

## The Importance of the Hospitality Industry

The Hospitality industry is a major part of the economy because of its purpose: to welcome guests by providing them a plethora of services. Many people travel for vacation, business, or school reasons. When they arrive to their destination, they want to feel welcomed. Cab drivers ready to drive, along with buses and other modes of transportation. Tourism workers, such as a tourist guide, helps you navigate through this foreign country you're in. The more consistent and high quality these services are, the more people would come. Thus, making the industry important.

In Guam, tourism keeps its economy alive. According to the Guam Visitors Bureau, it has been reported that a total of 1.4 million arrivals in 2009, an increase of 0.6% from 2008 and a growth rate of 6.17%., 81% of tourists on Guam are from Japan while the others are from Korea, China, and other Asian countries. An average tourist spends \$1.6k for a three-night, four-day stay on the island. With these statistics, it is shown that the majority are usually from Asian countries. The way the tourism/hospitality service draw their attention is by having restaurants from their home country. Not only that, but they use opportunities to showcase the island's landmarks through advertisements.

According to the Guam Economic Development and Commerce Authority in 2006, they shared that tourism contributed 35% to the island's economy. This is how important it is to Guam, and of course, there's benefits. From Global Insight: a total of 10,419 full-time jobs were found in tourism in 2005, contributing 24.3% of non-government island employment. This is the usual

reason why people travel, because they want to have a job.

A vast variety of benefits when applying a job are more to be found in foreign countries, such as Korea.

The more employment rates increase, the better it'll benefit Guam.

In conclusion, the hospitality industry is vital to Guam's economy because of how many benefits there are. People can find jobs, experience a new culture, and so much more. Unfortunately, the island's economy has been wavy due to COVID-19. The visitor agency that there was a drop of 1.2 million visitors from fiscal 2019, and might be more uglier in 2021. But, all I can do is pray for Guam to be strong again.





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**"Describe the importance of the hospitality and tourism industry to the economy"**

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To: n

The hospitality industry is one of the main industries in this world and this is the relationship between guest and host. Hospitality also involves showing respect for their guest, treat them equal and providing what they need when they are in the hotel or requesting on a thing such as need a tourist to bring go around the town, need transportation and other. The hospitality industry basically provides lodging or accommodation to people who travel and needs shelter for the day. Today, the hospitality industry is providing more choices for its consumers all around the world from hotels, resorts, inns, hostels and many more. Hospitality industry is one of the industries that provide service so it is basically focused on customer satisfaction because customer who is the main major to pay us. In different kind of hotel will get a different type of service because it is depend on how the hotel functioning. If the hotel has a good experience to the customer this will affect customer loyalty and customer will come again. In addition to that, it also will increase the successful of the company in hospitality industry. Other that this, hotel industry also will provide facility for customer. Most of the business customers are need a bed and food, this are enough for them but some of the customer are request for using our facility. We can introduce our facility to the customer or maybe we can discount for them to encourage them have a try. Therefore, hotel will have a good experience for the customer and also can gain more profit.

Regards,

Guam Department of Education