What is Hospitality and Tourism?

The word hospitality comes from the Latin word *hospes*, which means host or guest. **Hospitality** has come to mean meeting the needs of guests with kindness and goodwill. The hospitality and tourism industry (H & T industry) meets the needs of people with kindness and goodwill while they are away from their homes. The H & T industry is broken into four service sectors: food and beverage, lodging, recreation, and travel and tourism. Hospitality and tourism is the world’s largest industry, and is growing annually. Hospitality and tourism create jobs, allows economies to grow, and helps people explore the world for personal satisfaction or business.

What is H & T all About?

The H & T industry is about service. The industry provides service to people when they are away from their home, and sometimes even when they are home. For example, home delivery of food would be part of the H & T industry as would a masseuse that does home visits or a cook that does at-home cooking lessons or catering.

The H & T industry is about diversity. There are small, large, privately owned, and publicly owned businesses. There are people of every socioeconomic class, cultural background, race, age, and religion involved with H & T, both in providing and receiving the services. The H & T industry reaches every corner of the globe, while providing jobs, entertainment, food, transportation, and a place to sleep.

Worldwide, 1 in every 11 jobs is in the H & T industry, but hospitality and tourism also create jobs in many other sectors of the economy. Entire communities and all jobs in those communities are affected by the H & T industry.

The H & T industry is about entrepreneurs. Entrepreneurs are people that start businesses. The H & T industry is full of businesses that serve people and are owned by a single person or family. This means not only are there many H & T jobs working for someone else, there is a lot of H & T opportunity to work for yourself.

Worldwide examples of entrepreneurs creating small businesses that became big business are: McDonalds, Marriott hotels, Holiday Inn hotels, Albertsons food stores, and Southwest Airlines. Texas examples of entrepreneurs creating small businesses that have become success stories are: Pappas Restaurants, Big Bend Resorts and Adventures, Moody Gardens Spa and Convention Center.

Special points of interest:

- Hospitality is the largest industry in the world.
- Hospitality is the 2nd largest employer in the USA.
- Tourism in Texas is large but ranks behind Agriculture and the Oil industry.
- Hospitality creates jobs in its four sectors and throughout the community and...
What Makes up the H & T Industry?

There are 4 sectors of the hospitality industry: food and beverage, lodging, recreation, and travel and tourism.

The food and beverage industry, also known as the foodservice industry, consists of businesses that prepare food for customers. It is the largest segment of the hospitality industry in the US.

Lodging, also known as accommodation, is a business/place that provides a place to sleep for one or more nights.

Recreation is any activity that people do for rest, relaxation, and enjoyment. The goal of recreation is to refresh a person's body and mind. Any business that provides an activity for rest, relaxation, and enjoyment in order to refresh a person's body and mind is in the recreation business.

The travel industry is in the business of moving people from place to place while the tourism industry provides those people with services that promote travel and vacations. Busses, planes, cabs, boats, and passenger trains are all part of the travel industry while travel agencies, tour operators, cruise companies, convention planners, and visitors bureaus are all part of the tourism industry.

H & T Supports Other Industries

The H & T industry helps other industries around it grow, thus creating a basis for an economy. In "tourist towns", for example, the entire economy is built around the H & T industry. In places like this, a lawyer is not directly part of the H & T industry, but a lawyer that works for a hotel chain is supported by the hospitality industry and a school teacher that teaches in this type of community is also supported by the H & T industry. Shop owners, business providers, government agencies, and other service providers all rely on the tourism to bring people into their businesses.

Texas cities that exemplify the importance of the H & T industry and the affect that industry has on the economy as a whole, include, but are not limited to: San Antonio, Houston, Big Bend, Galveston, Padre Island, Dallas/Fort Worth.

Other, non-tourist based economies also rely on the H & T industry for growth. For example, an agriculture community that raises lots of barley may supply much of their crop to alcohol manufacturing, which in turn is served in the foodservice sector of the H & T industry. Another example would be a M.D. that specializes in orthopedic surgery and lives in a town where many injuries are due to recreational activities.

Ultimately, any town with a hotel, restaurant, or recreational activity is affected by and employs people in the H & T industry.

H & T in the USA & Texas

One in eight people in the US work in the H & T industry making it the 2nd largest employer in country (the healthcare industry is first).

Americans spend more on hospitality than any other country in the world. This money goes to support US economies and the economies of other places Americans visit such as Europe, Asia, Canada, Mexico, and Australia.

In Texas, the Alamo is the most visited attraction. Annually, money that brings tourism into the state provides 529,000 jobs and $16.5 billion in personal earnings across the state!

In 2010 there were roughly 392,000 hotel rooms with more hotels being built each year.

And an estimated total of 198 million visitors traveled to Texas that year!