



## Key Terms

**Attendance Building** – Marketing and promotional programs designed to increase attendance at events, meetings etc.

**Aboriginal cultural tourism** – Aboriginal tourism that incorporates Aboriginal culture as a major component of the experience in a manner that is respectful and original.

**Adventure tourism** – outdoor activities with an element of risk, usually somewhat physically challenging and usually take place in natural, undeveloped areas.

**Ancillary revenues** – money earned on non-essential components such as headsets, blankets and meals.

**Back of house** – food production areas not accessible by guests and not generally visible.

**Beverage costs** – beverages sold in liquor-licensed operations, usually only includes alcohol but in unlicensed operations it includes coffee, soft drinks and other beverages.

**BRIC** – an acronym used to identify growing economies: Brazil, Russia, India and China.

**Bed Tax** – a levy imposed by government on hotel stays within its jurisdiction.

**Blocked** – Hotel rooms held without deposit.

**Booked** – Hotel rooms, tickets or services held for a certain client.

**Canadian Ski Guide Association (CSGA)** – an organization which runs a training institute for professional guides.

**Canadian Sport Tourism Alliance (CSTA)** – an industry funded to increase and attract host sports tourism events.

**Canadian Tourism Commission (CTC)** – The national government Crown responsible for marketing Canada abroad.

**Carbon offsetting** – a market-based system that provides options for organizations to invest in green initiatives to offset their own carbon emissions.

**Causation** – a link between the actions of the defendant and the injury sustained.

**Competitive set** – a term used to identify a group of hotels that include all competitors that a hotel's guests are likely to go to consider an alternative to the company.

**Conflict management** – a practice of being able to identify and handle conflicts sensibly.

**Culinary Tourism** – tourism experiences where the focus is local and regional food. It often highlights the heritage of the products associated with the production of the cuisine.

**Customer orientation** – Positioning a business or organization so that customer interests and value are the highest priority.

**Duty to care** – the relationship between the plaintiff and defendant which requires a responsibility by one party to care about the interests and well-being of the other.

**Employment Standards Act (ESA)** – legal requirements regarding employment such as minimum wage, employment history, employee/employer responsibility, statutory holidays etc.

**Environmental accreditation or certification** – a voluntary system that establishes environmental standards and regulates adherence to reducing environmental impacts.

**Environmental stewardship** – a practice to ensure natural resources are conserved and used responsibly and in a way which balances the needs of a collective audience.

**Exposure avoidance** – a risk control technique that avoids any exposure to a particular risk.

**Franchise** – enables individuals or investment companies to build or purchase a business and then buy or lease a brand name under which to operate.

**Full-service restaurants** – casual and fine dining restaurant where guests order food seated and pay after they have finished their meal.

**Loyalty programs** – programs that identify and build databases of frequent customers to promote directly to them, it also allows companies to reward and provide special services for those customers.



**Moment of truth** – when a customer’s interaction with a front line employee makes a critical difference in their perception of that company. Your aim should be to use this to your advantage.

**Negligence** – failing to meet a reasonable standard of care towards others despite being required to do so.

**Pop-up restaurants** – temporary restaurants with a known expiry date hosted at unusual locations. They are led by upcoming chefs and often use word-of-mouth in their promotions.

**Quick Service Restaurant (QSR)** – a restaurant where guests pay before they eat, includes counter service, take-out and delivery.

**Repeat Business** – Business that continues to return, thereby generating increased profits.

**Spouse program** – special activities planned for those who accompany an attendee to a convention or trade show manager, tour operator etc. Programs must be created to align with the interest of a collective group.



## Three Categories in the Hospitality Industry

### Economics

Drives the three categories.

The three categories are dependent on a strong economy.

During tough economic times, you may choose you diversify and market packaged goods.



### Food and Beverage

- Food and Beverage reign supreme.
- Helps enhance the overall guest experience.
- Takes the form of high-end restaurants, fast food etc.

### Accomodations

- Hotels, bed and breakfast and lodging enterprises.
- provide comfort, efficiency, and great customer service.

### Travel and Tourism

- Segment which incorporates transportation including airlines, trains, cruises etc.
- Identify destinations that draw thousands of people.



## Trends in 2016

### Millennials

- fastest growing customer segment.
- High disposable income.

### Customer Service

- Incorporate mobile applications with great service.
- cater to people that are not familiar with high-tech technology.

### More international visitors

- Visa requirements have led to increase international leisure travel.

### Book profitable business

- Less reliance on travel agencies.
- Input a strategy to increase repeat business.

### Innovate Technology

- Mobile check-in
- Applications for greater customer service.

### Speed and precision

- Fast booking
- cater to millennials.

### Political uncertainty

- Changes to the minimum wage.

### Reputation Management

- Managing reputation is increasingly important due to social media.
- Use social media as a booking engine.

### Real-time marketing

- Provide content on an ongoing basis.
- Incorporate guest-oriented content via social media.

## Health and Wellness trends

- Healthy Food options.
- More outdoor adventurous opportunities.
- Comprehensive programs catered towards health and wellness.