

Exploring the Hospitality Industry

THIRD EDITION

John R. Walker

ALWAYS LEARNING PEARSON

GLOBAL EDITION

EXPLORING the HOSPITALITY INDUSTRY

Exploring the Hospitality Industry, Global Edition

Table of Contents

Cover

Title Page

Copyright Page

Brief Contents

Contents

To the Student

Preface

Acknowledgments

About the Author

Chapter 1 Hospitality Spirit

Welcome to You, the Future Hospitality Industry Leaders!

The Pineapple Tradition

The Interrelated Nature of Hospitality and Tourism

Characteristics of the Hospitality Industry

Careers

The Focus on Service

Perfecting Service

Success in Service

Moments of Truth

Ways to Perfect Service

Service and Total Quality Management

The Disney Approach to Guest Service

The Disney Service Model

Career Paths

Career Goals

Is the Hospitality Industry for You?

Self-Assessment and Personal Philosophy

Now Is the Time to Get Involved

Professional Organizations and Associations

Ethics

Ethical Dilemmas in Hospitality

Trends in Hospitality

Career Information

Summary



Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activity

Endnotes

Chapter 2 Tourism

Tourism

Sustainable Cruising

Tourism Defined

Benefits of Tourism

Tourism 2020 Vision

Air Travel

The Hub-and-Spoke System

Rail, Automobile, and Coach Travel

Traveling by Train

Rail Travel Abroad

Does the Train Have a Future?

Traveling by Car

Automobile Associations

Rental Cars

Traveling by Bus

Types of Bus Service

Motorcoach Associations

Paris

Tourism Organizations

International Organizations

Domestic Organizations

State Offices of Tourism

City-Level Offices of Tourism and Convention Centers

The Economic Impact of Tourism

The Multiplier Effect

Promoters of Tourism

Tour Operators

Travel Agencies

Travel Corporations

Corporate Travel Manager

Travel and Tour Wholesalers

Certified Travel Counselor (CTC)

National Offices of Tourism (NOT)



Destination Management Companies (DMCs)

Trends in Tourism

Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activity

Endnotes

Chapter 3 Characteristics of Tourism

Pleasure Travel

Different Places for Different People

Business Travel

The Social and Cultural Impact of Tourism

Sustainable Tourism and Ecotourism

What Is Ecotourism?

Environmental Impact of Tourism

Cultural Tourism

Impact of Tourism on Culture

Tourism and Art

Heritage Tourism

The Benefits of Preservation

Challenges in Heritage Tourism

Find the Fit between Community and Tourism

Four Steps to a Comprehensive Heritage Program

Nature Tourism

Trends in Travel

Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activities

Endnotes

Chapter 4 Lodging

Hotel Development and Ownership



Franchising

Franchised Hotels

Franchising Trends

Management Contracts

Real Estate Investment Trust (REIT)

Rating and Classification of Hotels

Types and Location of Hotels

City Center and Suburban Hotels

Airport Hotels

Freeway and Interstate Hotels and Motels

Casino Hotels

Conference and Convention Hotels

Full-Service Hotels

Economy/Budget Hotels

Extended-Stay Hotels

All-Suite Extended-Stay Hotels

Condotels

Mixed-Use Hotel Development

Bed and Breakfast Inns

Resort Hotels

Vacation Ownership

Best, Biggest, and Most Unusual Hotels and Chains

The Best Hotel Chains

The Most Unusual Hotels

International Perspective

Green Lodging

Sustainable Lodging

How Fairmont Promises to Fight Climate Change

Climate Change Impacts the Bottom Line

Examples of Fairmonts Best Practice:

Commitments and Plans

Trends in Hotel Development

Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activity

Endnotes



Chapter 5 Lodging Operations

Functions and Departments of a Hotel

Early Inns

Role of the Hotel General Manager

Management Structure

The Executive Committee

The Departments

Rooms Division

Front Office

Night Auditor

Property Management Systems

Revenue Management

Reservations

Communications CBX or PBX

Guest Services

Concierge

Housekeeping

Security/Loss Prevention

Security Officers

Equipment

Safety Procedures

Identification Procedures

Food and Beverage Management

Kitchen

Hotel Restaurants

Bars

Stewarding Department

Catering Department

Catering Event Order

Catering Services Manager

Room Service/In-Room Dining

Energy Star®

Green Seal

Recycled Content

Hotel Recycling

Water Conservation

Bathroom Amenities

Breakfast

Sustainable Lodging Operations



Lounge **Guest Shuttle Guest Bikes** Coffee Shop Greening the Guestroom Trends in Lodging Operations Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activity

Endnotes

Chapter 6 Cruising

Cruise Industry Development

The First Cruise Ships

Cruising Today

Key Players in the Cruise Industry

The Cruise Market

Types of Cruise Markets

Types of Cruises

Regional Cruises

Coastal Cruises

River Cruises

Barges

Steam Boating

Expeditions and Natural Cruises

Adventure Cruises

Sail-Cruises

World Cruises

Crossings

Specialty and Theme Cruises

Deluxe Cruising

All AboardOrganization of the Cruise Ship

Cruise Destinations

Sustainable Cruising

Trends in the Cruise Industry

Career Information

Summary



Key Words and Concepts **Review Questions** Internet Exercises Apply Your Knowledge Suggested Activities **Endnotes** Chapter 7 Restaurants Restaurants Classification of Restaurants Franchises Fine Dining Casual Dining Quick-Service/Fast-Food Restaurants Sustainable Restaurants

Green Restaurant Certification 4.0 Standards

Food Trends and Practices

Trends in the Restaurant Business

Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activities

Endnotes

Chapter 8 Restaurant Operations

Front of the House

Restaurant Forecasting

Service

Suggestive Selling

Back of the House

Food Production

Kitchen/Food Production

Management Involvement and Follow-Up

Purchasing

Receiving

Storing/Issuing

Cost Control

Food and Beverage Cost Percentages



Labor Cost Control

Sustainable Restaurant Operations

Restaurant Manager Job Analysis

Human Resource Management

Financial Management

Administrative Management

Operations Management

Trends in Restaurant Operations

Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activities

Endnotes

Chapter 9 Managed Services

Overview

Airlines and Airports

In-Flight Foodservice

Military

Elementary and Secondary Schools

Nutrition Education Programs

Colleges and Universities

Student Unions

Responsibilities in Managed Services

Health Care Facilities

Business and Industry

Leisure and Recreation

Stadium Points of Service

Other Facilities

Advantages and Disadvantages

Seniors

Sustainability

Sustainable Managed Services

Trends in Managed Services

Technology

Career Information

Summary



Key Words and Concepts
Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activity

Endnotes

Chapter 10 Beverages

Wines

Light Beverage Wines

Sparkling Wines

Fortified Wines

Aromatic Wines

The History of Wine

Sustainable Wine Production

The Making of Wine

Matching Wine with Food

Major Wine-Producing Countries

Beer

The Brewing Process

Sustainable Brewing

Spirits

Whiskies

White Spirits

Other Spirits

Cocktails

Nonalcoholic Beverages

Nonalcoholic Beer

Coffee

Sustainable Coffee

Tea

Carbonated Soft Drinks

Juices

Power Drinks

Bottled Water

Types of Bars

Restaurant and Hotel Bars

Nightclubs

Microbreweries

Sports Bars

Coffee Shops



Liquor Liability and the Law

Highway Deaths and Alcohol

Trends in the Beverage Industry

Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activities

Endnotes

Chapter 11 Clubs

Development of Clubs

Size and Scope of the Club Industry

Types of Clubs

Country Clubs

City Clubs

Other Clubs

Key Players in the Club Industry

Club Management

Club Management Structure

Club Food and Beverage Management

The Golf Course Superintendent

Sustainable Golf Course Management

The Golf Professional

The Golf Shop

Trends in Club Management

Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activities

Endnotes

Chapter 12 Theme Parks and Attractions

The Development of Theme Parks

Size and Scope of the Theme Park Industry



Key Players in the Theme Park Industry Magic Kingdom **Epcot** DisneysHollywood Studios (Formerly Disney MGM Studios) **Animal Kingdom Universal Studios** SeaWorld Parks and Entertainment Hersheys Regional Theme Parks Dollywood **LEGOLAND** Gatorland Wet n Wild Theme Park Management Sustainable Theme Parks Fairs, Festivals, and Events

Oktoberfest

The Carnival in Rio de Janeiro, Brazil

Reggae on the River

Mardi Gras

Grand Ole Opry

Employment

Trends in the Theme Park Industry

Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activity

Endnotes

Chapter 13 Gaming Entertainment

Gaming Entertainment

Historical Review of Gaming Entertainment

Native American Gaming

Size and Scope of Gaming Entertainment

Key Players in the Industry

Positions in Gaming Entertainment

Hotel Operations

Food and Beverage Operations



Casino Operations

Retail Operations

Entertainment Operations

Trends in the Gaming Entertainment Industry

Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activity

Endnotes

Chapter 14 Meetings, Conventions, and Expositions

Development of the Meetings, Conventions, and Expositions Industry

Size and Scope of the Industry

Key Players in the Industry

Destination Management Companies

Meeting Planners

Service Contractors

Types of Meetings, Conventions, and Expositions

Meetings

Association Meetings

Conventions and Expositions

Historical Associations

Meetings, Incentive Travel, Conventions, and Exhibitions (MICE)

Types of Associations

Types of Meetings

Meeting Planning

Venues for Meetings, Conventions, and Expositions

City Centers

Convention Centers

Conference Centers

Hotels and Resorts

Cruise Ships

Colleges and Universities

Trends in Meetings, Conventions, and Expositions

Career Information

Summary

Key Words and Concepts

Review Questions



Internet Exercises
Apply Your Knowledge
Suggested Activity

Endnotes

Chapter 15 Special Events

What Event Planners Do

Event Management

Research

Design

Planning

Coordination

Evaluation

Challenges for Event Planners and Managers

Classifications of Special Events

Corporate Events

Association Events

Charity Balls and Fund-Raising Events

Social Events

Fairs and Festivals

Concerts and Sporting Events

Mega Events

Required Skills and Abilities for Event Management

Leadership Skills

Ability to Communicate with Other Departments

Project Management Skills

Negotiating Skills

Coordinating and Delegating Skills

Budgeting Skills

Ability to Multitask

Enthusiasm

Effective Social Skills

Ability to Form Contacts

Wedding Planning

Special Event Organizations

International Festivals & Events Association

Meeting Planners International

Local Convention and Visitors Bureaus

Sustainable Special Events

The Special Event Job Market

Trends in the Special Event Industry



Career Information

Summary

Key Words and Concepts

Review Questions

Internet Exercises

Apply Your Knowledge

Suggested Activity

Endnotes

Glossary

Index

Photo Credits

