Fourth Edition

Exploring the Hospitality Industry

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Pearson
330 Hudson Street, NY, NY 10013
To Josielyn, Christopher, and Selina

My love, joy, and inspiration
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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.
CAREERS

Career Information

Management careers in the field of managed services offer college graduates a wide array of opportunities. It offers many advantages to this type of career that is not in a personal service industry. These advantages include opportunities for advancement, increased job security, and health care benefits, as well as college and university dining. Typically, only a bachelor’s degree is needed in this area. If you are interested in entertainment, you may enjoy working in a theater district, a concert area, or a special event setting. These are all careers that are in high demand and offer job security.

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 Information

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

Career Information

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.

Career Information

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, all with about 15 percent of salary and 50 percent of sick leave. It is expected to be ranked.

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

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

Career Paths

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

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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.