



TOURISM MANAGEMENT



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GOVERNMENT OF PAKISTAN
Ministry of Federal Education and Professional Training Islamabad
In Collaboration with
National Vocational and Technical Training Commission

Textbook of

TOURISM MANAGEMENT

GRADE

9



Ministry of Federal Education and Professional Training Islamabad

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PREFACE

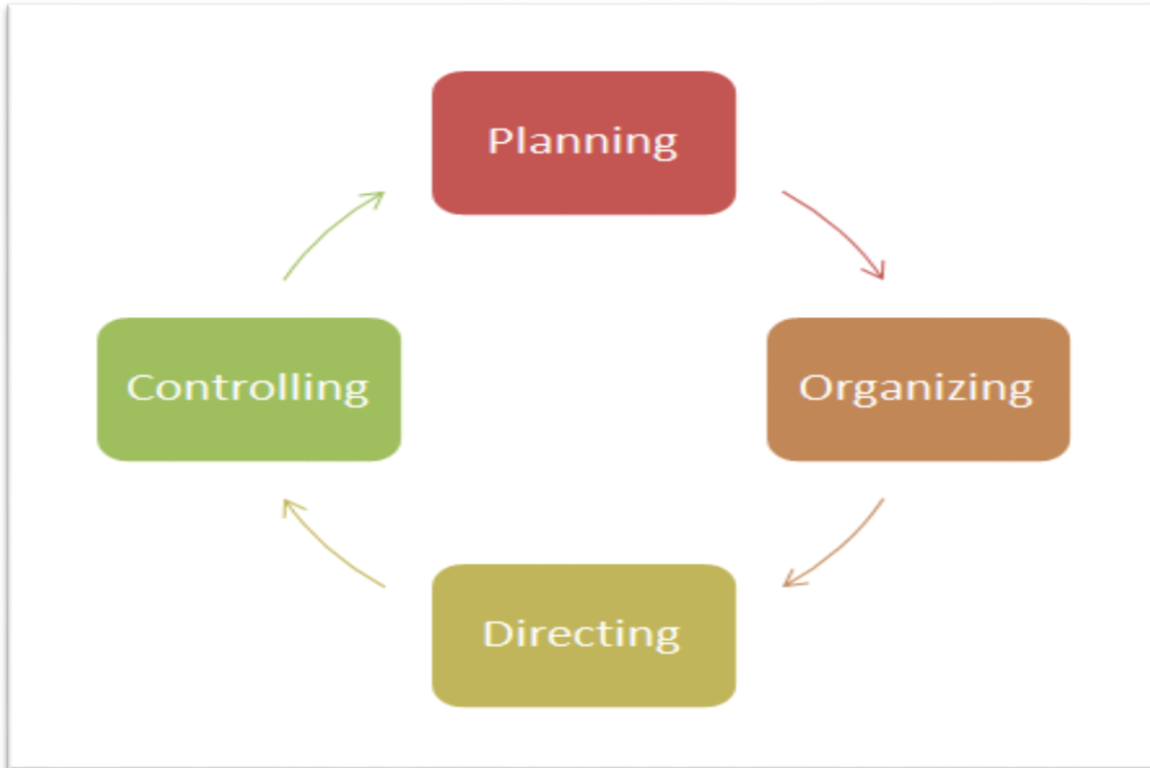
This book has been written to meet the requirements of Matric Tech to train and provide knowledge to the students of Tourism Industry. Matric Tech in Tourism Industry has been introduced first time in the history of Pakistan. This textbook is the first effort to describe topics related to Tourism development. All the resources has been input to make this book useful and informative. The chapters cover the basic details understandable to the students of Matric Tech. All chapters includes assessments in form of MCQ's, short questions and long questions.

The book covers 40% theory and 60% practical content. This content is equally helpful for the students.

Executive Director
National Vocational & Technical Training Commission
(NAVTTC)

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TOURISM MANAGEMENT



Students' Learning Outcomes

After studying this chapter you will be able to:

- know about management
- understand the management function in tourism sector
- know about importance of management in tourism industry
- understand the problems of management functions and its solutions
- learn about management levels and their roles
- know about management skills

1.1 Management Function in Tourism Sector

Management means directing and controlling a group of people in an organization to reach the objectives. It is a process of planning, decision-making, organizing and controlling the human resource to reach its goals effectively.

The role of tourist organizations and their management is to create and maintain a balance between state, market and society organizations. Management functions create new values through improved services that respect social and economic needs of tourists. It involves different activities such as studying tour destination, planning and organizing tour and providing accommodation.

1.2 Importance of Management in Tourism Industry

Management in tourism industry provides a broad coverage of knowledge and skills for successful management, including finance, marketing, meeting customer expectations and managing employees. Management role in tourism industry is to make sure to create a balance between customer market, society and the organizations itself. Tourism has its own 7 P's of management.

- Price
- Place
- Product
- Promotion
- People
- Process
- Physical Evidence



Management in tourism industry addresses team work. It manages staff, daily operations and set their goals of achieving tasks and satisfying as many tourists and guests as they can.

1.3 Problems and Solution in Management Functions

There are some common management functions problems and challenges.

- It decreases management performance level due to work load and less efficiency
- Sometimes a management is allotted a budget to cover all expenses including the payrolls as well, so being understaffed is also a common problem faced by the companies

DO YOU KNOW?

Pakistan has the largest mountain ranges in the world.

- More staff but less efficient work from management results in lack of communication, which then creates misunderstandings and problems
- Acknowledging and then working on improving the teamwork among employees is also a big challenge for management to overcome

1.4 Roles, Responsibilities and Skills of a Management

The role of management vary from one organization to the other, including different roles of each designation or post. There are people who are require to serve and greet the guest. Higher management is solely responsible for maintaining the budget and focusing on promoting and increasing tourism industry.

The middle management requires a discipline that consist a set of five basic functions: planning, organizing, staffing, directing and controlling. These are the five principle management skills required in this industry.



SUMMARY

Managing tourist destinations and the overall aspects of tourism industry is a difficult task. It requires proper organizational structure and planning. Management functions help in setting up values to improve the offered services. Management in tourism industry provides a broad coverage of knowledge and skills for successful management, including finance, marketing, meeting customer expectations and managing employees. The main role of management functions in tourism industry is planning, organizing, staffing, directing and controlling.

Key Words

- Management
- Planning
- Staffing
- Organizing
- Directing
- Controlling
- Functions

EXERCISE

1. Make a group in classroom and demonstrate problems of management functions and find its solutions
2. Prepare an organogram of your school management

Choose the correct answer

1. Tourism has its own ____ P's of management.
a. 6 c. 7
b. 8 d. 9
2. Management in tourism industry provides a broad coverage of _____ and skills for successful management.
a. knowledge c. information
b. talent d. Growth
3. Higher management is solely responsible for maintaining the _____.
a. amount c. employees
b. budget d. discipline

4. Management means directing and _____ a group of people in an organization.
 - a. shifting c. moving
 - b. holding d. controlling

5. The middle management requires a discipline that consist a set of ____ basic functions:
 - a. 3 c. 4
 - b. 5 d. 6

6. Management in tourism industry addresses _____.
 - a. teamwork c. discipline
 - b. leadership d. organization

Write short answers to the following questions.

1. Define tourism management?
2. What are the 7 P's of management?
3. What is the role of management function in tourism industry?
4. Differentiate the role of middle and upper management.
5. What is the importance of teamwork in managing organizations?
6. Name the 5 principle of management skills.

Give detail answers to the following questions.

1. Explain the responsibilities of management.
2. Describe the skills required to manage the operations in tourism industry.
3. Describe the relation between tourists and tourism management

Chapter 2 National Tourist Destinations



Students' Learning Outcomes

After studying this chapter you will be able to:

- define tourists destination
- learn about tourists trends across country
- located frequently visited domestic destinations
- identifying upcoming events and activities at famous destinations
- describe 5 “A”s of destinations (access, accommodation, attractions, activities and amenities)
- find specific characteristics of the international tourists destinations in Pakistan
- identify the selection criteria of destination
- understand factors that can affect the tourist flow at different destinations

2.1 Introduction to National Tourist's Destinations

Tourist destinations are places where tourist's visit, typically for experiencing historical, natural and cultural values or to just seek leisure activities. Travelers may visit these destinations from time to time to visit historical destinations, cultural destinations, natural wonders or old historic buildings. There are few key strategies that attract the tourists to a specific tourism destination. These strategies are as follows:

- Highlight the main attractions of tourist destination
- Identify target visitors
- Obtain information and know your visitors

The National Tourist Organization (NTO) is the body responsible for the implementation of national tourist policy. NTO's role is to coordinate, promote, research and provide tourist information.



Faisal Masjid, Islamabad Pakistan has become one of the highest tourist visiting destination in recent years.

2.2 Tourist Trends

Generally, trends in tourism industry have been changing from a decade or so. Tourism market takes turn depending on what the travelers want and where do they want to travel and why. There are variety of tourism trends that are based on more general changes in tourist's behavior, such changes are like, need for healthy food and drinks, sustainability and rising demand of technology and digitalization. The Government of Pakistan has eased the visa policy for foreigners, which resulted in attracting a large number of tourist's. The hotel industry in Pakistan flourished because of the increase tourism. There have been various expansions in hospitality and tourism industry in Pakistan, developing and building motels, hotel, Inns and other highly accessible memberships.

2.3 Domestic Destinations

Domestic destination means traveling within a particular country. In details, the person living in the same country is traveling from one destination to another, but still remains in the same country. There are some most frequently visited destinations in Pakistan. For example, Hunza Valley, which is famous for its scenic beauty as well as two most famous forts known as Altit and Baltit fort, and is located in Gilgit Baltistan. Another example of domestic tourist destination is Swat Valley, which is famous for its majestic mountains, where tourist and locals are found hiking, trekking and even meditating. Other domestic destinations are:



- Naran Kaghan
- Shogran Valley
- Skardu Valley
- Fairy Meadows
- The Pakistan monument
- LokVirsa museum
- Malam Jabba
- Ziarat
- Ranikot Fort



2.4 Tourism Destination and 5 'A's

A tourist destination is a city, town or any other area that is significantly dependent on revenues from tourism. The 5 'A's of tourism are as follow:

1. **Attractions** – It includes all those places which are the main factor of attracting a tourist. It could be a place, nature, beach or a monument.
2. **Accessibility** –It shows how to reach from one place to another and what are the accessible ways to it.
3. **Amenities** – It includes all those services which are required while traveling from one place to another like, food, drinking water, sanitary etc.
4. **Accommodation** – Providing hotel rooms or a place to stay for a tourist so they can rest or stay overnight.
5. **Activities** – It includes activities such as places of attraction and services in it for the tourist's. For example, nature walks, history and architects, boating etc.

2.5 International Tourist Destinations

International tourist destination consists of activities of individuals traveling from one area to another for leisure, business or other purposes. The common characteristics of tourist destinations are attraction, comfort and accessibility. Key characteristics of international tourist destinations in Pakistan are as follows:

- Authentic food
- Festive culture
- Unique dress code
- Scenic beauty
- Hospitality of local community



Indus River, Pakistan

SUMMARY

Tourist destinations are places where tourists go to learn about historical, natural, and cultural values, as well as to engage in recreational activities. Travelers may visit these locations on occasion to see historical sites, cultural sites, natural wonders, or old historic structures. A few major methods are used to attract tourists to a particular tourism destination. A tourist destination is a city, town, or other location that relies heavily on tourists for revenue.

Key Words

- Leisure
- Accommodation
- Accessibility
- International destinations
- Amenities
- Attractions
- Domestic destinations

EXERCISE

1. Create an event calendar according to locality
2. Locate and visit national tourist destinations
3. After visiting identify key factors regarding selection criteria of national tourist destinations

Choose the correct answer

1. NTO stands for
 - a. National Tourism Organizations
 - b. National Tourist Organizations
 - c. National Traveler Organizations
 - d. National Traveling Organizations
2. One of the key strategy that attracts the tourist is:
 - a. highlighting main attractions
 - b. local community
 - c. transportation
 - d. population of tourist destination
3. Tourism trend depends on tourist's _____.
 - a. personality
 - b. behavior
 - c. destinations
 - d. traveling
4. Altit and Baltit fort are situated in:
 - a. Shogran valley
 - c. Skardu valley

- b. Hunza valley d. Swat valley
5. Fairy Meadows is located in:
a. Punjabc. Gilgit Baltistan
b. Khyber Pakhtunkhwad. Sindh
6. Which is **NOT** included in 5 A's of tourism destination?
a. amenities c. accommodation
b. accessibility d. arrangement
7. Amenities include services like:
a. accommodation c. food and drinks
b. conference rooms d. transportation
8. Pakistan monument is located in:
a. Khyber Pakhtunkhwa c. Islamabad
b. Lahore d. Karachi
9. _____ is the capital city of the Gilgit-Baltistan region
a. Skardu c. Shigar
b. Shangri-La d. Gilgit
10. Length of River Indus is:
a. 3180 km c. 3000 km
b. 2200 km d. 3300 km

Write short answers to the following questions.

1. Define domestic destination.
2. What is meant by tourist attraction destination?
3. List down the 5 A's of tourist destinations.
4. Define international tourist destination.
5. What are few key strategies that attract the tourists to a specific tourism destination?
6. Define amenities and accommodation.
7. What do you know about Pakistan monument?

Give detail answers to the following questions.

1. Write down the importance of national tourist destination.
2. Describe tourist destination and its 5 A's.
3. Explain the characteristics of international tourist destination
4. Write an essay on Fairy Meadows.
5. Explain the factors that affect tourism trends.

Chapter 3 Principles of Tourism Marketing



Students Learning Outcomes

After studying this chapter you will be able to:

- understand tourism marketing
- identify want and needs of a customer
- apply the basics of marketing
- understand different markets and potential customers
- describe the types and sources of information that travel and tourism business could use in the marketing process
- explore target market by a travel and tourism business with example

3.1 Introduction to Tourism Marketing

Marketing refers to activities a company undertakes to promote and advertise the buying or selling of a product or service. Tourism marketing is defined as various marketing strategies used by businesses within the tourism industry. This includes hotels, airlines, transport services and other entertainment venues. The marketing objective is to spread awareness and promote products and services. Good products and services are required at every stage of tourism industry either they are hotels, restaurants, travel agencies or airlines. The tourism industry provides for a combination of different products and activities, ranges from taxi operators to the largest airline or hotel chains.

3.2 Basics of Marketing

Marketing revolves around the 4 P's and they are known as **price, promotion, product and place**. These are the basic concept and principles that never change. It is the process of planning and then executing the idea or a concept related to any product or a service. Every business needs to work on these 4 P's in order to market successfully.



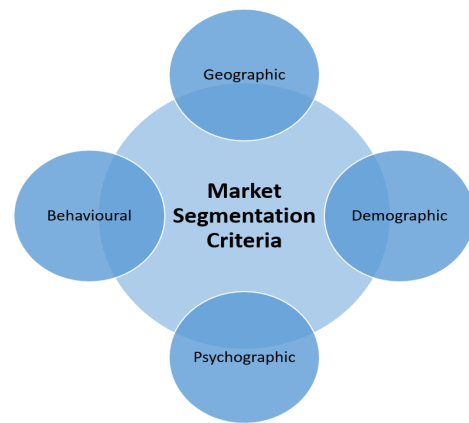
1. **Product** – The first one is the product of your business. Your product should be in demand and has developed a service which solves a problem or fulfill a need of a customer.
2. **Price** – It is also known as the value of the product. The price should not be too high neither too low and should justify the value for money of the product or service you are offering to the customers.

3. **Place** – The overall goal of a product when you are marketing is that you know the places your team is selling. The focus is to make sure the customer knows about your product by covering all the important places and locations.
4. **Promotion** – The final P is the promotion of your product or service. The promotion is how your product/service is presented in the market to the customers. Promotion of a product is very important to increase the sales and generate more revenue while letting the market know about the promotion of your product.

3.3 Market Segmentation

The Logic of Segmentation

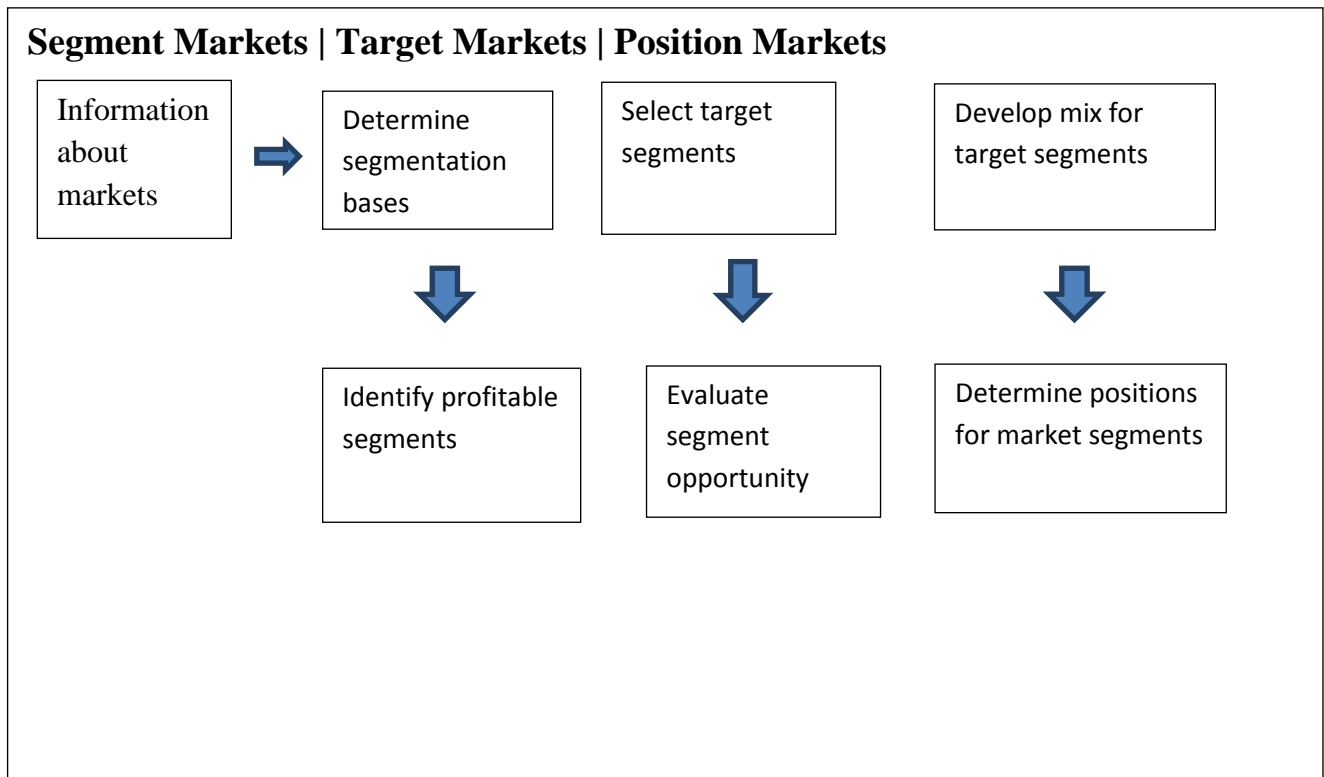
Market segmentation is the strategy and process of dividing varied customers or a business market, which normally consists of existing and potential customers. The segmentation process involves focusing on different ways of identifying sub groups. Segmentation evaluates the different types of needs, interests, behavior and preference of different groups of customers.



Market segmentation is divided into broader categories according to its classifications such as; age, income, personality traits or behavior. Below it is defined in exhibit 1 about the different market segments, target market and position market.

Market segmentation is important for travel and tourism industry to obtain maximum knowledge and detail of a guest and then use this information to cater more people depending on the marketing process. The marketing process involves four process known as: strategic marketing, marketing mix planning, marketing implementation and marketing control. A target market is a process of focusing on any specific group of people depending on age, religion, culture, location, gender, source of income and the society status. Before investing it is important to know the type of market we are targeting. It helps us to understand the mind of a consumer and it's easy to cater them. For example, opening up a restaurant need to know what type of customers you are targeting. You will research on them and the market and observe if it is the right place for your business. Whether the customers can pay or afford to come to your restaurant.

[Exhibit 1 Segmentation, Targeting and Positioning]



SUMMARY

Marketing is an important element of a business sector. It is a tool used for promoting and advertising products and services while creating awareness to the targeted customers. Marketing mix consists of 4 P's, which is price, product, promotion and place. Every business revolve around the 4 P's. Whereas, market segmentation is a process of dividing varied customers or a business market which normally consists of existing and potential customers.

Key Words

- Tourism marketing
- Price
- Promotion
- Product
- Place
- Market segmentation
- Targeting
- Positioning
- Target market
- Marketing mix

EXERCISE

1. Gather and compare fare information of various transportation modes connecting same destination under the supervision of teacher
2. Gather and compare hotel room rates for business travelers and leisure travelers under the supervision of teacher
3. Survey market and interview a sample to determine wants and needs of an individual traveler

Choose the correct answer

1. The 4 P's of marketing is referred to as:
a. Marketing segmentation c. Market products
b. Marketing mix d. Marketing Logic
2. 4 P's of marketing are price, place, promotion and _____.
a. packaging c. product
b. people d. process
3. Marketing maintains the _____ conditions.
a. social c. economic
b. political d. cultural

4. The marketing objective is to _____ products and services.
 - a. create c. promote
 - b. distribute d. advertise

5. Promotion of a product is important to increase:
 - a. sales c. distribution
 - b. supply d. branding

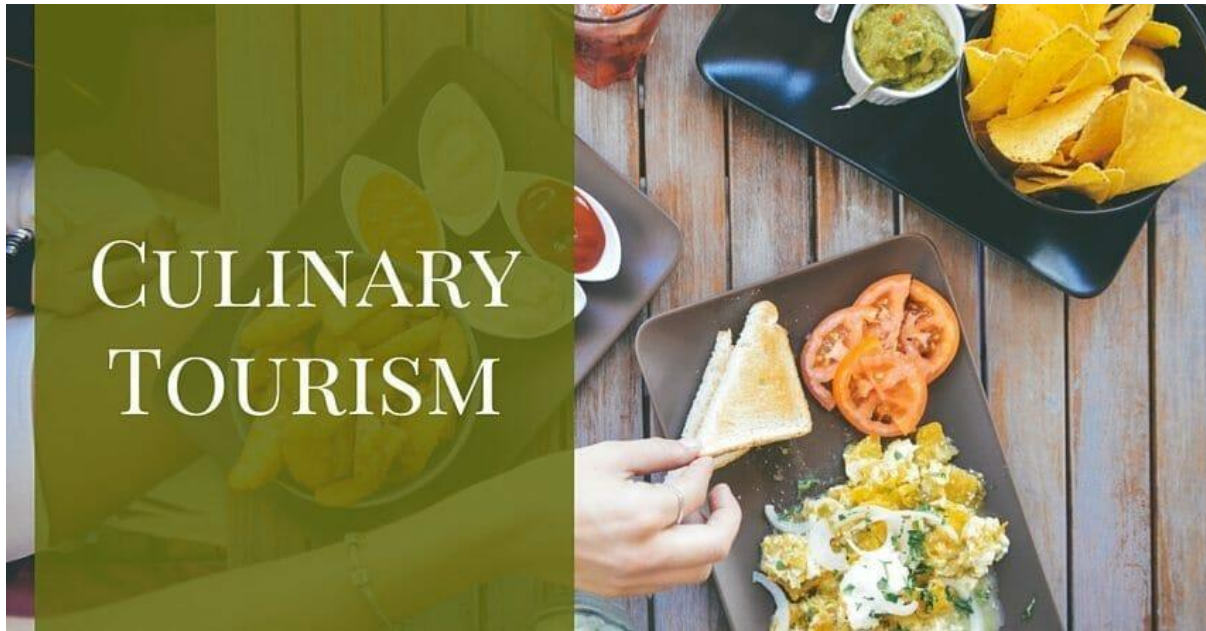
6. The marketing process involves _____ process.
 - a. 2 c. 3
 - b. 4 d. 5

Write short answers to the following questions.

1. Define marketing.
2. What is marketing mix?
3. Enlist 4 P's of marketing.
4. Define marketing process.
5. What is tourism marketing strategy?
6. What are the characteristics of tourism marketing?
7. Define market segmentation?

Give detail answers to the following questions.

1. Explain the importance of marketing in tourism industry.
2. Describe the relation of market segmentation and tourism industry.
3. Describe the factors that makes a tourist destination attractive.



Students Learning Outcomes

After studying this chapter you will be able to:

- learn the reasons that underscore the international growth of food tourism
- know about world's culinary aspects and cuisines
- know about national and regional cuisines
- know about different types of cuisines
- understand cooking methods
- know about basic cooking techniques
- know the basic principles of food hygiene
- know about food storage temp (FATTOM)
- know about HACCP (hazard analysis critical control point)
- identify hazardous foods and observe food safety protocols

4.1 Introduction to Culinary Tourism

Culinary tourism is a focus on food as an attraction for exploration and a destination for tourism. Social media spreads awareness of the global trend. Food industry connects with the social media to develop social and cultural awareness related to food.

There are various cuisines worldwide. Some of the most famous cuisines are.

- Italian
- Japanese (Asian cuisine)
- Chinese (Asian cuisine)
- Pakistani/Mughlai cuisine
- Arabic

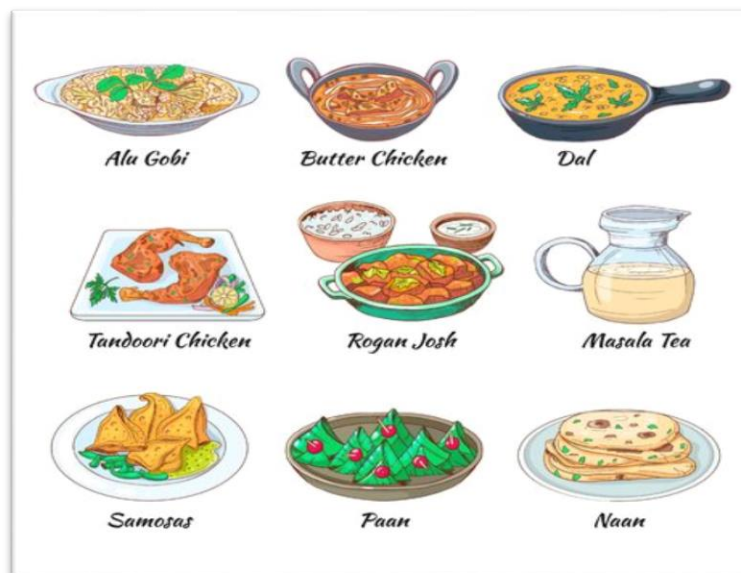
These are top 5 cuisines which have great influence and are high in demand worldwide.

**CULINARY
FACT!**

- The term 'culinarian' describes culinary art professionals. Derived from the Latin word 'culina', culinary means cooking or cooking are.

4.2 National and Regional Cuisines

A national cuisine is defined as a dish that is strongly linked with a particular country. Whereas, regional cuisine is based upon national, state or local region. It depends upon food availability, cooking traditions and cultural differences.



4.3 Cuisine and its Types

Cuisine is a French word that translates to 'kitchen'. Cuisine is a set of rules followed in a region for cooking food. There are many types of cuisines and each one of them is originated from different places around the world. Some famous global cuisines are as follows:

1. **Thai Cuisine** – Thai food is one of the most popular cuisine all around the world and especially in Pakistan in recent years. Thai dishes are mostly prepared using vegetables, meat and seafood cooked in a thick sauce.
2. **French Cuisine** – French food was the first cuisine that was prepared in other regions due to its wide range of flavors and usage of fresh ingredients. French cuisine is the base of modern culinary arts.
3. **Japanese Cuisine** – Japanese cuisine is one of the finest cuisine in the world. Japanese cuisine mostly involves rice and sea food (cooked and uncooked). The cooking method of food in Japan is very unique. Most famous Japanese food is sushi because of its unique flavor and colorful presentation.
4. **Spanish/Latin Cuisine** – Spanish or Latin food is famous for its pronounced flavors and spices. Spanish food mostly includes sea food, fresh vegetables and snacks prepared from wheat and corn. For example, generally Spaniards do not eat much lamb and also beef, preferring seafood availability. The most famous Spanish food is Tapas, which are basically snacks with complex layers of flavors.
5. **Italian Cuisine** – Italian cuisine is famous for its fresh and healthy ingredients. Most of the Italian dishes are cooked using dairy products like cheeses, wheat flour, cured/processed meat products, olives, basil, parsley, tomatoes and garlic. Pasta and pizza are the famous Italian foods.



4.4 Cooking Methods

There are three types of cooking methods, dry heat, moist heat cooking, and combination cooking. A cooking method is a way a food item has been prepared. The three types of cooking methods are:

Dry heat cooking: Cooking method in which food is prepared using hot air is known as dry heat cooking. It enhances flavor, tenderness and aroma of food, for example baking, roasting, broiling etc.

Moist heat using fat: Cooking method in which food is prepared using hot liquids is known as moist heat cooking. Cooking methods that involves fat/oils are frying, deep-frying, pan-frying, shallow-frying etc.

Moist heat using liquid (non-fat): Cooking method in which food is prepared using hot liquids is known as moist heat cooking. Cooking methods that use liquids are braising, stewing, steaming, boiling and poaching.



The basic cooking techniques are as follows:

1. **Sautéing** is a form of shallow frying use to slightly cooked and add flavors to food.
2. **Boiling** is the basic type of cooking method. It is a process of cooking food in hot water at 100°.
3. **Simmering** is a form of boiling use to extract flavors from foods. For simmering liquid is kept below boiling point.
4. **Roasting** is a form of dry heat cooking and it is usually done in an oven.
5. **Braising** is a mixture of dry and wet heat using a tender meat. It is considered as frying and stewing the same cut of meat.
6. **Broiling** is similar to grilling food, it uses direct and dry heat and it takes place in an oven rather than on a barbeque or grill plate.
7. **Steaming** means food is cooked using steam with or without pressure.
8. **Broiling** is a cooking technique where food is cooked by direct heat from above.

9. **Poaching** is similar to simmering but poaching is performed for less duration at lower temperature.
10. **Deep-frying** is a cooking method where food is completely submerged in hot oil.

4.5 Food Safety and Personal Hygiene

Food Hygiene:

Food hygiene refers to the care and attention by the food handler to stop food from spoilage.

Food spoilage can happen at any stage of food cycle. There are two main principals to stop food from contamination and spoilage

1. Cross-contamination Prevention
2. Temperature control

All service staff must pay close attention to safety, sanitation, security and health. Negligence of food safety can lead to food-borne illnesses like Food poisoning. People suffer from nausea, vomiting and cramps due to **food borne illness** each year. Food borne illness is caused by bacteria or a virus. To avoid and decrease the ratio of any type of illness caused by the food, food and beverage businesses have developed risk management programs to control the situation.

4.6 Guidelines for Food Storage

It is important to set up a guideline for food safety so no one gets sick by food poisoning. Some foods are temperature sensitive and required to maintain the temperature limit, also called **Temperature Danger Zone (TDZ)**.

Danger Zone:

Danger zone is the temperature that provides favorable bacteria to grow on food that leads to food spoilage. Food must not remain at this temperature for more than 2 hours. Temperature Danger zone ranges from 5⁰ C to 60⁰ C



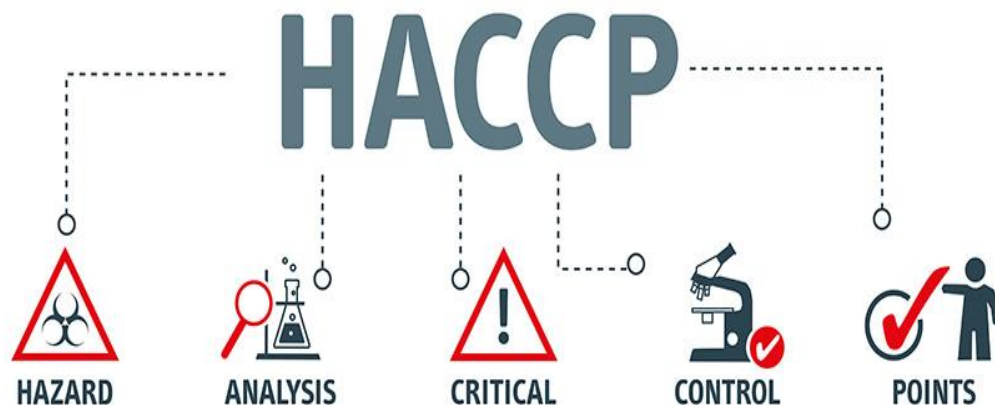
4.7 Hazard Analysis Critical Control Point System (HACCP)

HACCP stands for **Hazard Analysis Critical Control Point (HACCP – pronounced “Hah-Sep”)**. The HACCP system eliminates risks in food processing by identifying hazards or any danger point in food production system. It is a systematic approach to identify, evaluate and even control food safety hazards. They can be biological, chemical or physical agents that are likely to cause injury or illness if not controlled. There are 7 principle of HACCP:

1. Conduct hazard analysis
2. Identify critical control points (CCPs) in the food process
3. Determine the critical limits
4. Establish procedures to monitor CCPs
5. Implement corrective actions
6. Establish verification procedures
7. Create record keeping procedures

The simple form of HACCP applied in professional kitchen includes the following food safety protocols:

- Foods must be stored at appropriate temperature.
- Production and Expiry date must be mentioned on every food item.
- Every food must be labelled.
- Temperature records of chillers and freezers must be maintained.
- Any chemical should not be stored near to food production area



4.8 Hazardous Foods

Foods that are prone to spoilage are known as hazardous foods. This depends on 2 factors:

1. Presence of high protein, moisture and fat
2. Presence of food related bacteria

Raw and unprocessed foods are considered safe as their spoilage can easily be detected visually.

Processed foods are more exposed to bacteria due to cross-contamination and presence of bacteria on different surfaces.

Some examples of hazardous food are:

- Meat
- Poultry
- Fish
- Eggs
- Milk
- Dairy products

SUMMARY

People travel to explore and experience different traditional cuisines all over the world. Different cuisines can be found in different countries. Some famous cuisines are Arabic cuisine, Spanish cuisine, Italian cuisine and Thai cuisine. Every food is cooked differently with different cooking methods. Some food is cooked dry and some in fat or liquid. There are more than one technique to cook food. Some of the techniques are stewing, broiling, roasting, deep-fried etc.

Key Words

- Culinary
- Cuisines
- Dry heat
- Moist heat
- Temperature Danger Zone
- Food safety
- Personal hygiene
- Food borne-illness
- Food storage

EXERCISE

1. Research in small groups for tourist attraction local food points and submit your report to the respective teacher
2. Visit a hotel kitchen and observe kitchen operations
3. Practice safe food handling and demonstrate cleaning and sanitization practices in kitchen

Choose the correct answer

1. Thai dishes are mostly prepared using vegetables, meat and _____.
a. seafood c. raw food
b. uncooked food d. uneven food
2. Japanese cuisine mostly involves ____ and sea food.
a. grain c. rice
b. wheat d. meat
3. Chinese cuisine is also called _____.
a. Asian cuisine c. Pakistani cuisine
b. traditional cuisine d. culture cuisine
4. Foodborne illness causes:
a. nausea c. weight gain

- b. leg pain d. joint pain

- 5. HACCP system eliminates ____ in food processing by identifying hazards.
 - a. risk c. nutrition's
 - b. food temperature d. extra fat

- 6. There are ____ main principals to stop food from contamination and spoilage.
 - a. two c. three
 - b. four d. five

Short Question/Answers

1. Define the term culinary.
2. What does the word cuisine means?
3. What are some famous cuisines in the world?
4. How many cooking methods are there?
5. Define the terms stewing, broiling and steaming.
6. Define food safety
7. What is FATTOM?

Give detail answers to the following questions.

1. Write down the importance of different culinary arts in tourism industry.
2. Describe the role of different cuisines and how it affects the growth of culinary tourism.
3. Explain HACCP and its 7 principles.
4. Explain hazardous foods along with examples.

Chapter 5 Food and Beverage (Services) - I



Students Learning Outcomes

After studying this chapter you will be able to:

- know about food and beverages (services) department functions
- understand food and beverages (services)
- know about types of services
- understand the difference between commercial and non-commercial food outlet
- know about different types of services
- differentiate among types of services:
 - a' la carte
 - buffet
 - table de hote
 - service
 - english
 - russian
 - french
 - american
- know about equipment and materials needed for service area: (cutlery/silverware etc.)
- identify various types of cutlery/silverware and glassware

5.1 Introduction to Food & Beverages

Food and beverage services is defined as the process of preparing, presenting and serving food and beverages to the customers. Food and beverage service is a sector of hospitality industry. Different category of food and beverage services include restaurants, cafes, tea shops, coffee shops and catering services. These operations can be independently owned, part of a chain, located in a hotel or some other lodging operations. They are often categorized by the type of service they offer such as:

- Quick-service
- Fast-casual
- Family-dining
- Casual-dining
- Fine-dining

Activity:

- Visit any quick service restaurant and share your experience in class

5.2 Types of Food Outlets (Commercial and Non-Commercial)

Commercial food establishments include fast-food restaurants, catering and recreational outlets. Whereas, non-commercial food outlets include hospitals, nursing houses, military mess and schools.

Commercial outlets such as restaurants cater public and the market. They depend on customers to spend on food and beverage products outside the home. These outlets are catering companies, drive-through outlets, wedding venues etc.

Non-commercial outlets or food service establishments serve F&B products along with other facilities and services. For example, a hospital's primary purpose is to look after the patients and sick people but they also cater the need of food and beverage in its premises as an extra facility.

5.3 Types of Food Services

Food service refers to the businesses, institutions and companies that are responsible of any meal prepared outside the house. This include restaurants, schools, hospitals and catering operations. There are many variations in food and beverage operations use to serve food for guests, but most of them can be categorized under main styles of services: a' la carte service, buffet service, table de hote, English, Russian, French and American service.

1. **A' la carte** – many restaurants use a' la carte service menu that offers and set the price on each food item individually. Guest will only pay to what he ordered according to the menu price list.
2. **Buffet menu/service** – also known as self-service in which you will have an option to eat as much as you want, or should we say 'as much as you can'. The price will be fixed per person for the guest and he/she can enjoy around 8-10 items on the table. Best example would be Hi-tea in a hotel restaurant.
3. **Table de hote** – it offers less choice to guests. This menu usually offers an entire meal with several courses at one price, and guest often have little or no choice regarding individual courses.
4. **English service style** – also known as Family-Style Service. It requires food to be placed on large platters or in large bowls that are delivered to the guest's tables by servers. Guest at each table then pass the food around their table and serve themselves. In English service, servers usually focus more on cleaning the table than into presenting and serving the food.
5. **Russian service** – also called Platter service and it requires servers to deliver platters of fully cooked food to the dining room, present the platter to guest for approval and then serve the food.
6. **French service** – also called Cart service and is popular internationally, but this service style is used less frequently. A style in which menu items are prepared on a cart or *gueridon* beside guest tables by specially trained staff members.
7. **American service** – also called Plate service and is the most common style of table service. Servers generally serve several tables at the same time.

5.4 Supplies and Equipment

Food service equipment is used for commercial food preparation and storage. This equipment includes cooking equipment's, storage and handling equipment's, ware washing, food and beverage preparation equipment and serving equipment. Supply and equipment items should enhance the operation's concept, image, interior design and menu. Following are the commonly used equipment's in food and beverage operations.



Chinaware

Chinaware is a term used for crockery. It is a collection of fine dishes, bowls, food platters, ramekins, cup and saucers. It is made up using ceramic material and is found in different colors and designs which are coated with glaze.

Glassware

Food and beverage operations use open-stock glassware that is less expensive than custom-made glassware. Some food and beverage operations use creative alternatives to traditional glassware. For example, rather than serving a tropical juice in a traditional glass, some operations use a frosted, heavy glass mug.



Cutlery and Crockery

Different types of crockery and cutleries are used in food and beverage operations. It depends on the type of operation, some of the following cutleries and crockery are; dinner (plates/spoons/forks and knife), dessert bowls, tea set, sugar pot, saucers, sauces ramekins, salad bowl (round, oval), porcelain, salt and pepper shakers etc.

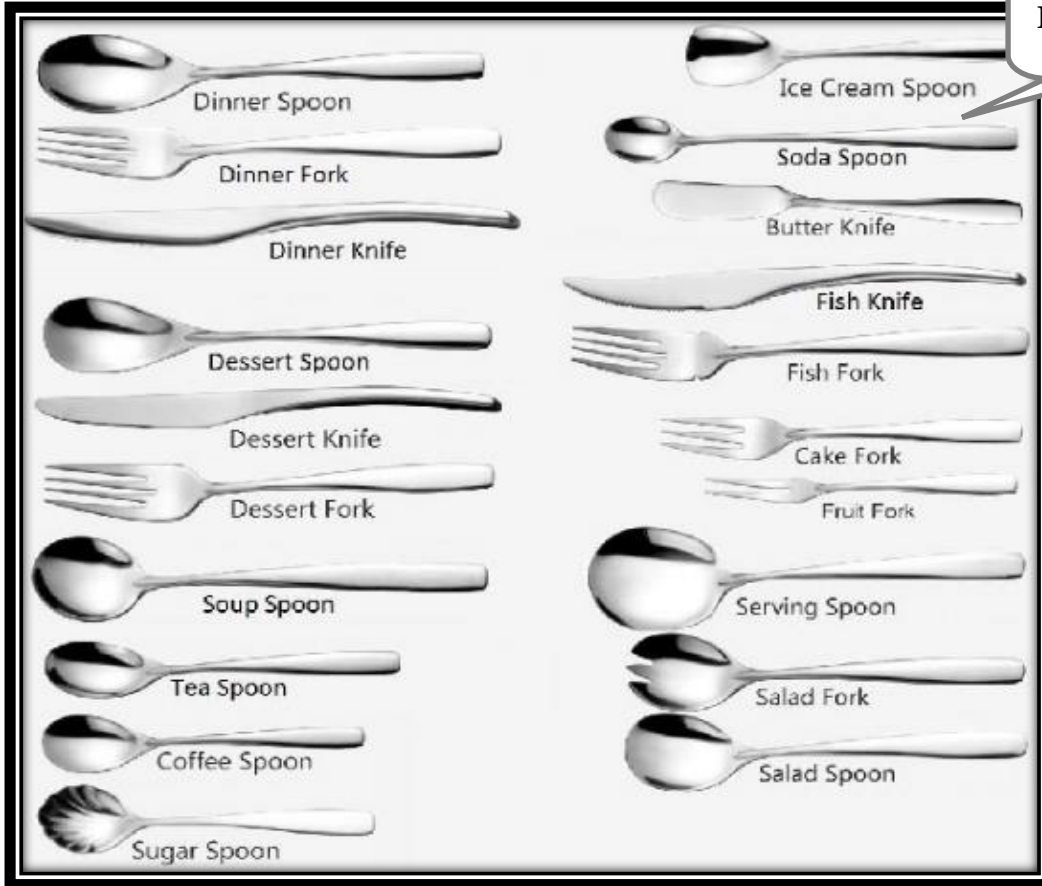


Flatware

Washable flatware items such as forks, knives and spoons are typically made of stainless steel. Genuine silverware is expensive for almost all food and beverage operations; however, some elegant full-service operations use hotel plate also known as silver-plated flatware. In addition to traditional knives, fork and spoon a vast variety of special flatware is available to use with such food items as butter, grapefruit, oysters, lobsters and grapes.



**Flatware
Information**



5.5 Equipment

Food and beverage service personnel uses a wide range of equipment items that perform such specialized jobs as making ice or holding food at its proper temperature until it is served. Following are the equipment's which are commonly used:

- Holding tables
- Coffee urns and makers
- Ice machines
- Dishwashing machines



Holding tables are also called food warmers or steam tables. A coffee maker is a non-pressure-vented water tank heated by electric heater, gas burner or steam coils. They usually range a capacity from 2 to 125 gallons equals to 8 to 473 liters. Although service personnel do not operate dishwashing machines, they are involved in returning tableware to dishwashing areas depending on the equipment.

SUMMARY

Food and beverage services are defined as the process of preparing, presenting and serving food and beverages to the customers. There are various food service operations such as quick service restaurants, fast-causal, family dining, fine dining etc. Each service is different from another. Separate cutlery and glasses are used to serve food and beverages to guests.

Key Words

- Food and Beverage
- Equipment's
- China
- Glassware
- Flatware
- Food services
- A' la carte
- Table de hote

EXERCISE

1. Demonstrate table setup as per food and beverage settings (breakfast, lunch, hi-tea, dinner, banqueting, bakers and boutique)
2. Group presentation on commercial and non-commercial food outlets
3. Demonstrate methods of food services (all of them mentioned earlier in topic)
4. Demonstrate the use of equipment and materials needed for service area
5. Identify and list down the following:
 - Cutlery
 - Silverware
 - Glassware

Choose the correct answer

1. Commercial food establishments include _____.
 - a. restaurants
 - b. hospitals
 - c. guest houses
 - d. schools
2. Food and beverage is a general term used in:
 - a. serving
 - b. hospitality
 - c. catering
 - d. tourism industry
3. The term 'catering' refers to:
 - a. setting up a banquet operation
 - b. selling a banquet operation
 - c. serving a banquet operation
 - d. coordinating a banquet operation
4. Buffet menu/service is also known as:

- a. self-service c. Russian service
- b. American service d. English service

5. Russian service is also called:
- a. platter service c. French service
 - b. a' la carte service d. self-service

6. Following is **NOT** included as an equipment:
- a. Holding tables c. coffee urns and makers
 - b. Ice machines d. fizzy coolers

Write short answers to the following questions.

1. What is the meaning of food and beverage service?
2. What is a menu in food and beverage?
3. What is food and beverage in hospitality industry?
4. What are the types of service?
5. Define English service.
6. Define French service.

Give detail answers to the following questions.

1. Explain the main function of food and beverage department.
2. Explain the difference between buffet menu and a' la carte menu.
3. Describe the importance of proper equipment's in food and beverage.

Chapter 6 Introduction to Event Management



Students Learning Outcomes

After studying this chapter you will be able to:

- understand concept of event management
- know about 5C rules of event management:
 - concept
 - coordination
 - control
 - culmination
 - closeout
- observe 5C of event management
- know about types and level of events
- understand the type and categories of events
- differentiate between nature and requirements of:
 - Private Event
 - Corporate Event
 - Charity and Fundraising Event
- learn about online events

6.1 Event and its Management

Event management refers to managing events that involves designing, planning, organizing, marketing and staging events. There are different types of events such as conducting exhibitions, products or brand launch, arrange conferences etc. The process of planning is divided into 5 basic phases that are called 5C's.

6.2 5 C's of Event Management

It is a life cycle of events which is a good starting point when you are planning an event. These are Concept, Coordination, Control, Culmination and Closeout. The first step of planning a successful event is knowing the concept behind that particular event. Think of the purpose of event and what it is going to be held for. It is important to have the answers of the following question when organizing an event.

- Why you are holding your event?
- Who will be attending the event?
- When will it be? (date and time)
- Where will it be? (location or place)
- What will happen at the event?

Activity

- Observe 5C of event management in your event

In the coordination stage, following are the components:

- Deciding a theme of an event
- Allocating budget
- Arranging travels
- Searching for a perfect venue according to your event
- Planning and arranging decorators and caterers
- Making arrangements of activities and a special speaker
- Sourcing equipment's
- Security

Furthermore, it is very important to take **control** measures in place. It is all about managing and maintaining the exact same event that was actually planned. In the last stage of event consideration it comes to **culmination**, the term culmination means to reach the end of the part of something. Culmination of event means the final stage where an event is just about to begin.

6.3 Types and Levels of Events

There are four main categories of event management. These events are private events, corporate events, charity events and religious events, which are as follow:

Private Events

Private events are mainly used for those who can book venues as an individual, such as; wedding, wedding receptions, birthday parties and family gatherings. There are other organizations which can't afford a private venue like; businesses, schools and manufacturers. Private events are booked by someone who wants certain guests to arrive at the venue and they have a guest list ready before the event begins to make sure the event is only attended by those who are on the list.



Corporate Events

Corporate events are used as a business purpose in order to promote their companies or products such as: Conferences, business meetings, product launch, building public relations or networking or just business dinners. A business will use events to build professional image and relationships between employees and clients.



Charity Events

Charity or fundraising events are organized events for the purpose to raise money for a charity or any specific cause such as: Society improvement/maintenance funds, sports events, charitable auctions or raising money for a needy person. It is a very diverse industry because anyone can go and participate in that event.



Religious Events

A religious event is marked important by the believers of different religions where they worship and observe the event accordingly. Religious events are celebrated at different time of the year. Some of the examples of religious events are.

- Rio Carnival
- Eid al-Adha and Eid al-Fitr
- Christmas
- Easter



6.4 Online Events

The world of event marketing is changed due to the canceling of any event or concert due to global pandemic and other issues as well. Many events were found successful in running virtual events and making an impressions worldwide at a very low cost. Online events are just as virtual events, with a specific date and time and even with the same motto. When it comes to business industry, virtual events can include things like webinar and also a virtual conference as well. Online event has its own benefits and the list is lengthy with a proper standard. Some of the benefits are:

- **Save Money:** Virtual event or online event is much more cost-effective and saves unnecessary expenses. Even due to online events, mostly hosts don't even have to pay for a costly venue.
- **Save Time:** Online event hosts save time on setting up a venue and making sure all the arrangements are done.
- **Potential Speaker List:** It is easy to have more options for having the availability of the speakers no matter where in the world they are.
- **Reduce Outbreak:** There is a less chance of something going in the wrong direction during the event. Virtual events helps in the process of managing the event without any unwelcome situation.

SUMMARY

Event management refers to managing events that involves designing, planning, organizing, marketing and staging events. There are different types of events such as conducting exhibitions, products or brand launch, arrange conferences etc. There are different categories of events such as private events, corporate events, charity events and religious events.

Key Words

- Events
- Corporate
- Charity
- Concept
- Coordination
- Control
- Culmination
- Closeout

EXERCISE

1. Attend any type of event in your school or home and monitor 5C rule
2. Organize a charity event for clean environment
3. Participate in any event organizing activity at school or at home

Choose the correct answer

1. The process of planning is divided into ____ basic phases.
a. 3 c. 4
b. 5 d. 6

2. Corporate events are used as a _____ purpose.
a. business c. leisure
b. entertainment d. social

3. Charity or fundraising events are organized events for the purpose to raise _____.
a. skills c. knowledge
b. money d. value

4. Which is **NOT** a part of 5 C's of event management?
a. culmination c. control
b. contract d. concept

5. Virtual events are called _____.
a. seminar c. webinar
b. conference d. meeting

6. There are ____ main categories of event management.
a. four c. five
b. six d. seven

Write short answers to the following questions.

1. Define event management.
2. Enlist the types of events
3. What is the purpose of hosting a charity event?
4. What are 5C's of event management?
5. Define online events.
6. Enlist some examples of religious events.

Give detail answers to the following questions.

1. Explain the importance of teamwork in event management.
2. Write down the type and levels of events.
3. Describe the 5C's of event management.

Chapter 7 Principles of Event Management



Students' Learning Outcomes

After studying this chapter you will be able to:

- identify the key characteristics of an event
- recognize the key management competencies required in the event industry
- define entrepreneurial management
- differentiate how events can contribute to society across all levels from local to international
- understand entrepreneurial activities
- define event registration
- identify and understand event registration software
- learn how to use event registration software
- understand organizational skills in term of event planning
- know customer's requirements for the event

7.1 Characteristics of an Event

Events have key characteristics in some common projects. Some key characteristics of events are:

- **Uniqueness** – Each event is different from the other. There are different participants, the surroundings are different, and the audience as well, they all make the event unique.
- **Perishability** –An event obviously cannot repeat in the same way as it was during the actual one. Managers have to use different techniques and ways to encourage the audience to utilize the ‘quiet’ period of time during the event.
- **Intangibility** – All the tangible items help in making the event successful and leaves the long lasting idea of how memorable (intangibility) an event was.
- **Ritual and Ceremony** – just like awards ceremonies or Oscars, it focuses on the continuity of tradition.
- **Ambiance and Service** – When planning an event giving attention to details is a must, making an event successful by providing the perfect lightening and quality service.

7.2 Event Management Skills/Competencies

Event management skills are adapted by event planners and manager to be able to run a successful event. Some key event management skills required are as follows:

1. Organizational Skills

Having organizational skills are important to keep everything organized and in order. Keep a check on schedule and time of san event. Make all the arrangements prior to the event.

No matter the scale of an event, the size or an audience, they all rely on having an organizational skills. It is the ability to deal with multiple things all at once and keeping the track of each and every small thing. A good manager will not just think about making an event great, but will also think for the solutions if things didn’t go as planned.



2. Flexibility

Only focusing on one thing and not being able to change or adapt things according to the situation will only make your event bitter. It is important to have the skills of adapting things according to the situation to avoid any obstacles before and during the event.

3. Passion

Event management require hard work and passion for the work. It is all about picking the right venue, targeting the right audience and selecting the right technology and networking.

4. Time Management

It is the most basic skills required for any job in the world. The ability to make things run on time. The most common thing guarantee the audience's frustration is that the event started late. So it's important that we create a realistic schedule or plan for our event and make sure to achieve it.



7.3 Entrepreneurial Management

An entrepreneur is a person who sets up a business, taking financial risk and innovate ideas. The practice of utilizing the knowledge of an entrepreneur to increase the way a business work in an effective manner is defined as **Entrepreneurial Management**. The qualities and capabilities like innovative ability, knowledge, skills, and the way of maintaining the profit of the business requires entrepreneurship. An entrepreneur helps an organization by providing different resources. Entrepreneuris also responsible for creating an organizational structure in order for business to work efficiently. It is an important part of a management and especially for those who have start-up ideas. Entrepreneurship skills are important for arranging and management of events. It helps in giving creative ideas and using techniques to stay in the budget given by customers while fulfilling all the requirements that are needed for the event.

7.4 Events Contributing on Local and International Level

Events help countries to promote their culture and improve the economy as well. It creates a diversity in culture engaging more people all around the world. Sport tourism event is one of the biggest example of how an event contributes to the society from local and international perspective. All planned events have a purpose or objective, and the most common thing events share is the **people**. Events have direct and indirect impacts on communities. They help to provide in participation, skills development, and impacting the social, cultural, economic and environmental.

7.5 Entrepreneurial Application

An entrepreneurial activity or application includes the manufacturing, distributing, processing, selling and advertising goods and services for profit. An entrepreneur possess different skills such as business management skills, teamwork skills, leadership, critical thinking, problem-solving etc. These entrepreneurial skills are required to achieve different objectives and goals, while completing the given tasks in an efficient and creative manner.

7.6 Event Registration and Procedures

Event registration is a process of registration when a person makes a financial or time commitment to attend or participate in an event. Registration is how an event professionals secure attendees and potential revenue. The process of event registration in steps are as follows:

1. Identify target audience
2. Choose an event appropriate software
3. Create an account
4. Create an event page
5. Create event tickets
6. Set up payment methods
7. Register attendees
8. Promote your event
9. Collect data of participants
10. Build and create awareness

7.7 Event Registration Software

Event registration software helps event organizers to invite, register and communicate with event attendees. Organizing a large event can be complicated, organizers need to have contact and other details of those participating. If there is an entry fee, organizers must ensure that each attendee has purchased a ticket. All these complications of keeping the record of every attendee can be solved using a software. Every registration software aims to provide solution to these

problems by creating single platform for advertising, ticketing, payment, registration and exchange of information. Social media also help in providing platforms to promote and create awareness of an upcoming event. It is easy to target a large number of audience for the event without having to spend any money. Social media also provides tools and techniques to engage the targeted audience for the event.

7.8 Organizational Skills in Event Planning

The key to success for event success is the person or a team behind the hard work and passion. They seem to work hard and think of anything they may be needing before, during and after the event. Organizational skills is a key to success for most of the event planners. Learning the skill of keeping things organized leads to less stress and more perfection in work. It is also important to acquire time management skills to stay ahead of any problems that might occur before or during an event.

Here are a few ways that successful event planners can stay timely organized.

Creating event and event planning binders is one of the most efficient way to stay organized. In today's world where everyone is moving to digitalization, keeping things physically is always a good idea just for the safe side. Keep hard copies of details, documents and notes. Depending on the event, your binders can include following several options.

- Itinerary
- Key contact details
- Communications
- Attendees list
- Lodging details
- Budget

Excellent communication skills are important to avoid any gap between you and the planning of an event. Miscommunication can result in many problems for both the event planner and the client. Creativity also plays an important role in solving problems. Being able to think smartly and finding creative solutions can positively impact the success of an event.

7.9 Knowing Customers

There are some things a customer wants to be done in the exact same way in its event. Here are top 5 things your customers are looking to get from your events and giving you a chance to stand out against your competitors.

- **Ask Them** – If you want to know what the customer want at your event, just ask them!

- **Sharing Personal Experience** – Every customer feels like their opinion and experience is unique so they want to share their past experiences during the events which they think might be able to make the event successful.
- **Give Them Details** – Every customer wants to know why you are the best. Don't just expect them to be sold to you just like that. Tell them why you are the best at what you do. Give them sessions, demos and tell them what you most focus on during the event.

SUMMARY

Events have few key characteristics such as uniqueness, perishability, intangibility etc. Each event is different from the other. There are different participants, the surroundings are different, and the audience as well. Events help countries to promote their culture and improve the economy as well. Events have direct and indirect impacts on communities. They help to provide in participation, skills development, and impacting the social, cultural, economic and environmental.

Key Words

- Entrepreneurship
- Entrepreneurial application
- Competencies
- Itinerary
- Advertising
- Promoting

EXERCISE

1. Use interpersonal and communication skills to produce an effective group investigation of the events industry
2. Group presentation on entrepreneurial activity and its application
3. Search any three software for event registration
4. Role play on identification of customers' needs and requirements for the event

Choose the correct answer

1. Ritual and ceremony events focuses on the continuity of:
 - a. services
 - b. culture
 - c. tradition
 - d. entertainment
2. Organizational skill means to:
 - a. lead like a leader
 - c. plan and manage everything before the event

- b. improvise during the event d. find solutions quickly
3. Which of the following is characteristic of an event?
 - a. Perishability c. Tangibility
 - b. Credibility d. culture
 4. Inspiring the staff is a good reflection of which type of skill?
 - a. Negotiating c. Leadership
 - b. Project management d. Budgeting
 5. The most important information a meeting planner can determine prior to an event is:
 - a. past events held by the group c. closing time
 - b. the budget d. group demographic
 6. Which of the following is the most popular type of event site used?
 - a. Hotels c. Convention center
 - b. Banquet halls d. Club house

Write short answers to the following questions.

1. What are the key characteristics of an event?
2. Define perishability of an event.
3. Enlist event management skills.
4. What does the term “Entrepreneur” mean?
5. Enlist few entrepreneurial skills required in an event.
6. What is the importance of event registration software?
7. Enlist few options you can add in your binder prior an event.

Give detail answers to the following questions.

1. Write down the importance of knowing customers.
2. Describe event registration software.
3. Explain entrepreneurial management
4. Explain events contribution on local and international level.

Chapter 8 Introduction to Personality Development



Students' Learning Outcomes

After studying this chapter you will be able to:

- understand the personal and professional aspects of life
- importance of self-image
- know model of communication
- understand effective communication
- understand the concept of personal hygiene
- importance of personal hygiene
- understand the concept of teamwork and leadership
- know the importance of teamwork in a professional environment
- understand attention to details and concept of attitude and behavior

8.1 Personal Development

Personal development is the process of improving yourself through purposeful habits and activities. It is a way of assessing skills, qualities and commitment to physical, psychological and social development. The benefit of personal development is that it helps in discovering the purpose of life. However, it is important to keep the balance between personal and professional life. Creating balance involves all aspects of your life – both internal and external.



Internal element of life include you, your mind, your heart and health. Your external elements are those elements which involves other people and places. Elements which are included are: work, family, social activities and leisure. Assess your work life and personal life balance by assessing these:

- **Time** – how much time a person needs to give to themselves and their family after work?
- **Mind**–how does a person stay creative along with peace of mind?
- **Heart**–How much efforts others make for you and vice versa?
- **Health**–How much food and exercise of equal amount is required?
- **Work** – How much work is required to be done in a day and could it be divided into different schedule?
- **Social life**–how much of social life is required and how much time should a person be able to get for interacting and meeting with friends, family and relatives?
- **Family**–how to fulfill family responsibilities, while creating healthy boundaries?
- **Fun activities**–how to manage time for fun and leisure activities.

There are many tools that helps to keep a balance in life. These steps are:

1. Become aware of everything you do and you don't.
2. 'No' is a complete sentence!
3. Identify what your own dreams are and how can you achieve them.
4. Create your own goals in life and in daily tasks as well.
5. Embrace the change and don't fear anything.
6. Set priorities and boundaries.
7. Evaluate your decisions
8. Trust your guts
9. Listen to what your body is trying to convey.
10. Find a supporting circle.



8.2 Importance of Self-Image

Self-image is the personal view you have about yourself. It's the way how you see yourself, characteristics that include such things as intelligent, beautiful, ugly, talented, selfish and kind. These are some of the points you portray in your mind about your own self. Self-image is important because it is all related to human brain. The way we feel about ourselves is very much related to how we think about ourselves.

Activity:

- Make a group in class and demonstrate an act on any topic to enhance self-awareness, self-confidence and self-image

8.3 Interpersonal and Communication Skills

Interpersonal and communication skills are the skills that is used to communicate and interact with other people on daily basis. It mainly includes skills such as listening and speaking effectively. Interacting with someone in an effective manner may help a person to engage them in a conversation and make it more interesting. It is important to have interpersonal communication skills to be productive in the workplace environment, build strong and positive connection with the colleagues and to manage things in an effective manner.

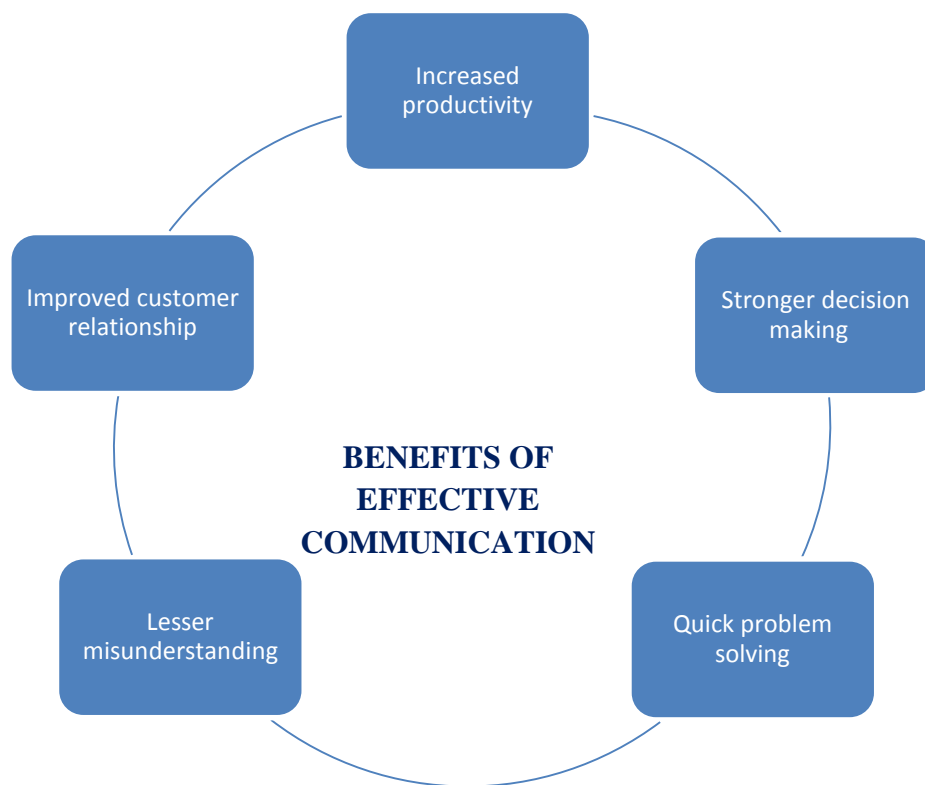


8.4 Effective Communication

An effective communication is a process of exchanging ideas, thoughts and knowledge between two or more people. It means the message from the sender has been clearly delivered or understood by the receiver. An effective communication include the words that are used during the communication along with the other areas of skills such as non-verbal communication, hand movements, body language etc. It involves the skills required to listen attentively and the ability

to offer empathy. Following are the benefits of effective communication that are helpful in personal and professional life:

- Effective communication helps in building trust
- It prevents and resolve problems
- It provides clarity and give directions
- It helps in creating better connections
- It helps in increasing the skills of engaging the other person
- It improves productivity
- It build teamwork



8.5 Personal Hygiene and Grooming

Personal hygiene means keeping the body clean at all times. Whereas, personal grooming helps in maintaining the complete appearance of a person from head to toe.

It is important to keep yourself in presentable manner and make sure to be always neat and clean. Every workplace demand the professionals to always remain well-groomed and maintain proper hygiene standard. Things to consider while maintaining personal hygiene are:

- Make sure to bath regularly

- Keep your hair clean
- Trim your fingernails and toenails
- Brush your teeth daily
- Use deodorant or perfumes



Personal grooming can improve self-confidence and chances of success. Grooming means taking care of hairs and hairstyle, shaving, trimming fingernails in an appropriate and healthy manner. The importance of personal grooming and hygiene goes beyond than just looking and smelling good. Keeping yourself groomed and maintain proper hygiene can help your body to prevent from bacteria and illness very often.

8.6 Teamwork and Leadership

It requires team effort to complete any task at work. Teamwork helps in achieving goals and objectives in an efficient manner. Sometime it is difficult to do achieve those targets alone, you need some support at some stage of your life, personally and professionally. Leadership is the art of motivating a group of people to act toward achieving a common goal. It requires to be able to defend and support your

Activity

- Plan a small event in school with the help of teamwork and lead the event



team, make them work smarter and in an efficient way. It takes a lot of courage to lead a group of people, working on their weaknesses while making the most of their strengths.

8.7 Importance of Teamwork in a Professional Environment

A single employee can only think from his/her own mind, however add some new members and you will have so many different ideas and solution to one problem. Each employee bring fresh ideas, teamwork promotes the maximum knowledge. Working as a team helps in combining individual skill sets every person possess and making the use of it. Employees often don't know

their strength and weakness but when working together as a team, they become more aware of each other's behaviors.

8.8 Attention to Details

Giving attention to details mean noticing and observing even the smallest of thing and then work on it to make it better than it was before. Strong attention to detail is a skill that increases effectiveness and productivity at work and minimizes your mistakes. Some of the attention to detail skills include; time management skills, active listening, organizational skills, and observational skills.

Activity:

- Practically apply the 5 methods of attention to detail

8.9 Advantages of Attention to Detail

It allows you to focus on the small details and mistakes and to improve them. It improves the productivity of a workplace along with the benefits of improving efficiency and performance. These skills are high in demand when you apply for a job anywhere in the world.

8.10 Concepts of Attitude and Behavior

The way of talking or responding to someone in a way explain the behavior towards another person. An attitude is generally defined as the way a person responds to his or her surrounding environment either positively or negatively. A strong work environment is important for employees to work efficiently. Employees who are in a positive and encouraging environment have better chance to find solutions due to their open thinking.

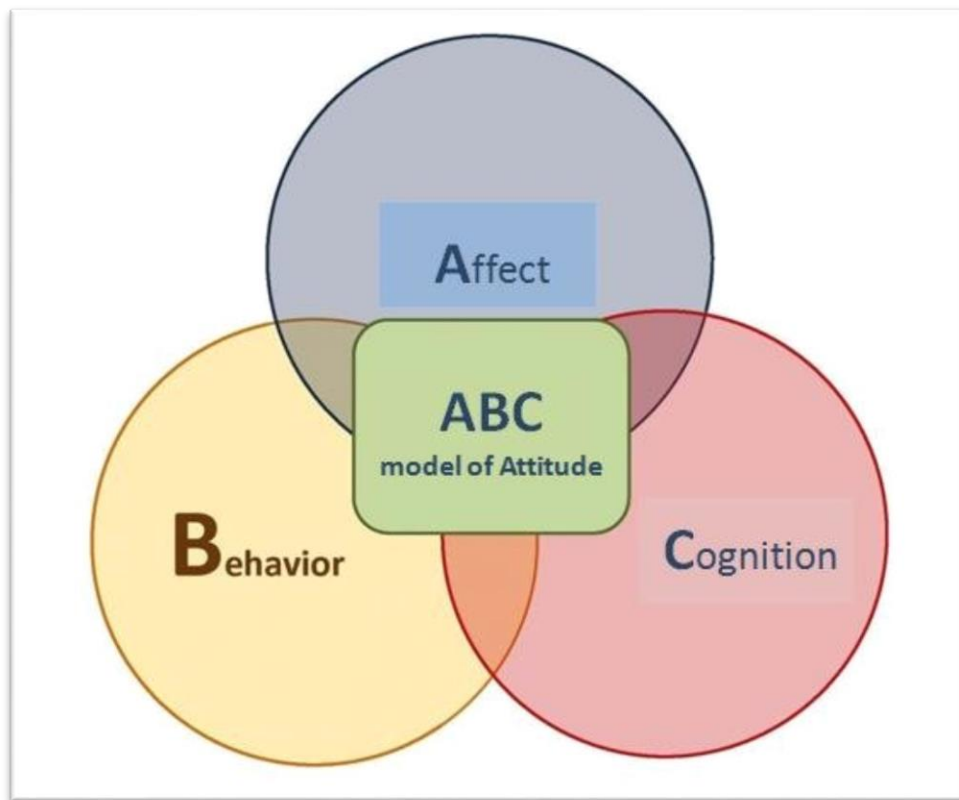
8.11 Impact of Attitude in Daily Life

Attitudes just simply reflect the things we like or dislike. It is human nature to react in a certain way depending on the situation if we like it or not. This includes evaluation of objects, people or

events. Such evaluations are positive and negative behavior or attitude. There are three components of attitude.

- Cognitive component
- Affective component
- Behavioral component

Basically cognitive is based on the information or knowledge we received, affective component is based on the feelings and the behavioral component just reflects how attitude affects the way we act or behave.



SUMMARY

Personal development comes with the growth in personal and professional life. It helps a person in dealing with the issues and obstacles which occurs. It is important to have a personal view of yourself and assess the negatives and positives of your personality. Improve interpersonal communication skills by engaging with different people for different reasons. It will help you learn and build the confidence in life.

Key Words

- Personal development
- Social life
- Self-image
- Interpersonal skills
- Personal hygiene
- Teamwork
- Leadership
- Grooming
- Attention to details
- Cognitive component
- Affective component
- Behavioral component

EXERCISE

1. Practice group exercises through listening audio or video documentaries
2. Practice dialogue amongst students to reflect verbal and non-verbal communication
3. Perform personal hygiene practices as per standards in class
4. Organize a welcome party/birthday party and/or a national event and lead the charge
5. Through different exercises enhance the attention to detail skill
6. Through different scenarios practically apply the principles of customer care and positive attitude
7. Exercise and deal with problematic and angry persons by conducting role plays

Choose the correct answer

1. Personal developments is:
 - a. The process of improving oneself
 - b. Organizing work
 - c. the process of teaching
 - d. organizing schedule
2. _____ is the personal view you have about yourself.
 - a. Self-reputation
 - b. Self-care
 - c. Self-image
 - d. Self-learning
3. Interpersonal skills mainly include _____ and _____ effectively.
 - a. listening, speaking
 - c. caring, observing

- b. listening, implementing d. thinking, acting

- 4. Personal grooming can improve:
 - a. other person c. other person's thinking
 - b. self-confidence d. healthy diet

- 5. Working as a team helps in combining individuals:
 - a. skills c. lifestyle
 - b. grooming d. daily routine

- 6. Which is **NOT** a component of attitude?
 - a. Perishability c. Cognitive
 - b. Affective d. Behavioral

Short Question/Answers

1. Define personality development.
2. Enlist things to consider in personal hygiene and grooming.
3. What is an effective communication?
4. What are the tools that can help in keeping a balanced life?
5. Define interpersonal communication skills.
6. What are the three components of attitude and behavior?
7. What is the impact of attitude in daily life?

Give detail answers to the following questions.

1. Explain the importance of teamwork in a professional environment.
2. Write down the importance of having leadership skills.
3. Describe how self-image boosts an individual's confidence at workplace.
4. Describe the elements of personality development.

GLOSSARY

Management	Directing and controlling a group of people or an organization in order to achieve a goal
Sector	An area or portion that is separated from others
Organization	The act of forming or establishing something. Or a group of people who work together
Objectives	Something towards which effort is directed: an aim or goal
Process	A series of steps of doing things or setting up an order
Planning	the process of thinking about the activities required to achieve a goal
Values	The temporary worth of something
Skills	The learned ability to perform an action
Tasks	An activity or piece of work which has to be done
Understaffed	Not having enough employees in an organization
Organogram	A graphical representation of an organization's structure
Principles	A rule of conduct based on beliefs of what is wrong or right
Culinary	A term related to kitchen or cookery
Exploration	The action of exploring an unfamiliar area
Destination	A place where one is traveling to
Awareness	To have the knowledge of something. To be aware of
Tourist trends	Wants and demands of tourists
Domestic destination	Tourism involving residents of one country traveling only within that country
Marketing	Activities a company undertakes to promote the buying or selling of a product or service
Strategies	A carefully developed plan for achieving a goal
Market segmentation	The process of dividing customers into different groups depending on factors like demographics, behavior and various characteristics
Marketing mix	Refers to the set of actions or tactics that a company uses to promote its brand or products in the market
Audience	A group of listeners or spectators /public
Distribute	To divide among several or many
Advertise	A means of communication with the users of a product or service
Branding	The process of giving a meaning to specific organization, company, product or services
Cuisine	A style of cooking characterized by distinctive ingredients, techniques and dishes
National cuisine	A culinary dish that is strongly associated with a particular country
Dry heat cooking	A process where food is exposed to a source of high heat either from below or above (and usually in an oven)
Moist heat	It involves water to be heated so that food can be cooked
Food hygiene	The condition necessary to control hazards and to ensure fitness for human consumption of a food
Food safety	Refers to the conditions and practices that preserve the quality of

	food to prevent contamination and foodborne-illness
Cross-contamination	The transfer of bacteria or other microorganisms from one substance to another
Foodborne-illness	It is caused by consuming contaminated foods or beverages
Temperature Danger Zone (TDZ)	The danger zone refers to the temperature range in which bacteria growth occurs most rapidly on food
HACCP	Hazard analysis critical control point, is a system in which food safety is addressed through the analysis and control of biological, chemical and physical hazards from raw material production
Hazardous foods	Food that must be kept at a particular temperature to minimize the growth of food poisoning bacteria that maybe in the food
FATTOM	Food, acidity, time, temperature, oxygen and moisture
Food outlets	A building or a separate structure used primarily for the preparation and sale of food
Variation	The act of changing or altering something slightly from the norm or standard
Kitchen equipment	A small hand held tool used for food preparation
Chinaware	Articles made of china, especially those made for domestic use
Glassware	Glassware consists of objects made of glass, such as bowls, drinking containers and ornaments
Flatware	Spoons, forks and serving implements used at the table
Cutlery	Utensils used in cutting, serving and eating food
Crockery	Plates, cups, saucers and dishes that is use at meals
Exhibition	An act of showing some quality or trait
Conferences	A meeting, which often last for few days organized on a particular subject
Culmination	The end point or final stage of something a person has been working on
Charity	The voluntary giving of help, especially in the form of money
Uniqueness	The state or quality of unique/different or one-of-a-kind
Perishability	Spoil or decay of products as fruits, vegetables, bread or butter
Ritual	The established form for a ceremony (especially a religious ceremony)
Ambiance	A feeling or mood associated with a particular place, person or thing
Competency	Able to do well in a specific job role
Itinerary	A detailed plan for a journey
Self-image	The personal view people have of themselves
Initiative	To take charge before others do
Hygiene	Any practice or activity performed to keep things healthy and clean
Personal grooming	Cleaning and maintenance of body parts
Behavior	The way a person or a machine reacts in a manner

About the Author

Abdul Moiz Imran

With a vast experience in different fields of hospitality institutes and tourism industry as a hotelier and trainer, Mr. Abdul Moiz Imran has been providing services in hospitality institutes for the last 6 years. He has worked with many International Hotel Chains including Karachi Marriott Hotel and Ramada Plaza Karachi and has been serving as a Senior Trainer of Hospitality and Tourism Management in one of the top hospitality institutes in Pakistan. His Graduation Degree in Hospitality and Tourism Management from one of the pioneer and leading hospitality institute in Karachi, Pakistan lent him the experience and exposure of teaching and building the next generation of hoteliers and tourism experts. At such young age, he is passionate and highly motivated to change the perspective of hospitality and tourism industry of Pakistan in a more positive way, building and encouraging the youth to take-on the challenge of evolving and shaping the tourism industry of Pakistan in a much better way in coming years.

قومی ترانہ

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تو نشانِ عزمِ عالی شان ارضِ پاکستان
مرکزِ یقینِ شاد باد!

پاک سر زمین کا نظام قوتِ اخوتِ عوام
قوم، ملک، سلطنت پائندہ تابندہ باد!
شاد باد منزلِ مراد!

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سایہ خدائے ذوالجلال!



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