

Fourth Edition

# Exploring the Hospitality Industry



**JOHN R. WALKER**

*McKibbon Professor Emeritus of Hotel and Restaurant Management  
University of South Florida Sarasota—Manatee and Fulbright Senior Specialist*



**Pearson**

330 Hudson Street, NY, NY 10013

**Vice President, Portfolio Management:**

Andrew Gilfillan

**Portfolio Manager:** Pamela Chirls**Editorial Assistant:** Lara Dimmick**Senior Vice President, Marketing:** David Gesell**Marketing Coordinator:** Elizabeth

MacKenzie-Lamb

**Director, Digital Studio and Content****Production:** Brian Hyland**Managing Producer:** Cynthia Zonneveld**Content Producer:** Holly Shufeldt**Manager, Rights Management:** Johanna Burke**Manufacturing Buyer:** Deidra Smith**Full-Service Management and Composition:**

Integra Software Services, Ltd.

**Full-Service Project Manager:** George Jacob**Cover Design:** Studio Montage**Cover Photo:** Thor Jorgen Udvang/ Shutterstock**Printer/Binder:** LSC Communications, Inc.**Cover Printer:** Phoenix Color/Hagerstown**Text Font:** Helvetica Neue LT W1G

---

**Copyright © 2019, 2016, 2012 by Pearson Education, Inc. or its affiliates. All Rights Reserved.**

Manufactured in the United States of America. This publication is protected by copyright, and permission should be obtained from the publisher prior to any prohibited reproduction, storage in a retrieval system, or transmission in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise. For information regarding permissions, request forms, and the appropriate contacts within the Pearson Education Global Rights and Permissions department, please visit [www.pearsoned.com/permissions/](http://www.pearsoned.com/permissions/).

Acknowledgments of third-party content appear on the appropriate page within the text.

Unless otherwise indicated herein, any third-party trademarks, logos, or icons that may appear in this work are the property of their respective owners, and any references to third-party trademarks, logos, icons, or other trade dress are for demonstrative or descriptive purposes only. Such references are not intended to imply any sponsorship, endorsement, authorization, or promotion of Pearson's products by the owners of such marks, or any relationship between the owner and Pearson Education, Inc., authors, licensees, or distributors.

**Library of Congress Cataloging-in-Publication Data**

Title: Exploring the hospitality industry/John R. Walker

Description: Boston: Pearson, [2019] | Includes index.

Identifiers: LCCN 2017024356 | ISBN 9780134744919 | ISBN 0134744918

Subjects: LCSH: Hospitality industry.

Classification: LCC TX911 .W33 2019 | DDC 338.4/791—dc23

LC record available at <https://lcn.loc.gov/>

2017024356

**Paper Bound:**

ISBN 10: 0-13-474491-8

ISBN 13: 978-0-13-474491-9

**Loose Leaf:**

ISBN 10: 0-13-474507-8

ISBN 13: 978-0-13-474507-7

*To Josielyn, Christopher, and Selina*

*My love, joy, and inspiration*





# BRIEF CONTENTS

---

- Chapter 1** Hospitality Spirit 1
- Chapter 2** Tourism 26
- Chapter 3** Lodging 53
- Chapter 4** Lodging Operations 72
- Chapter 5** Cruising 96
- Chapter 6** Restaurants 113
- Chapter 7** Restaurant Operations 129
- Chapter 8** Managed Services 149
- Chapter 9** Beverages 170
- Chapter 10** Clubs 194
- Chapter 11** Theme Parks and Attractions 209
- Chapter 12** Gaming Entertainment 224
- Chapter 13** Meetings, Conventions, and Expositions 238
- Chapter 14** Event Management 258



# CONTENTS

---

To the Student xv  
Preface xviii  
Acknowledgments xx  
About the Author xxi



## Chapter 1

### **HOSPITALITY SPIRIT 1**

Welcome to You, the Future Hospitality Industry Leaders! 2  
*The Pineapple Tradition* 3  
The Interrelated Nature of Hospitality and Tourism 3  
Characteristics of the Hospitality Industry 5  
*Diversity and Inclusion* 6  
Ethics 9  
Focus on Service 10  
*Perfecting Service* 11  
Determining Your Career Path 19  
*Career Goals* 19  
*Self-Assessment and Personal Philosophy* 22  
Your Career in the Hospitality Industry 21  
Trends in Hospitality 22  
Case Study 23  
Career Information 23

Summary 23  
Key Words and Concepts 24  
Review Questions 24  
Internet Exercises 24  
Apply Your Knowledge 24  
Suggested Activity 24  
Endnotes 25



## Chapter 2

### **TOURISM 26**

The Nature of Tourism 27  
*Tourism: A Source of Revenue and Employment* 28  
The Economic Impact of Tourism 30  
*The Multiplier Effect* 30  
Methods of Tourist Travel 31  
*The Hub-and-Spoke System* 32  
*Rail, Automobile, and Coach Travel* 32  
Tourism Organizations 35  
*International Organizations* 35  
*Domestic Organizations* 37  
Promoters of Tourism 38  
*Tour Operators* 38  
*Travel Agencies* 39  
*Travel Corporations* 39  
*National Offices of Tourism (NOT)* 40  
*Destination Management Companies (DMCs)* 40

- Types of Travel 41
  - Pleasure Travel* 41
  - Business Travel* 42
- The Social and Cultural Impacts of Tourism 43
  - Sustainable Tourism and Ecotourism* 44
  - Cultural Tourism* 46
  - Heritage and Nature Tourism* 47
- Trends in Tourism 49
- Case Study 49
- Career Information 50
- Summary 50
- Key Words and Concepts 51
- Review Questions 51
- Internet Exercises 51
- Apply Your Knowledge 52
- Suggested Activity 52
- Endnotes 52



## Chapter 3

### LODGING 53

- Hotel Development 54
  - Franchising* 54
  - Management Contracts* 56
  - Real Estate Investment Trust (REIT)* 57
- Rating and Classification of Hotels 57
  - City Center and Suburban Hotels* 58
  - Airport Hotels* 60
  - Freeway and Interstate Hotels and Motels* 60
  - Casino Hotels* 60
  - Conference and Convention Hotels* 60
  - Full-Service Hotels* 61
  - Economy/Budget Hotels* 61

- Extended-Stay Hotels* 61
- All-Suite Extended-Stay Hotels* 61
- Airbnb and VRBO* 62
- Condotels* 62
- Mixed-Use Hotel Development* 62
- Bed and Breakfast Inns* 62
- Resort Hotels* 62
- Vacation Ownership* 63
- Best, Biggest, and Most Unusual Hotels and Chains 65
  - The Best Hotel Chains* 65
  - The Most Unusual Hotels* 65
- International and Environmental Perspectives 65
  - The China Market* 66
  - Green Lodging* 67
  - How Fairmont Promises to Fight Climate Change* 67
  - Climate Change Impacts the Bottom Line* 67
  - Examples of Fairmont's Best Practice* 68
  - Commitments and Plans* 68

- Case Study 69
- Trends in Hotel Development 69
- Career Information 70
- Summary 70
- Key Words and Concepts 71
- Review Questions 71
- Internet Exercises 71
- Apply Your Knowledge 71
- Suggested Activity 71
- Endnotes 71



## Chapter 4

### LODGING OPERATIONS 72

- Functions and Departments of a Hotel 73
- Early Inns 73



- General Manager and Executive Committee 73
  - General Manager 73
  - Management Structure 74
  - The Executive Committee 74
- Rooms Division 74
  - Front Office 74
  - Reservations 78
  - Communications CBX or PBX 78
  - Guest Services 79
  - Concierge 81
  - Housekeeping 81
  - Security/Loss Prevention 82
- Food and Beverage Division 83
  - Food and Beverage Management 83
  - Kitchen 84
  - Hotel Restaurants 84
  - Bars 84
  - Stewarding Department 84
  - Catering Department 85
  - Room Service/In-Room Dining 87
- Property Management Systems and Revenue Management 87
  - Property Management Systems 87
  - Revenue Management 87
- Sustainable Lodging Operations 88
  - Energy Star® 90
  - Green Seal 90
  - Recycled Content 90
  - Hotel Recycling 90
  - Water Conservation 90
  - Bathroom Amenities 90
  - Breakfast 90
  - Lounge 90
  - Guest Shuttle 90
  - Guest Bikes 90
  - Coffee Shop 90
  - Greening the Guestroom 91
- Trends in Lodging Operations 91
- Case Study 92
- Career Information 92
- Summary 93
- Key Words and Concepts 94
- Review Questions 94
- Internet Exercises 94
- Apply Your Knowledge 94
- Suggested Activity 95
- Endnotes 95



## Chapter 5

### **CRUISING 96**

- Cruise Industry Development 97
  - The First Cruise Ships 97
  - Cruising Today 98
- Key Players in the Cruise Industry 98
- The Cruise Market 99
  - Types of Cruise Markets 99
- Types of Cruises 101
  - Regional Cruises 101
  - Coastal Cruises 101
  - River Cruises 101
  - Barges 101
  - Steam Boating 102
  - Expeditions and Natural Cruises 102
  - Adventure Cruises 102
  - Sail-Cruises 102
  - World Cruises 102
  - Crossings 102
  - Specialty and Theme Cruises 102
  - Deluxe Cruising 103
- All Aboard—Organization of the Cruise Ship 104
- Cruise Destinations 105
- Trends in the Cruise Industry 108
- Case Study 109
- Career Information 109
- Summary 110
- Key Words and Concepts 111
- Review Questions 111
- Internet Exercises 112
- Apply Your Knowledge 112
- Suggested Activities 112
- Endnotes 112



## Chapter 6

### RESTAURANTS 113

Restaurants	114
<i>Classification of Restaurants</i>	115
Fine Dining	116
<i>Theme Restaurants</i>	117
<i>Celebrity Restaurants</i>	117
<i>Steakhouses</i>	117
Casual Dining	118
<i>Family Restaurants</i>	119
Quick-Service/Fast-Food Restaurants	119
<i>Hamburger</i>	120
<i>Pizza</i>	121
<i>Chicken</i>	121
<i>Sandwich Restaurants</i>	122
<i>Delivery Services</i>	122
Food Trends and Practices	123
<i>Green Restaurant Certification 4.0 Standards</i>	124
Trends in the Restaurant Business	124
Case Study	125
Career Information	125
Summary	127
Key Words and Concepts	127
Review Questions	127
Internet Exercises	127
Apply Your Knowledge	128
Suggested Activities	128
Endnotes	128



## Chapter 7

### RESTAURANT OPERATIONS 129

Restaurant Manager Job Analysis	130
<i>Human Resource Management</i>	130
<i>Financial Management</i>	131
<i>Administrative Management</i>	131
<i>Operations Management</i>	131
Front of the House	132
<i>Restaurant Forecasting</i>	133
<i>Point of Sale and Software Systems</i>	134
<i>Service</i>	134
<i>Suggestive Selling</i>	136
Back of the House	136
<i>Food Production</i>	136
<i>Kitchen/Food Production</i>	137
<i>Management Involvement and Follow-Up</i>	138
<i>Purchasing</i>	140
<i>Receiving</i>	141
<i>Storing/Issuing</i>	141
Cost Control	141
<i>Food and Beverage Cost Percentages</i>	143
<i>Labor Cost Control</i>	143
Case Study	146
Career Information	146
Trends in Restaurant Operations	147
Summary	147
Key Words and Concepts	147
Review Questions	148
Internet Exercises	148
Apply Your Knowledge	148
Suggested Activities	148
Endnotes	148



## Chapter 8

### MANAGED SERVICES 149

Introduction to Managed Services	150
<i>Responsibilities in Managed Services</i>	150
<i>Sustainability</i>	151
<i>Technology</i>	153
Airlines and Airports	153
<i>In-Flight Foodservice</i>	153
Military	155
Schools	156
<i>Elementary and Secondary Schools</i>	156
<i>Colleges and Universities</i>	157
Health Care Facilities	160
<i>Seniors</i>	162
Business and Industry	163
Leisure and Recreation	164
<i>Stadium Points of Service</i>	164
<i>Other Facilities</i>	164
<i>Advantages and Disadvantages</i>	165
Trends in Managed Services	165
Case Study	166
Career Information	167
Summary	168
Key Words and Concepts	168
Review Questions	169
Internet Exercises	169
Apply Your Knowledge	169
Suggested Activity	169
Endnotes	169



## Chapter 9

### BEVERAGES 170

Wines	171
<i>Wine Classification</i>	171
<i>The History of Wine</i>	172
<i>The Making of Wine</i>	172
<i>Pairing Wine with Food</i>	173
<i>Wine Apps</i>	175
Case Study	176
<i>Major Wine-Producing Countries</i>	176
Beer	177
<i>The Brewing Process</i>	178
Spirits	180
<i>Whiskies</i>	181
<i>White Spirits</i>	181
<i>Other Spirits</i>	181
<i>Cocktails</i>	182
Nonalcoholic Beverages	183
<i>Nonalcoholic Beer</i>	183
<i>Coffee</i>	183
Case Study	184
<i>Sustainable Coffee</i>	185
<i>Tea</i>	185
<i>Carbonated Soft Drinks</i>	186
<i>Juices</i>	186
<i>Power Drinks</i>	186
<i>Bottled Water</i>	186
Types of Bars	187
<i>Restaurant and Hotel Bars</i>	187
<i>Nightclubs</i>	187
<i>Microbreweries</i>	188
<i>Sports Bars</i>	188
<i>Coffee Shops</i>	188



Liquor Liability and the Law	189
<i>Highway Deaths and Alcohol</i>	189
<i>TIPS (Training for Intervention Procedures)</i>	190
Trends in the Beverage Industry	190
Case Study	190
Career Information	190
Summary	191
Key Words and Concepts	192
Review Questions	193
Internet Exercises	193
Apply Your Knowledge	193
Suggested Activity	193
Endnotes	193



## Chapter 10

### CLUBS 194

Development of Clubs	195
<i>Size and Scope of the Club Industry</i>	195
<i>Types of Clubs</i>	195
Key Players in the Club Industry	197
Club Management	198
<i>Club Management Structure</i>	199
<i>Club Food and Beverage Management</i>	201
<i>The Golf Professional</i>	204
<i>The Golf Shop</i>	205
Trends in Club Management	205
Case Study	205
Career Information	205
Summary	207
Key Words and Concepts	207
Review Questions	207
Internet Exercises	207

Apply Your Knowledge	208
Suggested Activities	208
Endnotes	208



## Chapter 11

### THEME PARKS AND ATTRACTIONS 209

Theme Parks	210
<i>The Development of Theme Parks</i>	210
<i>Size and Scope of the Theme Park Industry</i>	210
<i>Key Players in the Theme Park Industry</i>	210
<i>Regional Theme Parks</i>	214
Theme Park Management	216
Fairs, Festivals, and Events	218
<i>Oktoberfest</i>	218
<i>The Carnival in Rio de Janeiro, Brazil</i>	218
<i>Reggae on the River</i>	218
<i>Mardi Gras</i>	219
<i>Grand Ole Opry</i>	219
Employment	219
Trends in the Theme Park Industry	221
Case Study	221
Career Information	221
Summary	222
Key Words and Concepts	222
Review Questions	222
Internet Exercises	222
Apply Your Knowledge	222
Suggested Activity	222
Endnotes	223





## Chapter 12

### **GAMING ENTERTAINMENT 224**

- Gaming Entertainment 225
- Historical Review of Gaming Entertainment 227
  - Native American Gaming* 228
- The Casino Resort: A Hospitality Buffet 228
  - What Is Gambling?* 228
  - Comps: A Usual Part of an Unusual Business* 230
  - Types of Casino Operations* 230
  - Size and Scope of Gaming Entertainment* 230
  - Key Players in the Industry* 231
  - Sustainable Casinos* 231
- Positions in Gaming Entertainment 233
  - Hotel Operations* 233
  - Food and Beverage Operations* 233
  - Casino Operations* 233
  - Retail Operations* 234
  - Entertainment Operations* 234
- Trends in the Gaming Entertainment Industry 234
- Case Study 234
- Career Information 235
- Summary 236
- Key Words and Concepts 237
- Review Questions 237
- Internet Exercises 237
- Apply Your Knowledge 237
- Suggested Activity 237
- Endnotes 237



## Chapter 13

### **MEETINGS, CONVENTIONS, AND EXPOSITIONS 238**

- The Meetings, Conventions, and Expositions Industry 239
  - Development* 239
  - Size and Scope of the Industry* 239
  - Key Players in the Industry* 239
- Types of Meetings, Conventions, and Expositions 244
  - Meetings* 244
  - Association Meetings* 244
  - Conventions and Expositions* 245
  - Other Types of Meetings* 245
- Meeting Planning 249
  - Needs Analysis* 249
  - Budget* 249
  - Request for Proposal “RFQ” and Site Inspection and Selection* 249
  - Negotiation with the Convention Center or Hotel* 250
  - Contracts* 250
  - Organizing Pre-Conference Meetings* 250
- Venues for Meetings, Conventions, and Expositions 252
  - City Centers* 252
  - Convention Centers* 252
  - Conference Centers* 252
  - Hotels and Resorts* 252
  - Cruise Ships* 252
  - Colleges and Universities* 253

Trends in Meetings, Conventions, and Expositions	253
Case Study	253
Career Information	254
Summary	255
Key Words and Concepts	256
Review Questions	256
Internet Exercises	256
Apply Your Knowledge	257
Suggested Activity	257
Endnotes	257



## Chapter 14

### **EVENT MANAGEMENT 258**

Special Events	259
<i>What Event Planners Do</i>	259
<i>Event Management</i>	260
<i>Challenges for Event Planners and Managers</i>	262
Classifications of Special Events	262
<i>Corporate Events</i>	263
<i>Association Events</i>	263
<i>Charity Balls and Fund-Raising Events</i>	264

<i>Social Events</i>	264
<i>Fairs and Festivals</i>	264
<i>Concerts and Sporting Events</i>	265
<i>Mega Events</i>	265
Required Skills and Abilities for Event Management	266
<i>Leadership Skills</i>	267
<i>Ability to Communicate with Other Departments</i>	267
<i>Project Management Skills</i>	267
<i>Negotiating Skills</i>	268
<i>Coordinating and Delegating Skills</i>	268
<i>Budgeting Skills</i>	268
<i>Ability to Multitask</i>	268
<i>Enthusiasm</i>	269
<i>Effective Social Skills</i>	269
<i>Ability to Form Contacts</i>	269
<i>Wedding Planning</i>	269
Case Study	270
Special Event Organizations	271
<i>International Festivals &amp; Events Association</i>	271
<i>Meeting Planners International</i>	271
<i>Local Convention and Visitors Bureaus</i>	271
The Special Event Job Market	272
Trends in the Special Event Industry	273
Case Study	273
Career Information	274
Summary	274
Key Words and Concepts	274
Review Questions	275
Internet Exercises	275
Apply Your Knowledge	275
Suggested Activity	275
Endnotes	275
Glossary	276
Index	286

# TO THE STUDENT

---

Dear Future Hospitality Professional,

This textbook is written to empower you and help you on your way to becoming a future leader of this great industry. ***Exploring the Hospitality Industry*** will give you an overview of the world's largest and fastest-growing industry groupings. Each chapter contains information about the various hospitality segments, the many different areas of career opportunities and career paths, as well as profiles of industry practitioners and leaders.

## Read the Book

Read and study the text, including the profiles, boxes, Check Your Knowledge questions, industry professionals' advice, career advice, and review questions, and discuss and debate the case studies. Use the many tools throughout this textbook—including bolded key words and concepts and glossary of terms—to facilitate your reading and understanding of the concepts. You will be amazed at how much more you get out of class by preparing ahead of time.

## Success in the Classroom

Faculty say that the best students are those who come to class prepared. We know that as a hospitality student, you have many demands on your time—work, a heavy course load, family commitments, and, yes, fun—plus a lot of reading and studying for your other courses. With this in mind, we tried to make this book as visually appealing, easy, and engaging to read as possible—and enjoyable, too.

Wishing you success in your studies and career.

Sincerely,  
John R. Walker

*Take some time to review the book's features and tools as described on the following pages; they will facilitate your reading and understanding of the concepts and introduce you to the exciting opportunities in the many, varied segments of the hospitality industry.*



## Career Information

Management careers in the field of managed services offer college graduates a vast array of opportunities. A tremendous advantage to this type of career is that as a manager, you have more control over your time because of the structured nature of the environment. Airlines, schools, and health care foodservice, as well as college and university dining, usually work on a set schedule that is based on a menu rotation. There are no late nights unless you are supervising a catering event or special function. Within the educational environment, summers and school breaks allow managers time to get caught up on projects and/or take vacations.

If you are looking for a managed services career, these areas offer a rare opportunity for a quality of life that is often not available in foodservice. One drawback to this type of career is that there is often little or no interpersonal relationships with your customers. Reduced customer contact means that there is often limited recognition and acknowledgment by patrons.

Military dining operations can offer a more restaurant or club-oriented career path. Working as a civilian for the military means competitive salaries, excellent benefits, and the opportunity to travel.

Business and industry dining is the most diverse career segment of institutional foodservice. It draws from all aspects of the industry. Hours are usually longer but still defined, and there is a greater potential for bonuses and advancement.

Institutional foodservice is enjoying unprecedented growth as a multibillion dollar industry. It has expanded to include services outside the hospitality industry, such as groundskeeping, maintenance, janitorial services, and vending machine sales. Figure 8-4 illustrates a possible career path in managed services.

### Managed Services Career Path

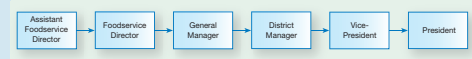
- Assistant foodservice director: Salary range of \$32,000 to \$39,000 plus benefits, which can be about 30 percent of salary and include a pension plan. If you already have experience in a variety of foodservice operations/positions,



“Health care foodservice is very labor intensive, with labor accounting for about 55 to 66 percent of operating dollars.”

It is possible to gain this type of position upon graduation. It is possible that you would move to a larger operation or a different type of account to broaden your experience and knowledge before moving up to the next level.

- Foodservice director: \$40,000 to \$60,000 plus benefits. It is likely that you would begin at one account and then move to a larger one after a few years.
- General manager: \$60,000 to \$80,000 plus benefits. After spending a few years at one location it is likely that you would move to another, possibly larger one. For example, you may be GM of a \$4 million account and go to a \$10 million account.
- District manager: \$85,000 to \$100,000 plus benefits. The district manager is responsible for several accounts; other responsibilities include making proposals to gain new accounts and negotiating contracts with clients.



## Career Information

This feature describes career opportunities, and the chapter will help students develop skills and understand the realities of careers in each segment of the hospitality industry.

## Career Paths

Explore potential career paths within each chapter such as the travel industry, hotel management, food service management, and more.

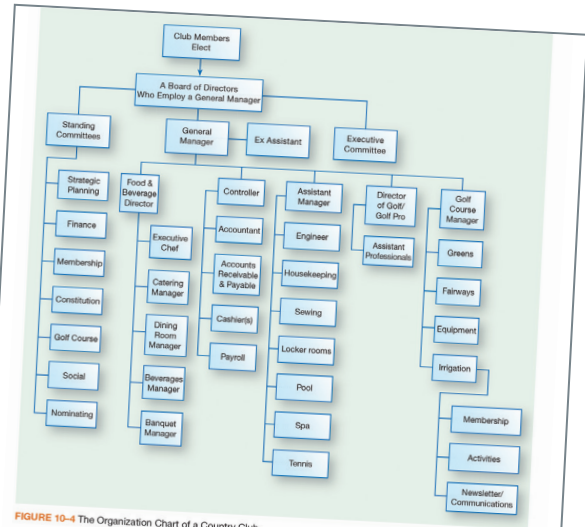


FIGURE 10-4 The Organization Chart of a Country Club.

The golf course manager works with the greens committee and the golf committee to ensure that all the goals of the club are met and maintained.

### The Golf Professional

The golf professional handles all tournaments, such as a club-sponsored fund-raiser, championship club and outside tournaments; or local area fund-raisers such as the Boy Scouts or local charities. The golf professional is responsible for caddies (people who carry the golf bags and advise players on what practice, ball cleaning, and the markers that are moved back and forth on the tees. The golf professional used to be on contract and would also run the pro shop; however, today, the golf professional is on staff and receives a six-figure income.



Golf practice can be enjoyed by the whole family.



**REVEL** for *Exploring the Hospitality Industry* offers an immersive learning experience that engages students deeply, while giving them the flexibility to learn their way. Media interactives and assessments integrated directly within the narrative enable students to delve into key concepts and reflect on their learning without breaking stride.

**REVEL** seamlessly combines the full content of *Exploring the Hospitality Industry* with multimedia learning tools. You assign the topics your students cover. Videos, application exercises, and short quizzes engage students and enhance their understanding of core topics as they progress through the content.

Instead of simply reading about topics, REVEL empowers students to think critically about important concepts by completing application exercises, watching videos, and interactive assignments.

### Track time-on-task throughout the course

The Performance Dashboard allows you to see how much time the class or individual students have spent reading a section or doing an assignment, as well as points earned per assignment. This data helps correlate study time with performance and provides a window into where students may be having difficulty with the material.

### Learning Management System Integration

REVEL offers a full integration to the Blackboard Learning Management System (LMS). Access assignments, rosters, and

resources, and synchronize REVEL grades with the LMS gradebook. New direct, single sign-on provides access to all the immersive REVEL content that fosters student engagement.

### The REVEL App

The REVEL App further empowers students to access their course materials wherever and whenever they want. With the REVEL App, students can access REVEL directly from their tablet or mobile device, offline and online. Reminders and notifications can be set so you never miss a deadline. Work done on the REVEL app syncs up to the browser version, ensuring that no one misses a beat. Visit [www.pearsonhighered.com/revel/](http://www.pearsonhighered.com/revel/)

### Instructor Supplements

- Instructor's Manual
- TestGen
- PowerPoint Presentations

To access supplementary materials online, instructors need to request an instructor access code. Go to [www.pearsonhighered.com/irc](http://www.pearsonhighered.com/irc), where you can register for an instructor access code. Within 48 hours after registering, you will receive a confirming e-mail, including an instructor access code. Once you have received your code, go to the site and log on for full instructions on downloading the materials you wish to use.

# PREFACE

---

*Exploring the Hospitality Industry* was written to fill a vital need: a text that was different in structure and content, and broader in its coverage of the hospitality industry. The introductory course in hospitality serves as a foundation for other courses and is used to attract majors to hospitality management programs. This book is intended for both purposes. The hospitality industry continues to change rapidly, and this text brings you the very latest trends from the broadest array of hospitality industry segments. It is a “need to know” book, vibrant and colorful in design, that is outstanding in its easy-to-use, engaging content.

We thank you if you have used my *Introduction to Hospitality*, which offers an overview of the hospitality industry and has an operational focus; or our *Introduction to Hospitality Management*, which highlights management issues. ***Exploring the Hospitality Industry*** is different in structure and content and offers a broader coverage of the hospitality sectors. This text is designed for the hospitality professionals of the future. In every chapter, we invite students to share our unique enthusiasm for the hospitality industry.

## New to This Edition

Featured learning outcomes and updated facts and figures support student learning of the hospitality industry.

- The text explores each segment of the industry, including career opportunities, industry leaders, and operations practices – with real-life applications.
- The sequence of the tourism begins with economic benefits and economic impact, moving to modes of transportation for travel, and current travel and tourism trends.
- Lodging operations discusses executive duties, explains hotel departments, and reviews property management systems, including calculating potential rooms revenue.
- Foodservice addresses real-life advice from a restaurant general manager and evolving trends, including multi-unit establishments, food trucks, nutritional principles, and craft brewing.
- Sales, marketing, and advertising features the industry’s current technology practices (and social media), which reach customers in new ways.
- Ethics will no longer be tossed in between great career information. It is featured as one driving philosophy in *Exploring the Hospitality Industry*.

## Goals and Organization of This Text

The primary goal of *Exploring the Hospitality Industry* is to help students advance in their hospitality careers by giving them a foundation of hospitality industry knowledge. The information is presented in a lively and interesting manner, and includes an extensive array of features to facilitate the learning process. Chapters cover all facets and segments of the industry, and present a student-friendly text in an outstanding instructional package.

*Exploring the Hospitality Industry* is organized into 14 chapters.

1. Hospitality Spirit
2. Tourism
3. Lodging
4. Lodging Operations
5. Cruising
6. Restaurants
7. Restaurant Operations
8. Managed Services
9. Beverages
10. Clubs
11. Theme Parks and Attractions
12. Gaming Entertainment
13. Meetings, Conventions, and Expositions
14. Event Management

### **Hallmark Chapter Features Include:**

- **Learning outcomes** that help the reader focus on the main points of each chapter.
- **Bold key words and concepts** that help the reader hone in on the various topics presented in the chapter.
- **“Introducing”** features that describe the careers and work of successful industry practitioners.
- **Corporate profiles** that give an overview of leading corporations of excellence.
- **Career information** in each chapter.
- **Check your knowledge** features that encourage students to answer questions relevant to the material covered every few pages.
- **Thorough identification and analysis of trends,** issues, and challenges in the hospitality industry.
- **Summaries** that correspond to the chapter learning outcomes.
- **Learning outcome-based and critical thinking review questions related to SCANS (Secretary’s Commission on Achieving Necessary Skills)** that review important aspects of the text.
- **Case studies** that challenge students to address real-world situations and recommend appropriate action.
- **Internet exercises** that invite students to visit Web sites to find answers to specific, relevant-to-hospitality questions.
- **Apply Your Knowledge** questions that offer students the chance to apply their knowledge of hospitality industry topics.
- A full **Glossary** that explains the meaning of essential words throughout the text.

# ACKNOWLEDGMENTS

---

Thank you to the professors and students who offered advice and contributions to this text—it is better because of you! Thanks also to the numerous industry professionals who lent their time and expertise to enhance the text. I am especially grateful to James McManemon, who did a great research job and helped with all facets of text preparation. Dr. Greg Dunn, many thanks for your contribution to the trends section of each chapter. Thank you to Karen Harris for the outstanding work on the special events chapter. To Jay Schrock, the best colleague a faculty member could wish for, thanks for your contribution and encouragement.

I would like to thank the reviewers of this edition for their thoughtful comments. They are Eric Brown of Iowa State University, Haze Dennis of Mission College, Ali Green of University of West Florida, Nicholas Thomas of DePaul University, and Diane Withrow of Cape Fear Community College. I also thank the reviewers from previous editions: Brian Miller of the University of Delaware, Joan Garvin of Monroe College, and Josette Katz of Atlantic Cape Community College.

I am truly grateful to Gary Ward for authoring the supplements for this book. He's done a fantastic job on the PowerPoint slides, instructor's manual, and test bank. Thank you!



# ABOUT THE AUTHOR

---

John R. Walker, D.B.A., FMP, CHA, is a Fulbright Senior Specialist and the McKibbon Professor Emeritus of Hotel and Restaurant Management at the University of South Florida, Sarasota–Manatee. John’s years of industry experience include management training at the Savoy Hotel London, followed by stints as assistant food and beverage manager, assistant rooms division manager, catering manager, food and beverage manager, resident manager, and general manager with Grand Metropolitan Hotels, Selsdon Park Hotel, Rank Hotels, Inter-Continental Hotels, and the Coral Reef Resort, Barbados, West Indies.

He has taught at two- and four-year schools in Canada and the United States. In addition to being a hospitality management consultant and author, he has been published in the *Cornell Hotel Restaurant Administration Quarterly*, the *Hospitality Educators Journal*, and the *New York Times*. He is a 10-time recipient of the President’s Award for teaching, scholarship, and service; and he has received the Patnubay Award for exemplary professional performance through teaching and authorship of tourism and hospitality publications.

John is an editorial advisory board member for *Progress in Tourism and Hospitality Research*. He is a past president of the Pacific Chapter of the Council on Hotel, Restaurant, and Institutional Education (CHRIE). He is a certified hotel administrator (CHA) and a certified Foodservice Management Professional (FMP). He and his wife Josielyn T. Walker have twins, Christopher and Selina. The Walkers live in Sarasota, Florida.



