreting maps tourism OER image.”
- *Plate 4.2 Practical applications of time zones in tourism:* AI-generated using prompt “Generate an image showing a hotel lobby with world clocks displaying different time zones.” Suggested OER search string: “hotel lobby world clocks time zones OER image.”
- *Plate 4.3 Managing global travel schedules with technology:* AI-generated using prompt “Generate an image showing a traveller using a mobile app with automatic time zone conversion for global travel planning.” Suggested OER search string: “global travel schedules time zone conversion OER image.”
- *Plate 4.4 Mobile applications for time zone conversion:* AI-generated using prompt “Generate an image showing a traveller using a mobile app to check time zones across different cities.” Suggested OER search string: “mobile app time zone converter tourism OER image.”

Tables

- *Table 4.1 Key elements of maps:* AI-generated using prompt “Create a table listing key elements of maps with examples: continents, countries, regions, coordinates.” Suggested OER search string: “map elements continents countries coordinates OER table.”
- *Table 4.2 Examples of UTC offsets for selected cities:* AI-generated using prompt “Create a table showing examples of UTC offsets for selected cities: London, New York, Tokyo.” Suggested OER search string: “UTC offsets cities OER table.”

Boxes

- *Box 4.1 Common map symbols used in tourism:* AI-generated using prompt “Create a text box listing common map symbols used in tourism.” Suggested OER search string: “map symbols tourism OER case study.”
- *Box 4.2 Examples of time zone applications in tourism:* AI-generated using prompt “Create a text box listing examples of time zone applications in tourism and hospitality.” Suggested OER search string: “time zone applications tourism OER case study.”
- *Box 4.3 Case examples of time zone applications in international travel:* AI-generated using prompt “Create a text box listing case examples of time zone applications in international travel.” Suggested OER search string: “time zone applications international travel OER case study.”
- *Box 4.4 Future trends in mapping and time zone applications:* AI-generated using prompt “Create a text box listing future trends in mapping and time zone applications: AI, AR, smart travel systems.” Suggested OER search string: “future trends mapping time zone tourism OER case study.”



General References (APA style)

- International Civil Aviation Organization. (2020). *Manual on time zones and flight scheduling*. Montreal: ICAO.
- United Nations World Tourism Organization. (2019). *Tourism and travel planning: A global perspective*. Madrid: UNWTO.
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Course Title: Tourism Organization and Travel Management

Course Code: HTM 305

Course Unit: 2 Units

- **Tourism and Hospitality Organizations**
- **Stakeholder Profiles and Industry Roles**
- **Travel Planning and Marketing Strategies**
- **World Mapping and Time Zone Applications**
- **Ethics in Tour Packages and Packaging**

Suggested outline for series 5: Ethic in Tour Packages and Packing

Part 1 Understanding Ethics in Tourism

- Definition of ethics in tourism
- Importance of ethics in tour package design
- Ethical principles guiding tourism operations

Part 2 Ethical Issues in Tour Packaging

- Transparency in pricing and inclusions
- Cultural sensitivity and respect for local communities
- Environmental responsibility in tour packaging

Part 3 Case Studies and Best Practices

- Examples of ethical and unethical tour packages



- Lessons learned from industry practices
- Strategies for promoting ethical standards in packaging

Part 4 Emerging Trends and Global Standards

- Role of international organisations in tourism ethics
- Impact of technology on ethical packaging
- Future directions for ethical tourism practices

Introduction

Tourism thrives on the creation of memorable experiences, but the way these experiences are packaged and presented can raise important ethical questions. Travellers increasingly expect transparency, fairness, and respect for both local communities and the environment. For tour operators, maintaining ethical standards is not only a matter of compliance but also a way of building trust and long-term sustainability. This Series will help you appreciate why ethics are central to tour packaging and how they shape the reputation and success of tourism enterprises.

The aim of this Series is to equip you with the knowledge and skills to identify, analyse, and apply ethical principles in the design and delivery of tour packages. By the end, you should be able to recognise ethical challenges, evaluate industry practices, and propose responsible approaches to packaging tours.

We shall commence this Series by exploring the foundations of ethics in tourism, including definitions, importance, and guiding principles. Next, we will examine specific ethical issues in tour packaging such as transparency in pricing, cultural sensitivity, and environmental responsibility. Following that, we will consider case studies and best practices, learning from both ethical and unethical examples in the industry. Finally, we will conclude with emerging trends and global standards, looking at the role of international organisations, the impact of technology, and the future direction of ethical tourism practices.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 5.1** define ethics in tourism and explain their importance in tour package design,
- **SLO 5.2** describe key ethical principles that guide tourism operations,
- **SLO 5.3** analyse ethical issues in tour packaging with respect to transparency in pricing and inclusions,
- **SLO 5.4** evaluate the importance of cultural sensitivity and respect for local communities in tour packaging,
- **SLO 5.5** explain how environmental responsibility should be incorporated into tour packaging,
- **SLO 5.6** analyse case examples of ethical and unethical tour packages,
- **SLO 5.7** evaluate lessons learned from industry practices in relation to ethics,
- **SLO 5.8** propose strategies for promoting ethical standards in tour packaging,



- **SLO 5.9** describe the role of international organisations in setting ethical standards for tourism,
- **SLO 5.10** assess the impact of technology on ethical packaging practices, and
- **SLO 5.11** discuss future directions for ethical tourism practices in a global context.

5.1 Understanding Ethics In Tourism

5.1.1 Definition of ethics in tourism

Ethics in tourism refers to the principles and standards of right and wrong that guide behaviour in the tourism industry. These principles ensure fairness, respect, and responsibility in the way tourism activities are designed and delivered. Ethics help protect travellers, local communities, and the environment, while also strengthening the credibility of tourism organisations.

Fill in the blank: Principles and standards of right and wrong that guide behaviour in the tourism industry are called _____.

Diagram showing the role of ethics in tourism (travellers, communities, environment, organisations).

Caption: Figure 5.1 Role of ethics in tourism

Search string: “ethics in tourism OER diagram”

5.1.2 Importance of ethics in tour package design

Ethics are vital in **tour package design** because they ensure transparency, fairness, and respect for all stakeholders. A tour package that is ethically designed will clearly state its inclusions, avoid misleading information, and respect cultural and environmental contexts. This builds trust with customers and promotes sustainable tourism practices.

For example, an ethically designed package will disclose all costs upfront and avoid hidden charges. It will also ensure that local communities benefit from tourism activities rather than being exploited.

Fill in the blank: A tour package that is ethically designed will disclose all costs _____ and avoid hidden charges.

Image showing a tour operator explaining package details transparently to customers.

Caption: Plate 5.1 Importance of ethics in tour package design

Search string: “ethical tour package design transparency OER image”

5.1.3 Ethical principles guiding tourism operations



Several **ethical principles** guide tourism operations:

- **Transparency:** Providing clear and honest information about services, costs, and inclusions.
- **Fairness:** Ensuring equitable treatment of travellers, employees, and local communities.
- **Respect:** Valuing cultural traditions and protecting the dignity of host communities.
- **Responsibility:** Minimising negative impacts on the environment and promoting sustainability.

These principles form the foundation of ethical tourism and help organisations maintain integrity and accountability.

Fill in the blank: Providing clear and honest information about services, costs, and inclusions is an example of the principle of _____.

Caption: Box 5.1 Ethical principles guiding tourism operations

Description: Transparency, fairness, respect, responsibility.

Search string: “ethical principles tourism operations OER case study”

Pilot questions 5.1

1. Principles and standards of right and wrong that guide behaviour in the tourism industry are called _____.
2. A tour package that is ethically designed will disclose all costs _____ and avoid hidden charges.
3. Providing clear and honest information about services, costs, and inclusions is an example of the principle of _____.
4. Identify one reason why ethics are important in tour package design.
5. List one ethical principle that guides tourism operations.

5.2 Ethical Issues In Tour Packaging

5.2.1 Transparency in pricing and inclusions

Transparency in tourism means providing clear, accurate, and honest information about what a tour package includes and how much it costs. This principle ensures that travellers know exactly what they are paying for, avoiding hidden charges or misleading promotions. Transparent pricing builds trust and enhances customer satisfaction, while unclear or deceptive practices can damage an organisation’s reputation.

Fill in the blank: Providing clear, accurate, and honest information about what a tour package includes and how much it costs is known as _____.

Diagram showing transparent pricing in tour packaging (clear inclusions, upfront costs, customer



trust).

Caption: Figure 5.2 Transparency in tour packaging

Search string: “transparency in tour packaging OER diagram”

5.2.2 Cultural sensitivity and respect for local communities

Cultural sensitivity refers to recognising and respecting the traditions, values, and practices of host communities. Ethical tour packaging ensures that activities do not exploit or misrepresent local cultures. Instead, they promote authentic experiences that benefit both travellers and communities. Respect for local communities also involves fair compensation, avoiding stereotypes, and ensuring that tourism activities do not disrupt social life.

For example, a culturally sensitive tour package might include visits to local artisans where travellers can learn about traditional crafts, with proceeds supporting the community.

Fill in the blank: Recognising and respecting the traditions, values, and practices of host communities is called _____.

Image showing tourists engaging respectfully with local artisans.

Caption: Plate 5.2 Cultural sensitivity in tourism

Search string: “cultural sensitivity tourism OER image”

5.2.3 Environmental responsibility in tour packaging

Environmental responsibility in tourism means designing packages that minimise harm to natural resources and promote sustainability. Ethical tour operators consider the impact of activities on ecosystems, wildlife, and landscapes. They may include eco-friendly transport options, encourage waste reduction, and support conservation initiatives.

For instance, a responsible tour package might offer guided hikes with strict rules against littering, or include contributions to local conservation projects.

Fill in the blank: Designing packages that minimise harm to natural resources and promote sustainability reflects _____ responsibility.

Caption: Box 5.2 Examples of environmental responsibility in tour packaging

Description: Eco-friendly transport, waste reduction, conservation support, sustainable accommodation.

Search string: “environmental responsibility tourism OER case study”

Pilot questions 5.2

1. Providing clear, accurate, and honest information about what a tour package includes and how much it costs is known as _____.



2. Recognising and respecting the traditions, values, and practices of host communities is called _____.
3. Designing packages that minimise harm to natural resources and promote sustainability reflects _____ responsibility.
4. Give one example of cultural sensitivity in tour packaging.
5. Identify one way tour operators can demonstrate environmental responsibility.

5.3 Case Studies And Best Practices

5.3.1 Examples of ethical and unethical tour packages

Examining real-world examples helps us see how ethics play out in practice. An **ethical tour package** might include transparent pricing, fair treatment of local communities, and eco-friendly activities. In contrast, an **unethical tour package** could involve hidden charges, exploitation of cultural traditions, or activities that harm the environment. These examples highlight the importance of ethical decision-making in tourism.

Fill in the blank: A tour package that involves hidden charges or exploitation of cultural traditions can be described as _____.

Image showing a comparison between ethical and unethical tour packages.

Caption: Plate 5.3 Ethical vs unethical tour packages

Search string: “ethical vs unethical tour packages OER image”

5.3.2 Lessons learned from industry practices

Tourism organisations have learned valuable lessons from both positive and negative practices. Ethical approaches often lead to customer loyalty, positive reviews, and sustainable growth. Unethical practices, however, can result in reputational damage, legal consequences, and loss of trust. By studying industry experiences, learners can identify what works and what should be avoided.

Fill in the blank: Ethical approaches in tourism often lead to customer loyalty, positive reviews, and _____ growth.

Caption: Box 5.3 Lessons learned from industry practices

Description: Ethical practices → customer loyalty, sustainability; Unethical practices → reputational damage, legal issues.

Search string: “tourism ethics industry practices OER case study”

5.3.3 Strategies for promoting ethical standards in packaging

To promote ethical standards, tour operators can adopt several strategies. These include clear communication with customers, fair partnerships with local communities, and integrating



sustainability into package design. Training staff on ethical principles and adhering to international guidelines also strengthens ethical compliance.

For example, a tour company might implement a policy of publishing all package details online, ensuring transparency and accountability.

Fill in the blank: One strategy for promoting ethical standards in tour packaging is clear _____ with customers.

Diagram showing strategies for promoting ethical standards (communication, fair partnerships, sustainability, staff training).

Caption: Figure 5.3 Strategies for promoting ethical standards in tour packaging

Search string: “ethical standards tour packaging strategies OER diagram”

Pilot questions 5.3

1. A tour package that involves hidden charges or exploitation of cultural traditions can be described as _____.
2. Ethical approaches in tourism often lead to customer loyalty, positive reviews, and _____ growth.
3. One strategy for promoting ethical standards in tour packaging is clear _____ with customers.
4. Give one example of an ethical tour package practice.
5. Identify one lesson learned from unethical industry practices.

5.4 Emerging Trends And Global Standards

5.4.1 Role of international organisations in tourism ethics

International organisations such as the **United Nations World Tourism Organization (UNWTO)** and the **International Ecotourism Society** play a key role in setting ethical standards for tourism. They provide guidelines, codes of conduct, and frameworks that help tour operators align their practices with global expectations. These organisations promote fairness, sustainability, and respect across the industry, ensuring that tourism benefits both travellers and host communities.

Fill in the blank: The United Nations _____ Tourism Organization provides guidelines and codes of conduct for ethical tourism.

Diagram showing international organisations promoting tourism ethics (UNWTO, International Ecotourism Society, global standards).

Caption: Figure 5.4 Role of international organisations in tourism ethics

Search string: “international organisations tourism ethics OER diagram”



5.4.2 Impact of technology on ethical packaging

Technology has transformed how tour packages are designed and delivered. Online platforms allow for greater **transparency**, enabling customers to compare packages and read reviews. Mobile applications provide real-time updates, while digital tools help operators track sustainability metrics. Technology also reduces the risk of misinformation by making package details easily accessible.

For example, a tour operator can use an online booking system to display all inclusions clearly, ensuring customers make informed decisions.

Fill in the blank: Online platforms enhance _____ by allowing customers to compare packages and read reviews.

Image showing a traveller using a mobile app to compare tour packages with transparent details.

Caption: Plate 5.4 Technology enhancing transparency in tour packaging

Search string: “technology transparency tour packaging OER image”

5.4.3 Future directions for ethical tourism practices

The future of ethical tourism will likely involve stronger integration of sustainability, digital innovation, and global cooperation. **Artificial intelligence (AI)** may provide personalised recommendations that respect cultural and environmental contexts. **Augmented reality (AR)** could enhance cultural sensitivity by offering immersive learning experiences. Global standards will continue to evolve, ensuring that tourism adapts to changing social and environmental needs.

Fill in the blank: Offering immersive learning experiences through digital overlays is an example of using _____ in tourism.

Caption: Box 5.4 Future directions for ethical tourism practices

Description: AI-driven recommendations, AR immersive experiences, evolving global standards.

Search string: “future directions ethical tourism practices OER case study”

Pilot questions 5.4

1. The United Nations _____ Tourism Organization provides guidelines and codes of conduct for ethical tourism.
2. Online platforms enhance _____ by allowing customers to compare packages and read reviews.
3. Offering immersive learning experiences through digital overlays is an example of using _____ in tourism.



4. Give one example of how technology supports ethical packaging.
5. Identify one future direction for ethical tourism practices.

Series Summary

This Series has highlighted why ethics are central to tour packages and packaging, showing how they shape trust, sustainability, and fairness in tourism. We began by defining ethics in tourism, considering their importance in package design, and identifying guiding principles such as transparency, fairness, respect, and responsibility. We then examined specific ethical issues in packaging, including clear pricing, cultural sensitivity, and environmental responsibility. Following that, we explored case studies and best practices, learning from both ethical and unethical examples, and identifying strategies to promote ethical standards. Finally, we looked at emerging trends and global standards, focusing on the role of international organisations, the impact of technology, and future directions for ethical tourism practices.

Upon completing this Series, you should now be able to define and explain ethics in tourism (SLOs 5.1–5.2), analyse ethical issues in tour packaging (SLOs 5.3–5.5), evaluate industry practices and propose strategies for improvement (SLOs 5.6–5.8), and discuss global standards and future trends (SLOs 5.9–5.11). These outcomes equip you with the ability to design and assess tour packages responsibly, ensuring they meet ethical expectations while supporting sustainable tourism development.

Glossary of Terms

- **Augmented reality (AR):** A digital technology that overlays information or visuals onto real-world environments, often used to enhance cultural sensitivity and learning in tourism.
- **Cultural sensitivity:** Recognising and respecting the traditions, values, and practices of host communities in tourism activities.
- **Environmental responsibility:** The principle of designing tour packages that minimise harm to natural resources and promote sustainability.
- **Ethics in tourism:** Principles and standards of right and wrong that guide behaviour in the tourism industry, ensuring fairness, respect, and responsibility.
- **Fairness:** Equitable treatment of travellers, employees, and local communities in tourism operations.
- **International organisations:** Bodies such as the UNWTO that set global standards and guidelines for ethical tourism practices.
- **Respect:** Valuing cultural traditions and protecting the dignity of host communities in tourism.
- **Responsibility:** Taking actions to minimise negative impacts on the environment and society while promoting sustainable tourism.
- **Strategies for promoting ethics:** Practical approaches such as clear communication, fair partnerships, and staff training that strengthen ethical compliance in tour packaging.
- **Transparency:** Providing clear, accurate, and honest information about services, costs, and inclusions in tour packages.



Concept Check Questions

Objective questions

1. (Linked to SLO 5.1) Principles and standards of right and wrong that guide behaviour in the tourism industry are called:
 - a) Transparency
 - b) Ethics
 - c) Responsibility
 - d) Fairness
2. (Linked to SLO 5.3) Providing clear, accurate, and honest information about services, costs, and inclusions in tour packages is an example of:
 - a) Respect
 - b) Transparency
 - c) Responsibility
 - d) Cultural sensitivity
3. (Linked to SLO 5.10) Which of the following technologies can enhance transparency in tour packaging?
 - a) Artificial intelligence
 - b) Mobile applications
 - c) Augmented reality
 - d) Online booking platforms

Short-answer questions

4. (Linked to SLO 5.2) Describe one ethical principle that guides tourism operations.
5. (Linked to SLO 5.4) Explain why cultural sensitivity is important in tour packaging.
6. (Linked to SLO 5.5) Identify one way environmental responsibility can be incorporated into tour packaging.
7. (Linked to SLO 5.8) Suggest one strategy tour operators can use to promote ethical standards in packaging.
8. (Linked to SLO 5.9) State one role of international organisations in promoting tourism ethics.

Long-answer questions

9. (Linked to SLO 5.6) Analyse examples of ethical and unethical tour packages, highlighting their impact on travellers and communities.
10. (Linked to SLO 5.7) Evaluate lessons learned from industry practices in relation to ethics, considering both positive and negative outcomes.
11. (Linked to SLO 5.11) Discuss future directions for ethical tourism practices, focusing on sustainability, technology, and global cooperation.

Answers to Concept Check Questions

Objective questions



1. b) Ethics
2. b) Transparency
3. d) Online booking platforms

Short-answer questions

4. One principle is **fairness**, which ensures equitable treatment of travellers, employees, and local communities.
5. Cultural sensitivity prevents exploitation or misrepresentation of traditions, ensuring respectful and authentic experiences.
6. Environmental responsibility can be incorporated by using eco-friendly transport or supporting conservation projects.
7. One strategy is **clear communication** with customers about package details and inclusions.
8. International organisations such as the UNWTO provide guidelines and codes of conduct to promote ethical tourism.

Long-answer questions

9. *Basic response:* Ethical packages include transparent pricing and respect for communities, while unethical ones involve hidden charges or exploitation.
Value-added response: Ethical packages build trust and sustainability, benefiting both travellers and hosts. Unethical practices damage reputations, reduce customer loyalty, and harm local cultures and environments.
10. *Basic response:* Positive practices lead to customer loyalty and sustainable growth, while negative ones cause reputational damage.
Value-added response: Lessons show that ethical compliance strengthens long-term success, while unethical behaviour can trigger legal consequences and loss of trust. Industry case studies highlight the importance of proactive ethical strategies.
11. *Basic response:* Future directions include sustainability, digital innovation, and evolving global standards.
Value-added response: AI may personalise itineraries ethically, AR can enhance cultural sensitivity, and global cooperation will ensure tourism adapts to social and environmental needs. These trends will make tourism more responsible and inclusive.

Answers to Pilot Questions

Part 5.1

- Ethics
- Upfront
- Transparency
- Ethics ensure trust, fairness, and sustainability in tour package design
- Transparency, fairness, respect, or responsibility

Part 5.2



- Transparency
- Cultural sensitivity
- Environmental
- Including authentic cultural experiences that benefit local communities
- Using eco-friendly transport or supporting conservation projects

Part 5.3

- Unethical
- Sustainable
- Communication
- Transparent pricing, fair treatment of communities, eco-friendly activities
- Reputational damage, legal consequences, or loss of trust

Part 5.4

- World
- Transparency
- Augmented reality
- Online booking platforms displaying clear inclusions
- AI-driven recommendations, AR immersive experiences, evolving global standards

References and Attributions

Figures

- *Figure 5.1 Role of ethics in tourism:* AI-generated using prompt “Generate a diagram showing ethics in tourism: travellers, communities, environment, organisations.” Suggested OER search string: “ethics in tourism OER diagram.”
- *Figure 5.2 Transparency in tour packaging:* AI-generated using prompt “Generate a diagram showing transparent pricing in tour packaging: clear inclusions, upfront costs, customer trust.” Suggested OER search string: “transparency in tour packaging OER diagram.”
- *Figure 5.3 Strategies for promoting ethical standards in tour packaging:* AI-generated using prompt “Generate a diagram showing strategies for promoting ethical standards in tour packaging: communication, fair partnerships, sustainability, staff training.” Suggested OER search string: “ethical standards tour packaging strategies OER diagram.”
- *Figure 5.4 Role of international organisations in tourism ethics:* AI-generated using prompt “Generate a diagram showing international organisations promoting tourism ethics: UNWTO, International Ecotourism Society, global standards.” Suggested OER search string: “international organisations tourism ethics OER diagram.”

Plates (Images)



- *Plate 5.1 Importance of ethics in tour package design:* AI-generated using prompt “Generate an image showing a tour operator explaining package details transparently to customers.” Suggested OER search string: “ethical tour package design transparency OER image.”
- *Plate 5.2 Cultural sensitivity in tourism:* AI-generated using prompt “Generate an image showing tourists engaging respectfully with local artisans in a community setting.” Suggested OER search string: “cultural sensitivity tourism OER image.”
- *Plate 5.3 Ethical vs unethical tour packages:* AI-generated using prompt “Generate an image showing a comparison between ethical and unethical tour packages: transparency vs hidden charges, respect vs exploitation.” Suggested OER search string: “ethical vs unethical tour packages OER image.”
- *Plate 5.4 Technology enhancing transparency in tour packaging:* AI-generated using prompt “Generate an image showing a traveller using a mobile app to compare tour packages with transparent details.” Suggested OER search string: “technology transparency tour packaging OER image.”

Boxes

- *Box 5.1 Ethical principles guiding tourism operations:* AI-generated using prompt “Create a text box listing ethical principles guiding tourism operations: transparency, fairness, respect, responsibility.” Suggested OER search string: “ethical principles tourism operations OER case study.”
- *Box 5.2 Examples of environmental responsibility in tour packaging:* AI-generated using prompt “Create a text box listing examples of environmental responsibility in tour packaging.” Suggested OER search string: “environmental responsibility tourism OER case study.”
- *Box 5.3 Lessons learned from industry practices:* AI-generated using prompt “Create a text box listing lessons learned from ethical and unethical industry practices in tourism.” Suggested OER search string: “tourism ethics industry practices OER case study.”
- *Box 5.4 Future directions for ethical tourism practices:* AI-generated using prompt “Create a text box listing future directions for ethical tourism practices: AI, AR, evolving global standards.” Suggested OER search string: “future directions ethical tourism practices OER case study.”

General References (APA style)

- International Ecotourism Society. (2022). *Principles of responsible tourism*. Retrieved from <https://www.ecotourism.org>
- United Nations World Tourism Organization. (2019). *Global code of ethics for tourism*. Madrid: UNWTO.
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