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Knowledge • Skills • Attitude in

TOUR GUIDING

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Knowledge . Skills . Attitude in TOUR GUIDING

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PREFACE

This book is a testimony of my more than three decades of actual exposure in the world of Tourism and Hospitality that truly helped me to earn the wealth of knowledge, skills and experience that once started as a simple dream of having a chance to see the many beautiful places in the Philippines, through a Tour guiding profession. As a B.S. Tourism graduate (PUP, Batch 1983), I thought of being a tour guide, and just wanted to "travel for free." A lot of hardships, difficulties and challenges, excitements, lessons, opportunities and even risks were part of this journey of life and career, that made me realize that my being a tour guide for the past 37 years will only be more meaningful, if aside from "walking my talk", I can write it down and share all these experiential learning to you, my dear readers.

Tour Guiding is a profession, indeed a very rewarding job that will allow you to meet different types of people, visit all kinds of places, interact with various local communities with interesting, amazing cultures. This opportunity made this book very attached to my being, as the contents are very practical and realistic, especially in the Philippine setting, as experienced by yours truly.

My experience in the academe has given me more exposures to the principles and ethics of Tour Guiding, and complimented with my industry years as a Tourism Professional.

Today, I am inspired to have this book written again, this time with a memorable partnership with my former student, now my immediate superior and co-author ARMINA ASOY-JAVIER, who now heads the College of Hospitality and Institutional Management (CHIM), of the Our Lady of Fatima University – Quezon City, where I am presently connected as faculty member.

Chapter One of this book, **Introduction to the Tourism Industry** will provide you with the overview of this very dynamic industry, Tourism. Both global and Philippine Trends will be discussed, including the Department of Tourism, its history, the different DOT Secretaries and the attached agencies and their functions.

Teaching and Tourism Professional, indeed a very gratifying job that will allow us touches the life of individuals, to meet different types of people, visit and explore all kinds of places, interact with various local communities with interesting, amazing cultures.

Thank you very much and to GOD all be the GLORY!

DNSalamanca

AAJavier

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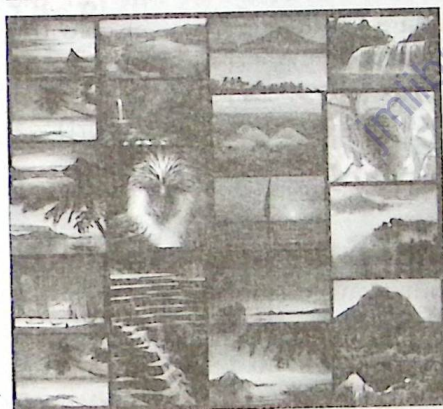
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Chapter 1

INTRODUCTION TO THE TOURISM INDUSTRY

UNIT OF COMPETENCY	Develop and update industry knowledge
CHAPTER DESCRIPTION	This chapter covers the basic travel and tourism concepts and include an overview on the tourism industry that comprises of the government sector and private entities such as hospitality, transportation, accommodation, food and beverage, attractions and activities in the travel and trade industry, both locally and internationally.



LEARNING OBJECTIVES:

Upon completion of this chapter the students will be able to:

- Update industry knowledge;
- Seek information on the industry;
- Enumerate the major attractions of the country; and
- Determine the sectors involved in the tourism industry development.

