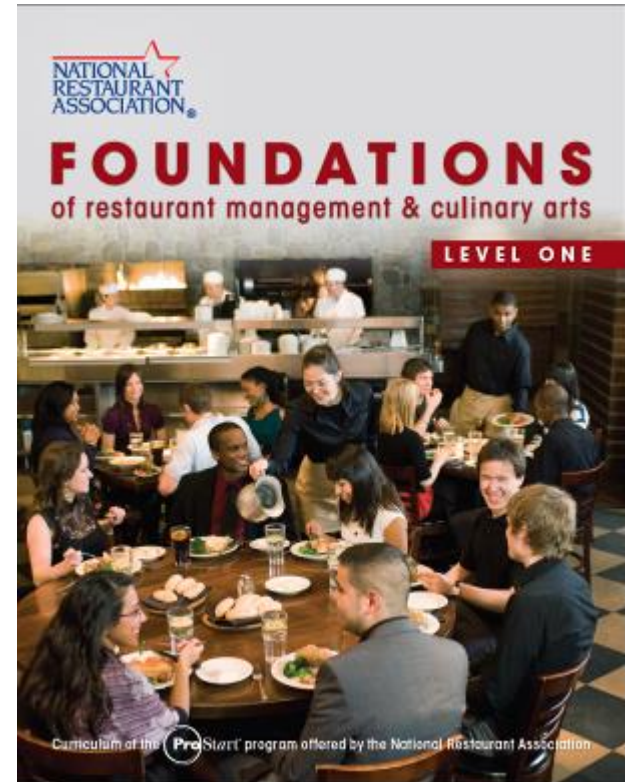


# Chapter 1

## Welcome to the Restaurant and Foodservice Industry



# HOSPITALITY

- 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.*



*"Would you like me to warm up your eggs?"*

# The Hospitality and Tourism Industry (H & T industry)

- *Meets the needs of people with kindness and goodwill while they are away from their homes.*
- Broken into four service sectors:
  - food and beverage
  - lodging
  - recreation
  - travel and tourism



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# Section 1.1 Indicators

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- The foodservice industry is divided into two segments.
  - The commercial segment makes up 80 percent of the industry and includes operations in restaurants, catering and banquets, retail, stadium, airlines, and cruise ships.
  - The noncommercial segment includes schools and universities, the military, health care, business and industry, and clubs.
- The travel and tourism industry is comprised of transportation and hospitality services.



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# Section 1.1 Overview of the Restaurant and Foodservice Industry

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- Essential Questions
  - What are the 2 segments of the foodservice industry?
  - What are the types of businesses that make up the travel and tourism industry?
  - Throughout the history of the United States, how has the hospitality industry grown?



# Largest Industry



- 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.
- Hospitality and tourism create jobs, allows economies to grow, and helps people explore the world for personal satisfaction or business.



---

# 1.1 Indicators

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- Trace the history of the foodservice industry and explain its relationship to world history.
- List famous chefs from history and note their major accomplishments.





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# Section 1.1

## Overview of the Restaurant and Foodservice Industry

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- Think of a special occasion that you celebrated at a restaurant... a party or event that was held at a hotel... a trip that introduced you to foods you didn't know existed...
- Did you like your experiences? If yes, the restaurant and foodservice industry offers exciting opportunities for you!



# Overview of the Restaurant and Foodservice Industry



Characteristics of the Restaurant and Foodservice Industry:

- Annual sales of over \$550 billion dollars.
- More than 945,000 restaurant and foodservice operators.
- Employs more than 13 million people.
- Over 57 percent of restaurant and foodservice managers are women.
- Approximately 25 percent of eating-drinking establishments are owned by women, 15 percent by Asians, 8 percent by Hispanics, and 4 percent by African Americans.
- The industry expects to continue to grow over the next decade, with 14.8 million jobs by 2019.

# Why is industry so successful?

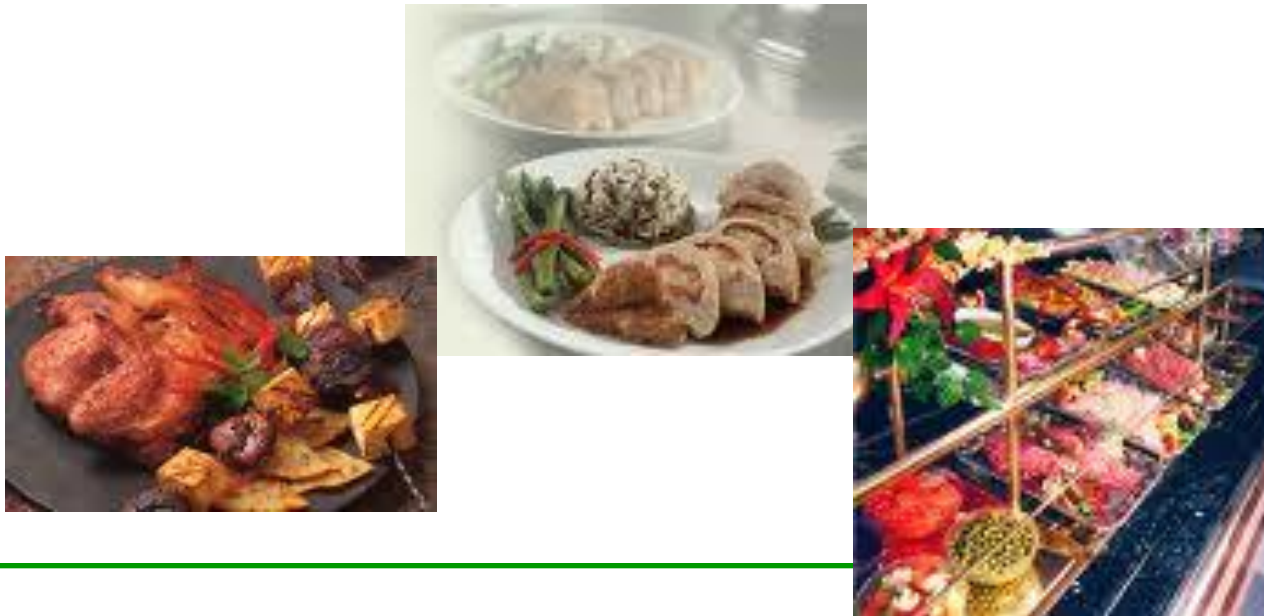


- Includes all of the places, institutions and companies responsible for any meal prepared outside the home.
  - Not only restaurants but catering, hotels, cruises, cafeterias and more!



# Why do we eat out?

- Most people eat outside the home for enjoyment and entertainment, which makes the restaurant industry a service industry.
  - Restaurateurs are providing a service to customers.



# Opportunities in Industry

- Two major parts:
  - Commercial
  - Non-commercial



# The Restaurant and Foodservice Industry



- The commercial segment makes up almost 80 percent of the restaurant and foodservice industry.
- Types of foodservice within the commercial segment include restaurants, catering and banquets, retail, stadium, and airline and cruise ships.
- The noncommercial segment represents about 20 percent of the foodservice industry.
- The noncommercial segment prepares and serves food in support of some other establishment's main function or purpose.
- Categories in this segment include schools and universities, military, health care, business and industry, and clubs.

# See Table 1.1 Restaurant Segment Definitions

Restaurant Segment	Brief Description of Services Offered	Average \$ per person
Family Dining Full Service: Denny's	Serving Staff provides service and the order is taken while the patron is seated. Payment after eating.	\$10 or LESS
Casual Dining Full Service: Red Lobster	Service staff provide service at the table, the is taken while patron is seated. Payment after eating.	\$10-25
Fine Dining: Ruth Chris' Steak House,	Service staff provide service at the table, the is taken while patron is seated. Payment after eating.	\$25 or more
Quick Service: McD's;	Order and pay before eating. Consumed on	\$3-6

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# Catering and Banquets

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- Menu is chosen by the host of an event for a specified number of people.
- Caterers may have own facilities or may be located inside a hotel or convention center.
- May also provide off-site catering, which involves preparing food at one location and delivering it to the guest's location.





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# Catering and Banquets

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- Catering is a service provided by a company that specializes in preparing meals for a large group and serving on or off site, preparing food at one location and delivering it to the guest's location.
- Menu is chosen by the **host** of an event for a specified number of people.
- Caterers may have own facilities or may be located inside a hotel or convention center.





# Retail



- Retail stores offer prepared meals that can be eaten in the store or taken home.
- Supermarket, convenience stores and specialty shops selling limited items such as coffee, doughnuts and candy.
- Vending is another form of retail .
  - Selling of snacks, drinks and sandwiches from a machine.



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# Supermarket Revamp

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- Fried chicken and Macaroni and Cheese were once the typical take out meals.
- Grocers now offer more variety from fresh pizzas to sushi.
- Fast-casual restaurant have added a separate take-out entrance and many offer separate menus with items that have been prepared for take-home consumption.





# What is an HMR?

- Over the last 2 decades, Home Meal Replacement (HMR) has grown at a rapid rate.
- A meal that is partially or fully prepared and purchased from a grocery store and taken home where families can enjoy a “home-style” meal.



# Fast Food Changes

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- In a move from the traditional fare, many fast food establishments are offering entire meals for families...

- Pizza Hut selling pans of lasagna



- Can you name restaurant that serves a family size meal?



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# Dinner Outlets

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- Sites where customers assemble the components of a weeks worth of family meals in just a few hours are on the rise.
  - ▶ Thyme Out in Kentland's.
- Caterers are even getting on the bandwagon!
  - Offer a variety of menu items for take out.





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# “Take Me Out to the Ballgame”

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- Long before the song, certain foods were linked to sporting events.
- Peanuts, Popcorn, Hot Dogs have been part of American sports for decades.
- The more contemporary facilities of today are no longer limited to the traditional concession stands... offering a variety of foodservice outposts including all you can eat pavillions and luxury suites.



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# National Chains are also represented...

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- But significant efforts are made to involve local restaurants in concessions.
  - Washington National's can enjoy Ben's Chili Bowl
  - Baltimore O's enjoy Phillips Seafood and Boog's BBQ
- Teams receive a percentage of foodservice profits, typically ranging between 40 and 45 %, while some teams like the New England Patriots control their own concessions outright.





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# Noncommercial Foodservice Segment

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- 10% of the foodservice industry.
- Prepares and Serves food in support of some other establishment's main function or purpose.

Can you think of such an establishment?



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# Right!

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- Our schools cafeteria!
- MCPS supports the school's goal of educating students by serving them meals so that they have the energy to participate in class and activities.
- Other categories:
  - Military bases, Health care facilities, Business and Industries, Clubs and Member-based facilities.



# DID you Know?



- The Fast Food: Global Industry Guide forecasts that the global quick-service market will reach \$130 billion by 2012.
- The United States generates 63% of global quick-service market revenue.



# Noncommercial segment



- Within the noncommercial segment , foodservice is typically handled in one of two ways .
  - In **contract feeding**, contractors are business that operate foodservice for companies in the manufacturing or service industry
    - These contractors will manage and operate the employee dining facilities
- Some manufacturing and service companies are **self-operators**, which means they hire their own staff to operate foodservices



# The Big Picture: The Hospitality Industry



Restaurant and foodservice operations are part of the hospitality industry. Hospitality is part of the travel and tourism industry.

- **Travel and tourism** is the combination of all of the services that people need and will pay for when they are away from home.
- **Hospitality** refers to the services that people use and receive when they are away from home.
- **Tourism** is travel for recreational, leisure, or business purposes, and it has become a popular global leisure activity.
- Tourists **travel** in a variety of ways, including by airplanes, trains, charter services, buses, cars, and ships.
- Everywhere tourists go, they need places to stay and places to eat. Foodservice is a key sector in the **hospitality** industry.

# Today, transportation includes the following categories





# Airlines and Cruise Ships

- In 2007, over 12 million passengers worldwide took cruises.
- Food is available 24/7 on the ship... with options ranging from casual dining to buffets to elegant dinners and room service.
- Food selection varies as well.
  - Steak and vegetarian to children's menus and pizza.
  - Several thousands meals served at each seating.



# DID YOU KNOW?

Passengers and crew on the Royal Caribbean International ship Mariner of the Seas consume an average of 20,000 pounds of beef, 28,000 eggs, 8,000 gallons of ice cream, and 18,000 slices of pizza in a week.







# Airlines

- Especially transatlantic flights, will offer meals, sometimes more than one to help passengers adjust to time differences.
- Range from simple beverage to a seven-course gourmet meal using real dishes and glassware in long-haul first class.
- Many options are available, low-fat, diabetic, vegetarian, or Kosher meals.
- In the United States, many airlines no longer offer meals for travel within the U.S. but will allow purchased food onto the plane.



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**See Table 1.2 Hospitality  
Segments, page 14**

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# The History of Hospitality and Foodservice

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- So, how did this industry develop into what we know today?
- It was a complicated evolution, reflecting the social and physical environment of the time. The following is a condensed overview of the history of hospitality.
- See Timeline on page 14.



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# The Real Beginning: Ancient Greece and Rome

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- In 2004, the Summer Olympics were held in Greece.
  - More than 10,000 athletes took part in the games. After practicing and competing in events, most of the athletes went to restaurants to eat.
  - But back when the first Olympics were held in the Ancient Greece, this wasn't possible because restaurants had not been invented yet.



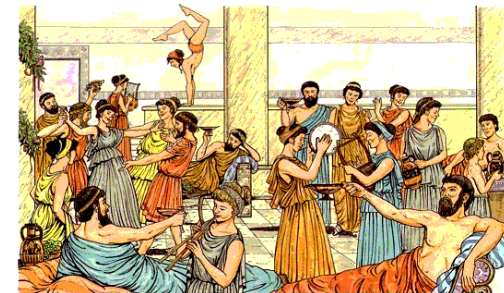
# Ancient Greece



Enjoyed social aspects of dining  
Got together for banquets  
Private Clubs called Lesche  
Phatnai clubs catered to travelers,  
traders and visiting diplomats  
Grapes, olives, bread from barley,  
dried fish, cheese, wine  
Nourish the soul and body

Ate reclined on couches, enjoyed music,  
poetry and dancing

The Greeks believed that pleasure was the purpose  
of life and it was achieved through  
restraint and balance.  
Epicurious = Epicurean



---

# Did You Know...?

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- Some Greeks believed that pleasure was the purpose of life and that it was achieved through self-control and balanced. The leader of this movement was a man named Epicurus. Because of his ideas, we used the term **Epicurean** to a person with a refined taste for food and wine





# Romans



282 BC conquered the lands around the  
Mediterranean Sea

Romans were opposite of the Greeks in  
discriminating tastes

Ordinary Citizens - barley, olive oil, pine nuts and fish

Aristocrats held enormous banquets filled with exotic  
foods such as humming bird tongues and camel's heels

Main meal called cenna or dinner

Often more than 100 types of fish were served with wild  
boar, venison, ostrich, ducks and peacocks

Public dining undignified, only men in lowest classes went  
to taverns

Desire for exotic foods and spices increased trade and  
stretched the Roman Empire further east and north

Early cookbook Marcus Apicius -

De Re Coquinaria (On Cooking) recipes still used today

He took great effort to obtain the most exotic foods  
possible, realized he would go broke and poisoned himself  
rather than die from hunger





# Middle Ages



Ancient Nordic myths included the belief that trees were sacred and could not be cut down and that diverting river water for agriculture would displease the gods of the rivers

Christendom dispelled the fear and they cleared large tracts of land for hunting and farming

Serfs worked in the fields

They ate bread from wheat, peas (dried), turnips, onions, cabbage (sauerkraut), pork

Landowner had large banquets

All food arrived at the same time

People ate with fingers or knives

Large slices of stale bread called trenchers were used instead of plates - eaten at the end of the meal or given to dogs who ate scraps and bones off the floor





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# The Germans

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- The victorious German tribes took Christianity back to Germany.
- The new faith led to two major changes in their own way of life.
  - First, it united Europe into one large church-state called Christendom.
  - Second, it ended the view that gods and spirits inhabited the forest.



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## Did You Know..?

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- Marco Polo (1251 – 1324 ), a trader and explorer from the venetian Republic who gained fame for his worldwide travels, reintroduced foreign spices to Europe.
- His travels from Italy to China brought many Middle Eastern spices, such as curry and cardamom, to countries where they could not be grown successfully.



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# Renaissance



- Herbs- aromatic plants were used for seasoning
  - Thyme, rosemary and sage
- Aristocracy craved spices (bark, root, seeds, bulbs or berries from aromatic plants)
- Noblemen instructed their cooks to use large amounts of spices in their foods to show off wealth
- Merchants in Venice held a monopoly on the spice trade
- Portuguese sailors sailed around South Africa to India and established a new spice route
- Christopher Columbus- looking for a shorter route discovered America
- Food preparation system we now call Haute Cuisine
  - Higher style of eating began in Italy
- Catherine de Medici (Italian) married Henry II (France)
  - Recipes for artichokes, spinach dishes, ice cream
  - She introduced the French to the Fork
- People carried their own silverware then they dined out
  - Coffee from Africa
  - Coffeeshouses sprang up in major cities
  - Café opened in 1650 in Oxford England
  - Pastries added, women were welcome
  - Guilds organized
  - Chaine de Rotissieres (roasters)
  - Chaine de traiteurs (caterers)





# Colonial



- The first Europeans to settle in North America were city dwellers poorly equipped for farming.
- As more people immigrated to the New World to find their fortunes or to escape religious persecution, cities along the East Coast grew.
- Boston and New York became major centers of trade.



# Traveling in Early America

- When people did travel, they stayed in homes, often sleeping together in the same large room and even sharing a single bed, with little care given to the preparation of meals and if travelers arrived after dinner had been served, they had to go without.
- As early as 1634, an inn in Boston, called Cole's offered food and lodging to travelers.



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# Did you Know?

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- As stagecoach routes were established in the mid-1600's, coaching inns became a popular resting place where travelers could expect a meal and a bed for the evening.
- Although these inns resemble today's lodging facilities, it wasn't until the 1700's that American inns really began to combine food and beverage service with lodging.





# Industrial Revolution

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Families moved to cities to work in emerging factories  
People needed to live close to factories to walk to work, go home for lunch and dinner

Sewage systems backed up, very unsanitary  
Paris began to run horse and buggy transit buses

Vitamins were discovered in 1919  
Fruit, vegetables and whole grain breads were considered poor man's food

Wealthy ate meat, sauces, cheese and wine - suffered from gout (lack of iodine)

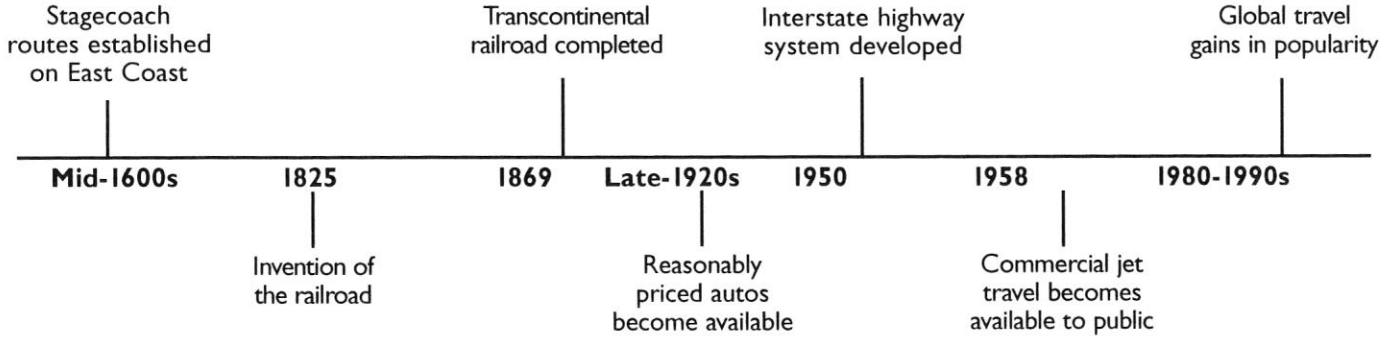
Scientists invented chemical fertilizers and pesticides  
Rotate crops

Louis Pasteur - pasteurization

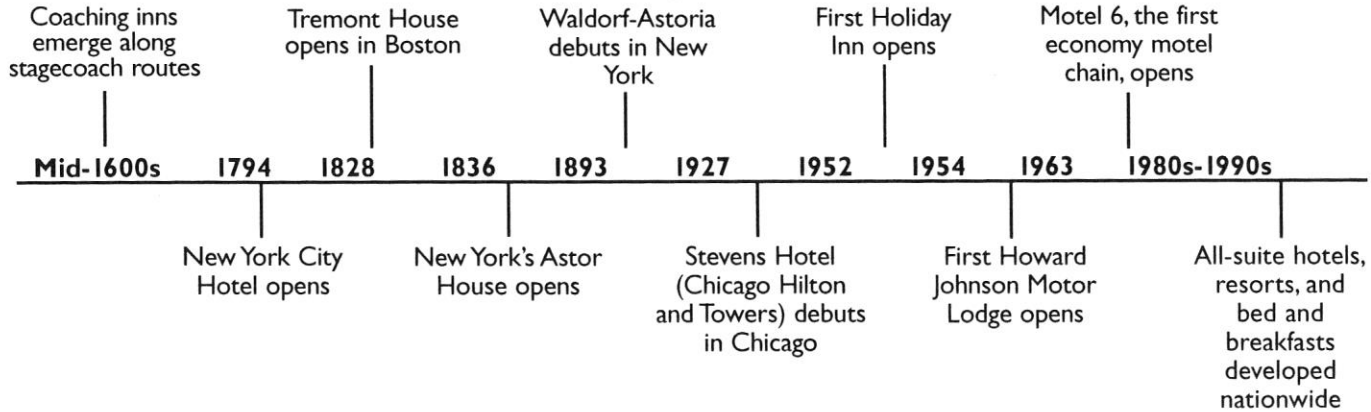
Nicolas Appert - refrigeration



### Transportation Developments



### Lodging Developments





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# 1794-1828

- 1794 City Hotel in New York City opens
- The first building in the US designed specifically as a hotel.



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# Tremont House

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- 1828 The Tremont House, first grand hotel, was built in Boston.
- First hotel to offer private rooms with locking doors.



# By 1800, European coffee shops appeared

- Followed by the classic American diner.
- Factory workers were unable to go home for lunch but needed to be fed.
  - Horse drawn carriage diners were designed which could be driven to the factory entrance to sell food.
  - to increase sales, some began adding chairs and by 1912, there were more than 50 roaming diners clogging the streets of Providence, Rhode Island.
  - The city passed an ordinance that forced the carts off the streets by 10 am and in order to stay in business owners found permanent places in which to park their carts, bringing us the diners we know today.
    - A Bayonne, New Jersey, man by the *name* of Jerry O'Mahony is credited by some to have made the *first "diner"*.



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# High Society

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- While high society dined out, they did so in style.
- Entrepreneurs opened fancy restaurants such as **Delmonico's** and the **Astor House** so that people could dine and be seen in elegant surroundings.
- Dinners of up to 18 courses were not uncommon.



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# Gold Rush

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- In 1848, gold was discovered in California and people poured into the state to claim their fortunes.
- Some travelers hit the jackpot and with their newfound wealth, wanted to enjoy the fine dining they now existed in New York.



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# Development Of The Cafeteria

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- A number of fine restaurants quickly opened, unfortunately, many of the new restaurants struggled to stay afloat
- With such a sudden growth of people coming in to Northern California, meeting the demand to feed them was nearly impossible.
- Clever restaurateurs developed the cafeteria, an assembly line process of serving for quickly and cheaply without the need for servers.



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# Careme

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- Born just before the French Revolution, he was abandoned as a young child. He found work as a kitchen boy, then went on to become a pastry chef apprentice.
- Defined the art of grand cuisine.
- In the 1800's Marie-Antoine Carême redesigned the chef's uniform...
  - He believed that white would represent cleanliness.
  - Different sizes of hats would differentiate the cooks and chefs, tall hats were worn by chefs and shorter styles by cooks.
  - Some say the number of pleats on a chef's toque equal the number of ways an egg can be prepared.



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# Another famous chef...

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- Georges August Escoffier, “King of the Kitchen”
- Credited with refining Carême’s grand cuisine into the more contemporary classical cuisine.
- In 1898, along with Cesar Ritz, opened London’s Savoy Hotel.
- Simplified the flavors, dishes, and garnishes of Carême.





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# Escoffier

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- He believed that fewer ingredients in a meal maintained balance and perfection, for example, he simplified Careme's system of categorizing sauces by identifying five grand sauces.
- Established exact rules of conduct and dress for his chef's.
  - always dress neatly and remain quiet while working.
  - Organized role of kitchen workers in “**Kitchen Brigade**” which is still used today.



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# The 20<sup>th</sup> Century...

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- ▶ Restaurants opened that specialized in serving lunch, like Child's, Schrafft's and Savarin.
  - ▶ Among the first lunchtime restaurants and coffee shops, a foodservice trend which has continued to grow.
    - Widespread commercial use of refrigeration kept food from spoiling quickly and helped to feed larger numbers of people.
- Discovery of Vitamins in 1919 provided additional benefits to public health.



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# The 20<sup>th</sup> Century

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- By the turn of the century, employment in the United States was at an all-time high.
- More and more people went to work in the new factories, stores and office buildings.
- People were therefore eating out more, especially for lunch.



# Depression of the 1930's

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- The Birth of Quick-Service Restaurants
  - The first White Castle restaurant opened in 1921 in Wichita, Kansas.
  - Served food that could be prepared and eaten quickly.



- Hotels and fine dining establishments started closing.



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# 1940's and World War II

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- Lodging industry prospered.
- Many traveled for war-related reasons.
- No new hotels were being built because all construction materials and labor were devoted to the war efforts, so finding an empty hotel room was difficult for travelers.
- After the war, quick service restaurants grew quickly.



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# Some of the Early Fast Food Establishments

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- Are still in existence today... KFC and McDonalds are just a couple.
- Consistency was a major factor in the success of these establishments.
  - Patrons were guaranteed a specific level of quality, taste, food safety and price.
- High volume of business offset the low prices so profits could be quite high.



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# First Hotels in America

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- The increased availability of automobiles together with a new interstate freeway system, made cross-country vacations a popular option for many American families during this time period.
- The first motels developed along highways across America, offering travelers a convenient place to bathe, sleep, and eat before getting back on the road.



# 1958- Transportation Technology

- Commercial Airlines became a popular and increasingly economical way of traveling.



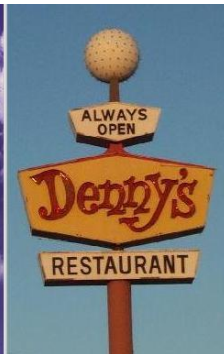
- Builders turned their eyes toward land near airports as the next new place to situate hotels, motels and foodservice facilities.





# Large Restaurant Chains

- Led the way for food-service, casual dining chain restaurants such as Red Lobster, Pizza Hut and Denny's.



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# The Food Network

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- Launched in 1993 with a show called Food News and Views followed by Talking Food.
- Today, Food Network offer more than 140 hours of programming weekly in 96 million U.S. households.



# Coffeeshouses

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- The 90's also brought the return of the coffeehouse type of establishment that began in Oxford, England in 1650.....
- The “Starbuck’s movement” delivers the same feelings of community and comfort to the guest that made the coffeehouse so popular in earlier history.





# Foodservice in the Future

- How many times a week do you eat out?
  - Include the school cafeteria...
  - On average, 21% of all U.S. households use takeout or delivery each day.
- Fastest growing industry in the United States
- 11.7 million employees

---

# TRENDS in Foodservice



- A trend is a current style or preference
  - Women in the workforce
  - More women employed in foodservice
  - Typical employee: Female under 30.
  - Rising number of single adults
  - Growing interest in nutrition and healthy living
    - Restaurants responding by serving:
      - low-fat/healthier ingredients
      - vegetarian entrees
      - organic items.



# Other Trends...

- Environmental concerns, government controls, computer-assisted management functions, and the popularity of convenience foods are also trends that affect the growth of the foodservice industry...

- Packaging
- Holding
- Portioning



# Innovative Farming

- Has also contributed to the growth of the foodservice industry by making more fresh foods available year-round...
  - Aquaculture
  - Organic farming
  - Hydroponic farming
  - Genetic engineering



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# Time Management of the average consumer...

- Home meal replacement
  - Complete meals for consumer
- Home delivery services
  - PeaPod and Safeway.com
- Cyber shopping
  - Order from delivery services online





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# The Future...

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- The spread of civilization, growth of international trade and improvements in science and technology all played a part in making foodservice the successful industry it is today.



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# Foodservice Today and Tomorrow

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- The foodservice industry is one that is often bound by tradition, but it must also be responsive to changes in the society it serves.
- It provides familiarity and comfort while working to deliver innovation and adventure.
- The restaurant of the 21<sup>st</sup> century does not differ from Boulanger's 1765 restaurant in that they both "restore" guests' comfort.
- The GOAL is to provide guests with an opportunity to reenergize.



# Section 1.1 Indicators



- The foodservice industry is divided into two segments:
  - The commercial segment makes up 80 percent of the industry and includes operations in restaurants, catering and banquets, retail, stadium, airlines, and cruise ships.
  - The noncommercial segment includes schools and universities, military, health care, business and industry, and clubs.
- The travel and tourism industry is comprised of transportation and hospitality services.
- Throughout history, social and political events have affected the hospitality and foodservice industry.

# Section 1.2 Career Opportunities in the Industry

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- It's never too early to think about your future career!
- Even though you are in school, you can be thinking about how your interest in food could someday lead to a career in this thriving industry.
- Many restaurant chains are ranked among the nation's top corporations, jobs and opportunities exist for those who possess the right combination of interests, skills, education and training and more are opening each year!



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# Restaurant and Foodservice Statistics

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- Employs an estimated 13 million people
- 9% of the workforce in the U.S. is employed by the foodservice industry
- More than 130 million patrons daily



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# 1.2 Essential Questions:

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- What types of establishments offer foodservice opportunities within the travel and tourism industry?
- What are the two categories of career opportunities in the foodservice industry?
- what are the entry-level jobs in this field?
- What types of opportunities exist in the lodging and transportation areas?



# Types of Establishments



There are many establishments providing foodservice opportunities within the travel and tourism industry.

- **Restaurants** prepare and serve meals to customers. These types of business opportunities are available in restaurants.
  - Corporate restaurant groups
  - Chains
  - Franchisee/franchisor
  - Independents/entrepreneurs

# Ratings of Restaurants

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- Many customers look to organizations that review establishments and post ratings to decide where to dine.
  - The *Zagat Survey* is a consumer-based guide that rates restaurants on four qualities: food, décor, service, and cost.
  - The *Michelin Guide* is a rating system best known in Europe. Restaurants are rated from one to three stars.
    - Restaurants are rated using the following criteria:
      - Quality of Product
      - Mastery of Flavors
      - Cooking Mastery
      - Personality of the Cuisine
      - Value for the Price
      - Consistency





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# One, Two or Three Stars?

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- A one-star restaurant is considered “VERY GOOD”, a two-star, “EXCELLENT” and a three-star, “EXCEPTIONAL”
- The highest rating is difficult to achieve, in 2010, only 5 restaurants in New York City received the honor and there are THOUSANDS of restaurants in NYC!



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# Internet, Newspapers, Magazines and Television

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- In recent years, the Internet has become a powerful tool for consumer's to review restaurants and lodging properties.
- Food critics work for newspapers, local magazines and local television and have an effect on how potential customers view an establishment.



# Types of Establishments (cont.)



**Catering** provides opportunity for creativity in menu selection and style of service.

- Caterers provide foodservice for everything from special events in private homes to large-scale events such as golf tournaments, weddings, or corporate dinners.
- Caterers can be found in catering departments within hotels, independent catering companies, and restaurants.

# Types of Establishments (cont.)



- **Retail** foodservice opportunities are found in businesses that offer home meal replacements and ready-made dishes.
- At **stadiums** or sports arenas, tens of thousands of people with foodservice needs want service in a relatively small period of time.
- Foodservice is provided by servers, walking vendors, cooks, and cashiers.
- Stadiums also have corporate suites that offer superior service and food.
- Stadiums typically have contract feeders, a unique venue with managers who specialize in managing stadium events.

# Types of Establishments (cont.)



**Convention centers** are specifically designed to house large-scale special events such as conventions, expositions, and trade shows.

- A **convention** is a gathering of people, all of whom have something in common.
- **Expositions** are large shows, open to the public, that highlight a particular type of product or service.
- While expositions are open to the general public, **trade shows** are restricted to those involved in the industry being featured.
- A convention, exposition, or trade show can have a major impact on the local economy of its host city. People attending these events eat in the city's restaurants, shop in its stores, and stay in its hotels.
- These events are good sources of jobs in catering, customer service, and contract foodservice.

# Types of Establishments (cont.)



The **national park system** is operated by the National Park Service, which is part of the U.S. Department of the Interior.

- Many people make national or state parks their travel destination.
- In addition to parks, the national park system includes recreation areas, former battlefields, and other historic sites, monuments, and memorials.
- Many parks offer high-quality accommodations, ranging from campgrounds to hotels, as well as a wide variety of restaurants.
- Most of the guest facilities in national parks are managed by private companies.

# Types of Establishments (cont.)



Modern **theme parks** offer a full array of entertainment features that create an overall atmosphere of fun.

- The popularity of theme parks as tourist destinations has had a major affect on all hospitality industries.
- Quality of food and service is very important in this setting, as food is a major part of the guests' experience.
- Dishes can be matched to the theme of the park, and the venue's design might also contribute to the larger theme.
- Today, many theme parks worldwide offer a variety of foodservice options.
- National quick-service chains are common sights at theme parks.

# Types of Establishments (cont.)



In recent years, **shopping areas** have become a major destination for travelers in the United States and other countries.

- Some people flock to shopping centers to look for bargains, while others find shopping itself an enjoyable activity.
- Shopping malls and plazas offer a variety of foodservice opportunities, including quick-service and casual-dining restaurants.
- Outlet centers attract travelers from far away, generating income for the foodservice and hospitality businesses in the nearby community.
- Department stores are a major segment of the retail industry. Foodservice opportunities in these stores include cafes, cafeterias, and full-service restaurants.
- Large discount chains form another segment of the retail industry. Cafeteria-style and quick-service operations are popular additions to these stores.



# Types of Establishments (cont.)



- **Monuments** are typically either structures built to memorialize something or someone, or structures recognized for their historical significance.
- **Concessions**, restaurants within the monuments or associated with them, are common foodservice opportunities.
- **Zoos** offer a wide range of foodservice options, including concessions, fine dining, and casual dining.
- The growing need for **health-care services** is likewise bringing about growth in foodservice opportunities in hospitals, long-term care facilities, and assisted-living facilities.
- Foodservice in health-care facilities requires special attention to the dietary needs of patients.

# Types of Establishments (cont.)



- **Schools and universities** often use satellite, or commissary feeding, which is when one kitchen prepares food that is then shipped to other locations to be served.
- Foodservice opportunities in the **military** are greater now than ever. More than a million meals are prepared in military kitchens each day.
- Food is critical to maintaining a positive and peaceful atmosphere in **correctional facilities**. Well-prepared food at minimal cost is the challenge.
- There is a wide range of foodservice opportunities in the **lodging** industry—from luxury hotels with award-winning, fine-dining operations to discount chains offering breakfasts to travelers.

# Career Pathways



There are many career opportunities in the hospitality industry, including positions for both front-of-the-house and back-of-the-house.

- **Front-of-the-house** employees serve guests directly. These positions include managers, assistant managers, banquet managers, dining room managers, hosts/ hostesses, cashiers, bar staff, serving staff, and busers.
- **Back-of-the-house** employees work outside the public space. These positions include chefs, line cooks, pastry chefs, dishwashers, bookkeepers, storeroom clerks, purchasers, dietitians, and menu planners.
- An **entry-level job** is one that requires little or no previous experience. Such jobs are an important starting point in any career. Entry-level jobs usually lead to other positions with more responsibility.

# See Table 1.6: Examples of Jobs in the Restaurant and Foodservice Industry

Front of the House	Do they really deal with people? Consider some ways they do....
Restaurant and Foodservice Manager	
Servers	
Host/Hostess	
Executive Chef	
Sous Chef	
Line Cook	



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# Careers in Travel and Tourism

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- Transportation focuses on all aspects and methods of traveling.
  - Companies must employ drivers, ticket agents, mechanics, engineers, managers, and other administrators.
- Tourism focuses on the many ways in which people spend their time and money away from home.
  - Careers in this field include: tour guides, convention planners, travel writers, amusement park employees, park rangers and more!



# Section 1.2 Summary



- Restaurant and foodservice opportunities include restaurants, banquet/catering, retail, stadiums, convention centers, national and state parks, theme parks, shopping areas, monuments, health services, schools and universities, military, corrections, and lodging.
- The front-of-the-house employees serve guests directly.
- The back-of-the-house employees work outside the public space.
- Entry-level positions require little or no previous experience and usually lead to other positions with more responsibility.

# Section 1.3 Indicators

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- Have you ever been a tourist?
- Have you visited a museum, flown on an airplane, or stayed overnight in a hotel? If yes, you have experienced the tourism industry!
- People travel for many reasons, including pleasure, business, visiting family and friends, vacations and more...



# 1.3 Essential Questions:

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- Why do people travel?
- What are the differences between leisure and business travel?
- What national organizations rate commercial lodging and foodservice establishments?
- What factors are listed in rating judgments?
- What are the characteristics of lodging operations?
- what are the activities associated with front-desk operations?





# Why People Travel



- **Leisure travelers** go to a place for relaxation, entertainment, education, adventure and sport, and social and family events.
- **Business travelers** go to a specific place for the purposes of sales, negotiations, training, or other types of business related to their jobs.
- Business travelers represent the majority of guests for most lodging establishments.
- Business travelers want well-lit work spaces with telephones and Internet access. They will often use a hotel's **business center** for its computers, printers, copiers, and fax machines.
- Business travelers want efficient and consistent service, fast, affordable food, and opportunities to socialize over a meal.

# Why People Travel (cont.)



To meet the needs of both leisure and business travelers, tourism is classified according to the type of travel experience that people desire.

- **Cultural tourists** visit other lands to observe, learn about, and live among people whose cultures are different from their own.
- **Environmental tourists** visit places in order to enjoy their natural beauty. These tourists often enjoy photography, hiking, biking, mountain climbing, camping, and canoeing.
- **Recreational tourists** usually look for places where they can swim, lie in the sun, ski, play golf or tennis, see shows, and so on.

# Types of Lodging Operations



Lodging properties are classified by the level of service provided, the rates charged, the amenities offered, or any combination of these or other factors.

- **Luxury properties** are hotels that offer top-of-the-line comfort and elegance.
- **Full-service properties** cater to travelers in search of a wide range of conveniences.
- **Economy lodging** offers clean, low-priced lodging to traveling salespeople, senior citizens, and families with modest incomes.
- **All-suite properties** offer apartment-style facilities.
- **Resorts** feature extensive facilities for vacationers who are looking for recreational activities and entertainment.
- **Bed and breakfasts** cater to guests looking for quaint, quiet accommodations with simple amenities.

# Ratings Organizations



To distinguish one lodging property from another, several organizations rate the quality of lodging establishments.

- The **American Automobile Association's (AAA)** Tour Book is the most widely recognized rating service in the United States.
- The Tour Book uses a diamond system in judging overall quality:
  1. Functional accommodations that comply with minimum standards; meet basic needs of comfort, privacy, cleanliness, and safety.
  2. Noticeable enhancements over properties in terms of decor and/or quality of furnishings.
  3. Marked upgrade in services and comfort, with additional amenities and/or facilities.
  4. Excellent properties offering a high level of service and a wide variety of amenities and upscale facilities.
  5. Exceptional establishments providing the highest level of luxury and service.

# Lodging Careers



Careers in the lodging industry are typically divided into those with customer contact and those that support the running of the operation.

- Customer contact positions include front office, food and beverage, or concierge.
- The front office has four main responsibilities:
  1. Check-in
  2. Reservations
  3. Information
  4. Checkout
- Behind-the-scenes positions include housekeeping, accounting and financial, security, engineering, and facility management.

# Section 1.3 Summary



- People travel for a variety of reasons, including vacation, business, visiting relatives/friends, or experiencing a foreign culture.
- Leisure travelers want to get away from it all. They may require special services or activities, like programs or activities for children, social activities, and spas.
- Business travelers spend most of their time working and often need access to office equipment.
- Lodging properties differ greatly depending on the needs of the travelers.
- The *American Automobile Association AAA TourBook* is the most widely recognized rating system in the United States.