

Module 10 Tourism sectors

Overview

This module looks at professional image in the tourism industry. It involves studying how tourism businesses portray a professional image through the various physical aspects of the company such as the appearance of the company, advertising and its branding. Professional image also includes the impression made by staff through their appearance, uniform, cleanliness and other factors. In Chapter 2 the legal conditions of employment are discussed. In Chapter 3 the purpose and value of a code of a conduct completes the module.