

“Contemporary Issues in Tourism and Hospitality”.

Topic Objective:

At the end of this topic student would be able to understand:

- Hospitality Ethics in practice
- Hospitality & Tourism
- Hospitality Services
- What managers manage in Hospitality Industry
- Hospitality Services
- History of Hospitality Services
- Drawbacks of Hospitality Industry
- Benefits of Hospitality Services

Definition/Overview:

The hospitality industry: The hospitality industry is a 61 billion dollar industry that is fueled by an ongoing need for nourishment. It consists of three groups: management, kitchen workers and servers. Each plays a very important role in the operation of a food-service/hospitality establishment.

Key Points:**1. Hospitality Ethics in practice**

Applied ethics is the branch of Ethics which investigates the application of our ethical theories and judgments. There are many branches of Applied Ethics: Business ethics, professional ethics, medical ethics, educational ethics, environmental ethics, and more.

Hospitality Ethics is a branch of Applied Ethics. In practice, it combines concerns of other branches of Applied Ethics, such as business ethics, environmental ethics, professional ethics, and more. For instance, when a local hospitality industry flourishes, potential ethical dilemmas abound: What effect do industry practices have on the environment? On the host community? On the local economy? On citizens' attitudes about their local community; about outsiders, tourists, and guests? These are the kinds of questions that Hospitality Ethics, as a version of Applied Ethics, might ask.

Since Hospitality and tourism combine to create one of the largest service industries in the world, there are many opportunities for both good and bad behavior, and right and wrong actions by hospitality and tourism practitioners. Ethics in these industries can be guided by codes of conduct, employee manuals, industry standards (whether implicit or explicit), and more.

Though the World Tourism Organization has proposed an industry-wide code of ethics, there is presently no universal code for the hospitality industry. Various textbooks regarding ethics in commercial hospitality settings have been published recently, and are currently used in hospitality education courses.

2. Hospitality & Tourism

For an in depth understanding of the term of hospitality, the starting point is the etymology of the word itself. The word hospitality derives from the Latin hospes, which is formed from hostis, which originally meant a 'stranger' and came to take on the meaning of the enemy or 'hostile stranger' (hostilis) + petis (polis, poles, potentia) to have power. Furthermore, the word hospire means equilize/compensate.

If you combined the above etymological analysis with the story of Telemachus and Nestor you can develop in your mind the Greek concept of sacred hospitality.

First of all, Telemachus is a complete stranger for Nestor, however he was hosted and treated more than warmly. In the Homeric ages, hospitality was under the protection of Zeus, the chief deity of the Greek pantheon. For that reason Zeus was also attributed with the title 'Xenios Zeus' ('xenos' means stranger). The semantic behind this was to highlight the fact that hospitality for Ancient Greeks was of the utmost importance. A stranger passing outside a Greek house, could be invited inside the house by the family. The host washed the stranger's feet, offered him/her food and wine, and only after he/she was comfortable could be asked to tell his/her name.

After having welcomed Telemachus, Nestor asks his unknown guest to introduce himself to find out that he was the son of Odysseus. By that time, the man in front of him was a complete stranger, a hostis as described in the etymological analysis of hospitality at the beginning. Nonetheless, Telemachus was equitized with his host. Another meaning that is included in the etymology of hospitality. Note also that one of the Nestor's sons slept on a bed close by Telemachus to take care that he should not suffer any harm. This means that hospitality for Ancient Greeks include also the idea of protection. Lastly, Nestor put a chariot and horses at Telemachus' disposal so that he could travel the land route from Pylos to Sparta in two days, having as charioteer Nestor's son Pisistratus. The last element of hospitality as can be realized is guidance.

3. Hospitality Services

The concept of Hospitality Services, also known as accommodation sharing, hospitality exchange (short hospex), and home stay networks, refers to centrally organized social networks of individuals who trade accommodation without monetary exchange. While this concept could also include house swapping or even time share plans, it has come to be associated mostly with travelers and tourists staying with one another free of charge. Since the 1990s, these services have increasingly moved away from using printed catalogs and the telephone, to connecting users via the internet. As of March, 2008 over 1,000,000 people are registered users of these internet networks.

In essence, these systems employ reciprocity users gain access to other users information only by posting their own. Required fields normally include name and contact information, though newer services encourage users to include more detailed personal material, including likes and dislikes, hopes and dreams, and even photographs. Of course, more information included tends to improve the chances that someone will find them trustworthy enough to host or stay with while traveling. It is very much akin to social networking sites.

4. What managers manage in Hospitality Industry

A hotel manager or hotelier is a person who handles the everyday function and management of a hotel. Larger hotels often have management teams, instead of individual managers, where each member of the group begins to specialize on a certain area of interest. Some of the responsibilities of a hotel manager include:

- organizing and directing the hotel's services
- controlling budget and formulating financial plans
- promoting the business
- Achieving profits and expenses
- Meeting with customers, contractors and suppliers
- Hiring, training, reviewing and overseeing staff members
- Attending to problems or customer complaints and comments
- Addressing maintenance and upkeep
- Seeing to accommodations
- Meeting safety, health and licensing regulations

5. Hospitality Services

The concept of Hospitality Services, also known as accommodation sharing, hospitality exchange (short hospex), and home stay networks, refers to centrally organized social networks of individuals who trade accommodation without monetary exchange. While this concept could also include house swapping or even time share plans, it has come to be associated mostly with travelers and tourists staying with one another free of charge. Since the 1990s, these services have increasingly moved away from using printed catalogs and the telephone, to connecting

users via the internet. As of March, 2008 over 1,000,000 people are registered users of these internet networks.

6. History of Hospitality Services

In 1949, Bob Luitweiler founded the first hospitality service called Servas Open Doors as a cross national, non-profit, volunteer run organization advocating interracial and international peace.

The next began in 1965 when John Wilcock set up the Traveler's Directory as a listing of his friends willing to host each other when traveling. This later became the Hospitality Exchange in 1988 when Joy Lily rescued the organization from imminent shutdown. Hospitality Club is the direct successor Hospex, the first Internet-based service, operating out of Germany since 2000. CouchSurfing is the largest hospitality exchange organization and was founded in 2004. Just as all the individual services have their own individual creation stories and organizational histories (often including demise and resurrection), many also have specific niche markets that they cater to including students, activists, religious pilgrims, and even occupational groups like police officers. However, the trend in recent years points to a greater consolidation of users in networks without a specific group, value, or lifestyle affiliation.

In essence, these systems employ reciprocity users gain access to other users information only by posting their own. Required fields normally include name and contact information, though newer services encourage users to include more detailed personal material, including likes and dislikes, hopes and dreams, and even photographs. Of course, more information included tends to improve the chances that someone will find them trustworthy enough to host or stay with while traveling. It is very much akin to social networking sites.

7. Benefits of Hospitality Services

Staying in private homes means that travelers can save lots of money on accommodation that they would usually be spending on hotels or hostels. Used over a long period of time (2 to 4 weeks), this strategy can cut overall travel budgets in half, or even more combined with

hitchhiking. These savings can then be passed on towards more generously patronizing local establishments or simply staying abroad for longer periods of time.

Many tourist vacations today are sold in package form, often including flights, hotels, rental cars, sightseeing tours, and coupons for chain restaurants and bars. While this makes purchasing more convenient, it also puts more money in the hands of large multinational corporations exploiting the synergy strategy of marketing their products in the context of their subsidiary companies operating in other markets. Many years ago, this might have been termed collusion; today, however, it is the norm. This comes at the expense of locally owned independent businesses. Accommodation sharing helps to break apart this monopoly and hopefully redirects some of the tourist revenue back to the local or national economy.

While this is especially important in more rural travel venues where hotels are often built in very picturesque, though fragile environments, every night stayed at a locals home means that much less demand for such hotel rooms. Also, if accommodation sharing does in fact increase the length of average stays, it may reduce the amount of trips to and from different locations and back home again, thus reducing the overall fuel expenditures in the process.

Ostensibly, one of the primary reasons we travel is to experience what life is like for people living in other countries. Making interpersonal connections and fostering understanding of different cultures may in the long run also be important to international relations. However, even in our increasingly globalized world, supposedly rife with diversity, in many popular travel destinations, we find tourists milling around tourist enclaves, where the companies they patronize back home have set up shop to cater to their desires while they are abroad. Sociologist George Ritzer has referred to this phenomenon as the "McDonaldisation of society" and the more recently, the "globalization of nothing". The location of hotels near these centers only fosters more convenient envelopment of the tourist money. During hospitality exchanges, hosts want to show off their local knowledge and exciting off the map venues. Not only may travelers get a distinctly different experience, but they will also get a feel for the everyday lives of local residents.

These systems foster richer and more convenient travel experiences not so much on the premise of altruism, but on the basis of social exchange theory. Implicit in the agreement to host travelers is the ability to ask to be hosted by them in the future. If one enjoys having interesting guests in their home, this works out well for both parties. It works comparatively better if you are visited by travelers from a locale you find particularly attractive. Thus, hosting someone from New York City in Gainesville, Florida seems to be an unbelievable opportunity. Moreover, if you are a Westerner visiting someone in a developing country, your stay might be the only way that this individual or family could afford a trip to a rich nation. This may mean more than just a relaxing vacation for such disadvantaged parties.

8. Drawbacks of Hospitality Industry

There is no contractual agreement between users in these systems. Reservations are made, but if they are for some reason broken, there is no higher authority to which one could plead for a refund or other compensation. The only repercussion will be the poor rating you give that user and your only consolation will be that your warning will deter others from visiting or hosting them. For those who feel insecure unless their travel arrangements are written in stone before departure, this system will not be comforting.

There is a chance that guest and host will not get along. Perhaps there will be scheduling or ideological conflicts. Maybe you will find that hosts or visitors have misrepresented themselves. Perhaps the experience will not live up to your expectations. Intense interpersonal communications in advance and a flexibility once you have arrived is your best bet. These experiences require additional planning and courtesy towards the demands of your host. Thus, your living conditions, length of stay, and overall experience will be circumscribed by the living conditions you enter into.

The average user is a young white person who speaks English and lives in a developed nation. While there are many users who do not fit this description, the more different they are, the less

likely they will be involved. This is especially true for persons living in the developing world who likely do not have easy access to the fundamental prerequisite for using these services: computers and the Internet. Thus, the sample population found in searches of these databases are really much less diverse than a geographical representation of worldwide users might suggest.

There is a distinct possibility that someone will abuse the system and that innocent users (especially women) will get hurt. All services include disclaimers that require users to waive their rights to hold anyone but themselves responsible for any harm that may come to them in using the system. They advise that the best defense mechanism is to only involve oneself with users that have extensive personal information and interpersonal networks within the system that have been verified by others. It does seem entirely plausible that someone clever and patient enough might be able to invent an entire group of complex user identities and build histories convincing enough to fool even more cautious patrons. Still, the difference between these systems and the other social networking platforms popular nowadays on the web (such as Facebook, MySpace, Tribe, Orkut and LiveJournal) is that any agreement reached through the accommodation sharing medium is contingent on actually meeting other people face-to-face. Other web scams are easier because interpersonal interactions rely so much on putative identities that are never actually verified in the real world. However, this does not diminish the greater risk to physical well being that this kind of traveling by definition must entertain. The best advice is to meet unknown persons in public spaces first, and try to meet some of their acquaintances in person before agreeing to a hospitality exchange.

9. Travel technology

Travel technology is a term used to describe applications of Information Technology (IT), or Information and Communications Technology (ICT), in travel, tourism and hospitality industry. Travel technology may also be referred to as tourism technology or even hospitality automation. Since travel implies locomotion, travel technology was originally associated with the computer reservations system (CRS) of the airlines industry, but now is used more inclusively, incorporating the broader tourism sector as well as its subset the hospitality industry. While

travel technology includes the computer reservations system, it also represents a much broader range of applications, in fact increasingly so. Travel technology includes virtual tourism in the form of virtual tour technologies. Travel technology may also be referred to as e-travel / etravel or e-tourism / etourism (eTourism), in reference to "electronic travel" or "electronic tourism". In other contexts, the term "travel technology" can refer to technology intended for use by travelers, such as light-weight laptop computers with universal power supplies or satellite Internet connections. That is not the sense in which it is used here.

10. Applications of Travel Technology

Travel technology includes many processes such as dynamic packaging which provide useful new options for consumers. Today the tour guide can be a GPS tour guide, and the guidebook could be an audioguide, podguide or I-Tours, such as City audio guides. The biometric passport may also be included as travel technology in the broad sense. Certainly travel technology was born on the coat-tails of the airline industry's use of automation and their need to extend this out to the travel agency partners. It should be kept in mind that there was an online world before the advent of the world wide web in the form of private and commercial online services, via packet switched network using X.25. Travel technology played a significant role in the so-called dot-com boom and bust, circa 1997-2001.

11. Hotel Technology Next Generation

Hotel Technology Next Generation, commonly referred to as HTNG, is a global, non-profit trade association serving hotel companies and technology providers. It was founded in 2002 and is governed by a board of directors consisting of senior technology executives from hotel companies. Membership is open to companies and individuals involved with hospitality technology.

The organization's stated objective is to promote interoperability of the many technology systems used in the hotel industry, such as Property management systems, point-of-sale systems, telephone systems, building automation systems, guestroom entertainment systems such as video

on demand, security and access control systems, and many others. The organization's members meet regularly in small workgroups, where hotel companies and vendors work together to design interface standards (often using XML), reference architectures, network designs, and hospitality-specific network devices. HTNG holds regular member conferences in North America and Europe.

: Lodging Operations

Topic Objective:

At the end of this topic student would be able to understand:

- Various Lodging Concepts
- Hotels
- Classification of Lodging Points / Hotels

Definition/Overview:

Lodging: Lodging or a holiday accommodation is a type of residential accommodation. People who travel and stay away from home for more than a day need lodging for sleep, rest, safety, shelter from cold temperatures or rain, storage of luggage, and access to common household functions.

Key Points:

1. Various Lodging Concepts

All lodging operations take place in a hotel, hostel or hostel, a private home (commercially, i.e. a bed and breakfast or guest house place, vacation rental, or non-commercially, with members of hospitality services or in the home of friends), in a tent, caravan/camper (often on a campsite). In

addition there are make-shift solutions. Sleeping is typically done lying in a bed, or more generally on a soft surface, such as also an air mattress, a couch, etc. Some trains have sleeping cars.

Sometimes people sleep sitting, because lying is not possible, e.g. in a train (if not in a sleeping car), a bus, a seat in a waiting room, a bench on the street or in a park, etc. Inclinable seats allow something between sitting and lying. Whether lying on a row of seats is possible and comfortable depends e.g. on the presence of arm rests, and whether they can be moved up. In some public places lying would be possible but is not permitted.

2. Hotels

A hotel is an establishment that provides paid lodging on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control. Additional common features found in hotel rooms are a telephone, an alarm clock, a television, and Internet connectivity; snack foods and drinks may be supplied in a mini-bar, and facilities for making hot drinks. Larger hotels may provide a number of additional guest facilities such as a restaurant, a swimming pool or childcare, and have conference and social function services.

Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours; to avoid this requirement it is not uncommon to come across private hotels which are not subject to this requirement. In Japan, capsule hotels provide a minimized amount of room space and shared facilities.

3. Classification of Lodging Points / Hotels

The cost and quality of hotels are usually indicative of the range and type of services available. Due to the enormous increase in tourism worldwide during the last decades of the 20th century, standards, especially those of smaller establishments, have improved considerably. For the sake of greater comparability, rating systems have been introduced, with the one to five stars

classification being most common and with higher star ratings indicating more luxury. Hotels are independently assessed in traditional systems and these rely heavily on the facilities provided. Some consider this disadvantageous to smaller hotels whose quality of accommodation could fall into one class but the lack of an item such as an elevator would prevent it from reaching a higher categorization. In some countries, there is an official body with standard criteria for classifying hotels, but in many others there is none. There have been attempts at unifying the classification system so that it becomes an internationally recognized and reliable standard but large differences exist in the quality of the accommodation and the food within one category of hotel, sometimes even in the same country. The American Automobile Association (AAA) and their affiliated bodies use diamonds instead of stars to express hotel and restaurant ratings levels.

3.1 Full Service & Limited Service Hotel

Lodging establishments vary greatly in size and in the services they provide. Hotels and motels comprise the majority of establishments and tend to provide more services than other lodging places. There are five basic types of hotels, commercial, resort, residential, extended-stay, and casino. Most hotels and motels are commercial properties that cater mainly to business people, tourists, and other travelers who need accommodations for a brief stay. Commercial hotels and motels usually are located in cities or suburban areas and operate year round. Larger properties offer a variety of services for their guests, including a range of restaurant and beverage service options from coffee bars and lunch counters to cocktail lounges and formal fine-dining restaurants. Some properties provide a variety of retail shops on the premises, such as gift boutiques, newsstands, drug and cosmetics counters, and barber and beauty shops.

An increasing number of full-service hotels now offer guests access to laundry and valet services, swimming pools, and fitness centers or health spas. A small, but growing, number of luxury hotel chains also manage condominium units in combination with their transient rooms, providing both hotel guests and condominium owners with access to the same services and amenities. Larger hotels and motels often have banquet rooms, exhibit

halls, and spacious ball-rooms to accommodate conventions, business meetings, wedding receptions, and other social gatherings.

Conventions and business meetings are major sources of revenue for these hotels and motels. Some commercial hotels are known as conference hotels fully self-contained entities specifically designed for meetings. They provide physical fitness and recreational facilities for meeting attendees, in addition to state-of-the-art audiovisual and technical equipment, a business center, and banquet services. Limited service hotel is a hotel without a restaurant. Originally defined as a hotel without foodservice facilities, the services and amenities offered to guests by limited-service hotels vary. Budget (economy) limited-service hotels offer no-frills rooms at modest prices; mid-priced limited-service hotels offer increased services and amenities; upscale limited-service hotels offer guests many of the same high-quality amenities that these guests would expect to find in full-service hotels. Nearly all limited-service hotels are franchise branded and, in most cases, they are small properties with 150 or fewer rooms or suites.

Limited-service hotel guests travel for a wide variety of reasons. They include both group and individual transient guests. Transient guests are an important segment of most limited-service hotels' client base and include corporate and leisure travelers. These travelers look for hotels in specific locations, are generally loyal to a specific brand, and are usually price conscious. Increasingly, these travelers use the Web to compare room prices across brands and to book their own hotel reservations.

Rising guest expectations and the increase in brand standards that result have created (and will continue to create) profitability challenges for those who own and manage limited-service hotels. Developing hotels in the face of a declining number of affordable building sites is an additional challenge. Also, as franchisers create new brands, consumers may lose the ability to clearly distinguish among these brands. Consumer

confusion can result, which will lessen profitability for hotel owners. Finally, conflicts between franchisers and franchisees over brand standards will, unless both groups work together, pose a significant problem in the future development of strong and profitable limited-service hotels.

3.2 Extended Stay Hotels (ESH)

ESH is a hotel brand that is the culmination of a rapid expansion in the extended stay hotel extended stay lodging market.

Extended Stay Hotels is now gaining recognition in the extended stay category, despite not belonging to a long established hotel group. With the demand for this new type of accommodation on the rise, ESH continues to expand, now offering over 680 hotels and more than 75,000 rooms. An ESH hotel brand can be found in nearly all major US metropolitan areas and Canada.

4. Lodging Operation

Lodging or a holiday accommodation is a type of residential accommodation. People who travel and stay away from home for more than a day need lodging for sleep, rest, safety, shelter from cold temperatures or rain, storage of luggage, and access to common household functions. They do that in a hotel, hostel or hostal, a private home (commercially, i.e. a bed and breakfast or guest house place, vacation rental, or non-commercially, with members of hospitality services or in the home of friends), in a tent, caravan/camper (often on a campsite). In addition there are make-shift solutions.

Sleeping is typically done lying in a bed, or more generally on a soft surface, such as also an air mattress, a couch, etc. Some trains have sleeping cars. Sometimes people sleep sitting, because lying is not possible, e.g. in a train (if not in a sleeping car), a bus, a seat in a waiting room, a bench on the street or in a park, etc. Inclinable seats allow something between sitting and lying. Whether lying on a row of seats is possible and comfortable depends e.g. on the presence of arm rests, and whether they can be moved up. In some public places lying would be possible but is

not permitted. Make use of the internet to search for hotels in the area you plan to visit. Use search engines, lodging directory, travel Websites to find affordable hotels.

5. Types of Lodging Operations

5.1 Hostel

Hostels provide budget-oriented accommodation where guests can rent a bed, sometimes a bunk bed in a dormitory and share a bathroom, lounge and sometimes a kitchen. Rooms can be mixed or single-sex, although private rooms may also be available. Hostels are generally cheaper for both the operator and the occupants; many hostels employ their long-term residents as desk clerks or housekeeping staff in exchange for free accommodation.

An effort could be made to distinguish between establishments providing longer-term accommodation (often to specific classes of clientele such as nurses, students, drug addicts) where the hostels are sometimes run by Housing Associations and charities) and those offering short-term accommodation to travellers or backpackers. Within the 'traveller' category, another distinction can be drawn between hostels which are members of Hostelling International (HI), a non-profit organization encouraging outdoor activities and cultural exchange for the young and independently operated hostels. Hostels for travellers are sometimes called backpackers' hostels, particularly in Australia and New Zealand (often abbreviated to just "backpackers").

5.2 Hotel

A hotel is an establishment that provides paid lodging on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control.

Additional common features found in hotel rooms are a telephone, an alarm clock, a

television, and Internet connectivity; snack foods and drinks may be supplied in a mini-bar, and facilities for making hot drinks. Larger hotels may provide a number of additional guest facilities such as a restaurant, a swimming pool or childcare, and have conference and social function services.

Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours; to avoid this requirement it is not uncommon to come across *private hotels* which are not subject to this requirement. In Japan, capsule hotels provide a minimized amount of room space and shared facilities.

5.3 Boarding House

A boarding house, also known as a "rooming house" (mainly in the United States) or a "lodging house", is a house (often a family home) in which people on vacation or lodgers rent one or more rooms for one or more nights, and sometimes for extended periods of weeks, months and years. Years ago the boarders would typically share washing, breakfast and dining facilities; in recent years it has become common for each room to have its own washing and toilet facilities. Such boarding houses were often found in English seaside towns (for holidaymakers) and college towns (for students).

In the United Kingdom, the boarding houses were typically run by landladies, and the practice was that boarders would arrange to stay bed-and-breakfast (bed and breakfast only), half-board (bed, breakfast and dinner only) or full-board (bed, breakfast, lunch and dinner). Especially for families on holiday with children, boarding (particularly on a full-board basis) was an inexpensive alternative and certainly much cheaper than staying in any but the cheapest hotels.

Bed and breakfast accommodation (B&B), which exists in many countries in the world (e.g. the UK, the USA, Canada, and Australia), is a specialised form of boarding house in which the guests or boarders normally stay only on a bed-and-breakfast or half-board basis, and where long-stay residence is rare. Apart from the worldwide spread of the

concept of the B&B, there are equivalents of the British boarding houses elsewhere in the world. For example, in Japan, minshuku are an almost exact equivalent although the normal arrangement would be the equivalent of the English half-board. In Hawaii, where the cost of living is high and incomes barely keep pace, it is common to take in lodgers (who are boarders in English terminology) that share the burden of the overall rent or mortgage payable.

Instructions

- | |
|---|
| <ul style="list-style-type: none">▸ In Section 2 of this course you will cover these topics:<ul style="list-style-type: none">▸ Commercial Foodservices Operations▸ Noncommercial Foodservices Operations |
| <ul style="list-style-type: none">▸ You may take as much time as you want to complete the topic covered in section 2. There is no time limit to finish any Section, However you must finish All Sections before semester end date. |
| <ul style="list-style-type: none">▸ If you want to continue remaining courses later, you may save the course and leave. You can continue later as per your convenience and this course will be available in your area to save and continue later. |

topic : Commercial Foodservices Operations

Topic Objective:

At the end of this topic student would be able to understand:

- What is foodservice
- Managerial Skills in Food & Beverage Service Operations
- Routine Operations Performed by the Beverage Directors
- Restaurants
- Hotel Bars
- Banquets
- Role of Catering Service Manager

- Classifications of Restaurants
- Trends in Restaurant Development
- Food Trends and Practices

Definition/Overview:

The foodservice industry: The foodservice industry encompasses those places, institutions, and companies responsible for any meal prepared outside the home. This industry includes restaurants, school and hospital cafeterias, catering operations, and many other formats. The companies that supply foodservice operators are called foodservice distributors. Foodservice distributors sell goods like small wares (kitchen utensils) and bulk foods.

Key Points:

1. What is foodservice

Food service covers subjects regarding the production and selling of foodstuffs by the restaurant or catering industries, including equipment and procedures. It does not refer to subjects such as commercial food manufacturing companies such as Nabisco or Coca-Cola.

Some companies manufacture products in both consumer and foodservice versions. The consumer version usually comes in individual-sized packages with elaborate label design for retail sale. The foodservice version is packaged in a much larger industrial size and often lacks the colorful label designs of the consumer version. Foodservice sales to restaurants and institutions are estimated to be approximately \$400 Billion, about equal with consumer sales of foods through grocery outlets. The foodservice industry is one of the largest employers in the United States. Major foodservice providers include Compass Group, 3663 First for Foodservice, Aramark, and the Crown Group.

2. Managerial Skills in Food & Beverage Service Operations

Among the skills needed by food and beverage managers are: leadership, identifying trends, finding and keeping outstanding employees, training, motivation, budgeting, cost control, finding profit from all outlets and having a detailed working knowledge of the front-of-the-house operations. These challenges set against a background of stagnant or declining occupancy and the consequent drop in room sales. Therefore, greater emphasis has been placed on making food and beverage sales profitable. Traditionally, only about 20% of the hotels operating profit comes from the food and beverage divisions. In contrast, an acceptable profit margin from a hotels food and beverage division is generally considered to be 25 to 30%.

3. Routine Operations Performed by the Beverage Directors

Food and beverage directors usually start their day at 8:00 a.m., and the workweek is usually Monday through Saturday, unless special events/functions are scheduled. The F&B director stays in close contact with the sales department. Also, it is important for the director to attend staff meetings, executive committee meetings, and profit and loss statement meetings. The executive chef who reports to the F&B manager manages the hotel kitchen. The executive chef is responsible for efficient kitchen operations, exceeding guest expectations for quality and quantity of food, temperature, presentation, and portion size. The chef must maintain company standards and achieve desired financial results.

In many smaller and even in some larger streamlined hotel properties, the executive chef may also serve as the food and beverage director. Cooperation of kitchen staff is important to maintain operational controls. Software that costs out standard recipes, establishes perpetual inventories, and calculates potential food cost per outlet can assist in this process. Chefs not only examine the food cost of particular items, but also examine the contribution margin of food items. The contribution margin is the difference between the cost and the sale price of an item. Labor costs are also important and must be carefully monitored. Financial performance of the F&B department is often measured by performance ratios. Food cost percentage food cost dollars divided by sales averages about 30% for hotels. Labor cost percentage labor dollars divided by sales dollars varies significantly by operation. One significant influence is the amount of food

made from scratch. The executive chef has one or more sous (under) chefs reporting to him or her. The sous chef is responsible for the day-to-day operations of the kitchen. Depending on the size of the operations, there may be several chefs tour ant who rotate through the various stations in the kitchen to relieve the station chefs, who in turn report to the sous chef, all of whom have definite position responsibilities. In a nutshell, this process or concept is known as the brigade system. The brigade system was developed by the great Escoffier, and in a kitchen includes sous, banquet, fish, roast, vegetable, soup, sauce, and pantry chefs.

4. Restaurants

A hotel may have several restaurants or none at all. A major hotel chain generally has two restaurants: a signature or upscale restaurant and a casual coffee shop restaurant. Guests expect more and more from these operations. Restaurant managers are responsible for quality guest service, hiring, training, and developing employees, setting and maintaining quality standards, marketing, banquets, coffee service, in-room dining, mini-bars and the cocktail lounge, and presenting annual, monthly, and weekly forecasts and budgets to the food and beverage directors.

Forecasting the number of guests at hotel restaurants is difficult because hotel guests are unpredictable. They may prefer to eat outside of the hotel, rather than dining in one of the property's restaurants. Careful records should be kept to determine the projected number of guests who might eat at the restaurants on a given day. Other factors to consider would be functions scheduled for a convention group and any special needs/desires they might have. The number of guests staying in the hotel who dine in the hotels restaurant is referred to as the capture rate. In order to increase profitability, many hotel restaurants create incentives for guests to dine in their restaurants, such as meal discounts for people staying in the hotel and promoting the restaurant and menu at check-in, as well as having cooking demonstrations. Still other properties make restaurants responsible for their own profit and loss statements. In any event, it is difficult for hotel restaurants to generate a profit.

5. Hotel Bars

Hotel bars allow guests to relax and socialize for business or pleasure. Bars can also generate important profits for the hotel operation and for the hotel. Bars are run by bar managers. The

cycle of beverages is complex. It involves the following steps: ordering, receiving, storing, issuing, bar stocking, serving, and guest billing. Beverages are not perishable; they may be held over if not sold. Bar efficiency is measured by the pour/cost percentage.

The pour cost is determined by dividing the cost of the depleted inventory by the sales over a period of time. A pour cost of 16 to 24% is considered appropriate for most operations. If sophisticated control systems are employed, pour costs are likely to be closer to 16%. Automated control systems are expensive. They can, however, provide greater accuracy and protect companies from losses due to over pouring, pilferage, and other problems. Operators must ensure responsible alcohol service. If the guest becomes intoxicated and is involved in an accident, the server of the beverage, the bar person, and the manager may be held liable. Typical bar types in hotels are lobby bars, restaurant bars (used as a holding area), the service bar (backstage bar), the catering and banquet bar (for functions), pool bars, mini-bars (in the guests room), nightclubs, sports bars, and casino bars.

6. Banquets

Banquets and functions bring people together to celebrate and honor various events. Events may center on anniversaries, weddings, political events, conventions, state dinners, etc. Groups that commonly arrange functions are social, military, education, religious, and fraternal organizations (SMERF organizations). The term banquet refers to a group of people who eat together at one time and in one place. Catering includes a variety of occasions when people may eat at various times. Catering may be subdivided into on-premises and off-premises. The director of catering reports to the F&B director and is responsible for selling and serving, catering, banquets, meetings, and exhibitions. These events must exceed guest expectations for quality and produce are as on able profit. A close relationship must be maintained with the executive chef to ensure that the menus are suitable for the client and practical for service. The director of catering must be able to sell functions, lead a team of employees, set and maintain department sales and cost budgets, set service standards, be creative, and be knowledgeable of the likes and dislikes of various ethnic groups. Over the years, the director of catering builds a list of clients and a wealth of experience with various events. The main sales function of the department is conducted by the director of catering (DOC) and the catering sales managers (CSMs). They obtain business leads

from convention and visitors bureaus, corporate office sales departments, hotels directors of sales, general managers, competitive hotels, rollovers (groups rebooking at the same properties), and cold calls.

Typical flow for function booking includes inquiry, check for space available in bible, confirm availability, contract and proposal completed, and modifications made; client confirms event arrangements by signing the contract. The catering event order (CEO), or banquet event order (BEO), is prepared and completed for each function to inform the client and the hotel personnel. It communicates essential information about the function: what needs to happen and when. The CEO or BEO is based on correspondence with the client and notes taken during meetings. It specifies the room layout and decor, time of arrival, VIPs, special attention required, bar times, cash or credit bar, time of meal service, menu, and service details. A final number is usually required anywhere from 7 days to 72 hours before the function. This ensures that the hotel will have prepped sufficiently and that the client will not end up paying for a large number of no-shows. Some hotels have a policy of preparing percentage (usually 3 to 5%) over the guaranteed number of guests. The director of catering holds weekly meetings with key individuals who will be responsible for upcoming events.

7. Role of Catering Service Manager

The catering service manager (CSM) is responsible for delivering service that exceeds the expectations of guests and the client. The CSM is responsible for directing the service of all functions, supervising catering house persons who set up the room, cooperating with the banquet chef, checking that the client is satisfied, making out client bills immediately after the function, calculating and distributing gratuities and service charges, and coordinating special requirements. The catering coordinator is responsible for managing the office and controlling the function diary. The function diary is often referred to as the bible. Today, many hotels use a brand name computer program such as Delphi. A 1992 survey by the AH & MA revealed that 56% of all properties offer room service and 75% of airport hotel properties offer room service. Economy and many mid-priced hotel properties offer vending machines or food deliveries from local pizza or Chinese restaurants. This allows them to provide a desired service to the guest without additional expense to the operation.

8. Classifications of Restaurants

There is not a single definition of restaurant classification. However, most experts agree there are two main categories: independent and chain restaurants. Other categories include quick service, ethnic, dinner house, occasion, casual, etc. Some restaurants may fall into more than one category. Americans are spending an increasing amount of food dollars away from home. The most popular meal to eat away from home is lunch. Individual restaurants are typically one or more owners who are usually involved in the day-to-day operation of the business.

8.1. Fine Dining Restaurant

A fine dining restaurant is one where a good selection of menu items is offered, that is, at least 15 or more different entrees cooked to order and nearly all the food being made on the premises from scratch or fresh ingredients. Most fine dining restaurants are independently owned and operated by an entrepreneur or partnership. There are no national fine dining, luxury restaurant chains due to high labor cost and the small percentage of the population that can actually afford the high prices. It is increasingly difficult to make a profit in this segment of the business because of competition from other restaurants. The level of service in fine dining restaurants is generally high. A host or hostess will seat, a captain and food servers will describe specials, and a separate sommelier may take the wine order. Tableside cooking may be performed. There is no national fine dining chain restaurant chain because of the factors unique to this type of operation: Operations are labor-intensive, there are a limited number of the population that can afford the high prices, it is difficult to maintain high standards, and there is limited market appeal.

8.2 Theme Restaurants

These restaurants usually offer a limited menu, but create a complete experience for the guest. Some offer all-American food, such as meatloaf served by wait staff in character. Others specialize in creating a lively atmosphere and offering a diverse menu (e.g., TGI Fridays, Bennigans, Outback Steakhouses).

8.3. Celebrity Restaurants

Celebrities who may or may not have F&B backgrounds own these operations. The operations are designed to be entertaining, drawing heavily on the notoriety of their owners (e.g., Wolfgang Puck, and Naomi Campbell, Claudia Schiffer and Elle Macpherson of the Fashion Caf).

8.4 Casual Dining and Dinner House Restaurants

Casual dining is relaxed and may cross several classifications. There are a variety of restaurant chains that call themselves dinner house restaurants; some could even fit into the theme category. Many dinner houses have a casual, eclectic decor that may promote a theme. Many fine dining chains are moving toward high-end casual, which is a segment that retains the informality of casual dining, but with prices and food quality resembling that of fine dining. However, whatever is called high-end casual dining is usually uncreative.

8.5 Quick Service (QSR)/Fast Food Restaurants

Quick service offer limited menus. It is this sector that really drives the industry. Quick service restaurants include hamburger, pizza, chicken etc.

9. Trends in Restaurant Development

Demographics, branding, alternative outlets, globalization, continued diversification within the various dining segments, multiple locations, more points of service, more hyper theme restaurants, and chain versus independent establishments are recent trends.

10. Food Trends and Practices

Back-to-basic cooking has been redefined to mean taking classical cooking methods and infusing modern technology and science to create healthy and flavorful dishes. Some examples include: thickening soups and sauces by processing and using the foods natural starches; redefining the basic mother sauces to omit the bchamel and egg-based sauces and add or replace with coulis and salsas or chutneys; pursuing more cultural culinary infusion to develop bold and aggressive flavors; experimenting with sweet and hot flavors; taking advantage of the shrinking globe and

disappearing of national borders to bring new ideas and flavors to restaurants; and re-evaluating recipes and substituting ingredients for better flavor (flavored liquid instead of water, substituting herbs and spices for salt, and returning to one-pot cooking to capture flavors).

: Noncommercial Foodservices Operations

Topic Objective:

At the end of this topic student would be able to understand:

- Foodservices Contract Management
- In-Flight and Airport Food Service
- Military Foodservice
- Foodservices in Educational Organizations
- Responsibilities in Managed Services
- Managed Services Career Paths
- Health Care Facilities
- Business and Industry
- Managed Services Other Than Food
- Leisure and Recreation
- Stadium Points of Service
- Advantages and Disadvantages of noncommercial foodservices

Definition/Overview:

Noncommercial foodservices: Noncommercial foodservices include the services provided without profit motive e.g. Military food services.

Key Points:**1. Foodservices Contract Management**

Contract management or contract administration in hospitality management is the management of contracts made with customers, vendors, partners, or employees. Contract management includes negotiating the terms and conditions in contracts and ensuring compliance with the terms and conditions, as well as documenting and agreeing any changes that may arise during its implementation or execution. It can be summarized as the process of systematically and efficiently managing contract creating, execution, and analysis for the purpose of maximizing financial and operational performance and minimizing risk.

2. In-Flight and Airport Food Service

Food has become a major competitive factor among airlines. Airlines may provide meals from their own in-flight business or have the food provided by a contractor.

In-flight foodservice is a complex process. All airlines have a limited menu. The food must be able to withstand transportation conditions and extended holding times (hot or cold). The meal must also be appealing and able to fit in the limited passenger eating space. Gate Gourmet International is the largest in-flight caterer in terms of sales.

Sky Chef and Cater Air are other companies in the field.

In-flight foodservice management operators plan the menus, develop the product specifications, and arrange the purchasing contracts. Many airlines place a high priority on controlling meal costs. Some limit the cost for an in-flight meal to \$6; some limit the menu choices, while others offer snacks rather than meals on many flights. International flights tend to have better food and beverage service. As airlines have decreased their in-flight foodservice, many chain restaurants have opened at airports.

3. Military Foodservice

Military foodservice is a large and important component of managed foodservice. Even with military downsizing, military foodservice sales are estimated at over \$6 million. Services and concepts are being redesigned to better serve the needs of personnel. Efforts are being made to address problems with service delays, inferior products, and inventory controls. In many cases, officers clubs have been contracted out to management companies. The clubs have moved emphasis from fine dining to a more casual atmosphere. Menu management strategies have also been implemented.

Another trend is the testing of prepared foods that can be reheated and served without much labor. MREs (meals ready to eat) are standard fare for troops in the field. Today, a mobile kitchen can be run by only two people. One problem of privatization of military foodservice operations may arise in the need to provide foodservice in combat situations. In such cases, the military must be able to provide its own foodservice.

4. Foodservices in Educational Organizations

4.1 Elementary and Secondary Schools

In 1946, the United States Government enacted the National School Lunch Act in response to concerns about malnourishment in military recruits. The program also allowed for the use of surplus food products. Today, millions of children are fed breakfast, lunch, or both each day, in approximately 98,000 schools. A major challenge for the program is to balance nutrition with foods the students like. Many are concerned about the food that young students are eating. Studies show that the food served in many cafeterias exceeds recommended dietary guidelines for fat content.

Some schools have onsite kitchens, where the food is prepared, and dining rooms, where the food is served. Large food districts may prepare foods in a central commissary and then distribute them to schools in the area. Alternatively, some schools purchase ready-to-

serve meals that are assembled at the meal site. The government National School Lunch Program is a huge market for fast food chains.

Although entering this market does mean a decrease in contribution margin on items offered, future benefits, such as building brand loyalty, can be extremely valuable. There has been much debate over the suitability of allowing chain foodservice operations in the school lunch programs. Professional chefs are working with the Department of Agriculture's Food and Consumer Service to develop healthful recipes and menus with increased appeal and without increased costs.

4.2 Nutrition Education Programs

Nutrition education is now required in the nations school lunch program. The food pyramid was developed as a part of this effort.

4.3 Colleges and Universities

College and university foodservice operations are complex and diverse. Residence halls, cafeterias, student unions, faculty clubs, convenience stores, administrative catering, and outside catering are the major components of this segment of noncommercial foodservice. On-campus dining can be a challenge because the clientele lives on campus and eats all of its meals at the campus facilities. Students, faculty, and staff often become bored with the surroundings and the menu offerings. Budgeting, in such operations, is simplified because the on-campus students have already paid for their meals and, therefore, numbers are easier to forecast.

Operations tend to offer students a variety of meal plans, rather than the old board plan, where students paid one fee for all meals whether they ate them or not. Many schools have adopted a prepaid credit plan, where students pay a dollar amount up front, and as they eat meals over the course of the term or school year, the dollar amount of each meal

is subtracted from the students account. Driving forces of change on campuses are the growth of branded concepts, privatization, campus cards, and computer use.

4.4 Student Unions

The student union offers a variety of food and services to cater to the needs of a diverse student body. It is often the place to be, a place where students gather to socialize, as well as to eat and drink. Many campuses have opted to allow restaurant chains to open on campus. The restaurant pays fees, either to the contract food company directly or to the college. Offering take-out service is another trend developing in college foodservice.

5. Responsibilities in Managed Services

Foodservice managers responsibilities in a small or midsize operation are more extensive than those of managers of larger operations. In addition to foodservice, key areas of responsibility include employee relations, human resource management, financial/budgeting, safety administration, safety budgeting, food production service, sanitation/food-borne illness prevention, purchasing, recruiting, and staff training and development.

6. Managed Services Career Paths

A typical career path in managed services includes the following:

- Assistant foodservice director
- Foodservice director
- General manager
- District manager

7. Health Care Facilities

Health care foodservice operations are very complex because they must meet the needs of clientele with special needs. Service is provided by tray, in the cafeteria, dining room, coffee shop, catering, and vending. The needs and desires of both the patients and the health care workers must be provided for. Meals must be consumed in a short period of time (30 minutes usually) and must have a varied menu. The main focus of a hospital foodservice operation is the tray line. In the tray line, meals are assembled through a color-coding system to meet requirements specified by the dietitian. These trays must be carefully checked to be sure each patient gets his or her correct meal.

Health care foodservice is very labor intensive. Labor accounts for 55 to 66% of operating dollars. Hospital foodservice has evolved to the point where the need for new revenue sources has changed the traditional patient and non patient meal-service ratios at many institutions. Often, the cafeteria is the greatest revenue generated for the health care foodservice operation. Cash sales to patients, their families, and staff have become important contributors to the bottom line in many operations. Some operations have branched out into retail bakeries and catering.

Innovations in preparation, such as sous vide and cook-chill, have allowed for labor savings. Additional savings can be realized through the quantity purchasing, menu management, and the use of operating systems to reduce food and labor costs. Contract specialists such as Sodexo, Compass, and ARAMARK will increase their margins. Restaurant chains have also entered this segment of the industry. These chains benefit from long-term leases at very attractive rates compared with a restaurant site. Some hospitals offer pizza service to rooms and comfort foods.

8. Business and Industry

Important terms to understand in regard to this segment are: contractors (companies that operate foodservice for the client on a contractual basis), self-operators (companies that operate their

own foodservice operations), and liaison personnel (people responsible for translating corporate philosophy to the contractor and overseeing the contractor). Contractors have about 80% of the B&I market. The remainder is self-operated. A new trend is for one operator to serve several tenants in a building through a central facility. B&I operators have begun to offer more diverse menu options. By offering more healthful meal options, operators are meeting the evolving needs of their clients. The resources largely determine the type of service offered by B&I operators: money, time, space, and expertise.

Typical manners of service include: 1) full-service cafeterias with straight, scatter, or mobile systems; and 2) limited-service cafeterias offering fast food service, cart, and mobile service, fewer dining rooms and executive dining rooms.

9. Managed Services Other Than Food

Many companies have expanded their service beyond food to include other areas of facilities management including:

- Housekeeping/custodial/environment services
- Maintenance and engineering
- Grounds and materials management
- Office and mail service
- Concierge services
- Patient transportation services for hospitals

10. Leisure and Recreation

Leisure and recreation is probably the most fun area of the foodservice industry to work in: stadiums, arenas, theme parks, national parks, state parks, zoos, aquariums, and other venues where food and beverage are provided for large numbers of people are leisure and recreation operations

11. Stadium Points of Service

Points of service include vendors, concession stands, and restaurants. A major point of service is the food and beverage offered in the premium seating areas known as super boxes, suites, and skyboxes. It is possible for all of these points of service to go on all at once and serving upwards 60,000 to 70,000 fans. To feed all these people many foodservice companies have contracts with the stadiums and arenas.

The same food companies that serve the stadiums and arenas contract most U.S national parks. These parks have hotels, restaurants, snack bars, gift shops, and myriad other service outlets. Another venue that requires foodservice is tournaments.

12. Advantages and Disadvantages

Advantages of careers in this area include the unique opportunity to see professional and amateur sporting events as much as you please, to be in rural, scenic areas and enjoy the great outdoors, to provide a diverse set of services for the guests or fans, and to have a set work schedule. With recent growth in this segment, many new career openings are now being offered. Disadvantages include large amounts of people to serve in short periods of time; a work schedule of weekends, holidays, nights; impersonal service, less creativity with food; seasonal employees; and an on/off season work schedule.

13. Foodservice distributor

A foodservice distributor is a company that provides food and non-food products to restaurants, cafeterias, industrial caterers, and hospitals and nursing homes.

A foodservice distributor functions as an intermediary between food manufacturers and the foodservice operator (usually a chef, foodservice director, food & beverage manager, and independent food preparation businesses operator owners.) Foodservice distributors procure

pallets and bulk inventory quantities that are broken down to case and sometimes unit quantities for the foodservice operator. Most foodservice operators purchase from a range of local, speciality, and broadline foodservice distributors on a daily or weekly basis.

Often a food manufacturer may hire a foodservice brokerage company to represent the manufacturer in a local market. The broker helps the food manufacturer market its products through the foodservice distribution system, which ranges from getting items stocked at the distributor to working with operators to purchase items from the distributor.

A broadline distributor services a wide variety of accounts with a wide variety of products, while a system distributor stocks a narrow array of products for specific customers, such as restaurant chains. Foodservice distribution companies can range in size from a one-truck operation to larger corporations. There are many independent broadline foodservice distribution companies that service chain and multi-unit restaurants based on master distribution agreements with national foodservice groups. These groups provide distributor members procurement capabilities rival the purchasing power of largest distributors. These distributor groups also provide distributor members group private label brands as well as marketing and quality assurance services. Before the advent of redistribution, only the largest foodservice distributors could purchase enough products from an individual food manufacturer to fill up an entire truck. Smaller distributors were forced to purchase in less than truckload (LTL) quantities, putting them at a significant logistical disadvantage to the larger distributors.

In the food redistribution model, a re-distributor will purchase in truckload quantities from many food manufacturers and warehouse the products. Individual distributors can then purchase multiple manufacturers' products from the re-distributor and fill up an entire truck to save on shipping costs. The largest food redistributor in the U.S. is Dot Foods, followed by Sysco.

- | |
|---|
| <ul style="list-style-type: none">▸ In Section 3 of this course you will cover these topics:<ul style="list-style-type: none">▸ Recreation And Leisure Organizations |
| <ul style="list-style-type: none">▸ You may take as much time as you want to complete the topic covered in section 3. There is no time limit to finish any Section, However you must finish All Sections before semester end date. |
| <ul style="list-style-type: none">▸ If you want to continue remaining courses later, you may save the course and leave. You can continue later as per your convenience and this course will be available in your area to save and continue later. |

: Recreation And Leisure Organizations

Topic Objective:

At the end of this topic student would be able to understand:

- Private Clubs
- Government-Sponsored Recreation
- National Parks in the United States
- Public Recreation and Park Agencies
- Commercial Recreation
- Theme Parks

Definition/Overview:

Leisure: Leisure or free time, is a period of time spent out of work and essential domestic activity. It is also the period of recreational and discretionary time before or after compulsory activities such as eating and sleeping, going to work 'or running a business, attending school and doing homework, household chores, and day-to-day stress. The distinction between leisure and compulsory activities is loosely applied, i.e. people sometimes do work-oriented tasks for pleasure as well as for long-term utility. Leisure management deals the administration of such activities.

Key Points:**1. Private Clubs**

Private clubs are places where members gather for social, recreational, professional, or fraternal reasons. Club management is similar in many ways to hotel management. Managers are responsible for forecasting, planning, budgeting, human resource development, food and beverage facility management, and maintenance. However, club members are emotionally attached to the organization and often are, or behave like, the owners of the club. Club members pay a fee for membership and annual dues. The Club Managers Association of America (CMAA) is the professional organization that many club managers belong to. There are approximately 6,000 private country clubs in the United States. The CMAA publishes professional guidelines that managers have set for themselves.

1.1 Club Management Structure

The internal management structure of a club is governed by a constitution and bylaws. The members elect the officers and directors of the club. The officers establish policies by which the club will operate. Committees also play an important part in the clubs activities. The role of the club manager has changed due to increasing expectations and now involves a leadership role in the vision and tradition of the club.

1.2 Country Clubs

Country clubs offers recreational facilities; the focus generally is on golf, but tennis and swimming are frequently included. Country clubs usually have one or more lounges and restaurants, and most have banquet facilities. Country clubs have two types of memberships: full and social. Full members are able to use all of the facilities at all times. Social members are only able to attend social facilities.

1.3 City Clubs

City clubs are business oriented. They exist to cater to the wants and needs of members. City clubs fall into the following categories: professional, social, athletic, dining, university, military, yachting, fraternal, and proprietary. An example of a City Club is The National Press Club.

Professional clubs are for people in the same profession. Social clubs concentrate on serving the social needs of members who are from similar socioeconomic backgrounds. Athletic clubs provide an outlet for working out, dining, and meeting. Some have sleeping quarters.

Dining clubs are usually located in large office buildings. University clubs are reserved for alumni. Military clubs cater to both noncommissioned officers (NCOs) and enlisted officers. Fraternal clubs include many special organizations such as the Veterans of Foreign Wars, Elks, and the Shriners. Yacht clubs are based on a sailing theme and have slips to house boats. Proprietary clubs are operated on a for-profit basis. They may be operated by corporations or individuals. People wanting to become members purchase a membership not a share in the club.

2. Government-Sponsored Recreation

Various levels of government maintain parks and recreation and leisure services. The general welfare clause of the Constitution has become a legal basis for federal action affecting leisure pursuits. The government raises revenues from income taxes, sales taxes, and special-use taxes to support the operation of the parks. Transient occupancy taxes (TOT) also provide support.

Funding is distributed to various recreation and leisure organizations at the federal, state, city, and town levels. These organizations may range from cultural pursuits to outdoor recreation. Perceptions and attitudes influence whether or not individuals participate in recreation. Demographics also impact these decisions.

Recreation professionals face a number of political and legal challenges. Comprehensive planning, land classification systems, land-use planning, funding, and differences in purpose are among the factors to be considered.

3. National Parks in the United States

The National Parks Service was founded in 1916 by Congress to conserve park resources and to provide for their use by the public. The Parks Service also manages many other heritage/historical attractions. There are 367 national parks in the United States. These parks have more than 272 million visitors per year. The Parks Service also works toward understanding and preserving the environment.

4. Public Recreation and Park Agencies

During the early part of the 19th century the parks movement expanded rapidly as a responsibility of government and voluntary organizations. The New England Association of Park Superintendents was established to bring together park superintendents and promote their professional concerns. More and more, city governments are providing recreation facilities, programs, and services. Government recreation facilities include golf courses, swimming pools, bathing beaches, picnic areas, winter sport facilities, game fields, and playgrounds.

5. Commercial Recreation

Recreation management came of age in the 1920s and 1930s when recreation and social programs were offered as a community service. College degrees began to be offered in recreation management. Both public and private sector recreation management has grown rapidly since

1950. Commercial recreation has been defined as recreation that the consumer pays for and the supplier expects a profit from.

Recently, a merging frenzy has occurred in the gaming industry. There are four large casino operators: Caesars Entertainment, MGM Grand Inc., Harrahs Entertainment, Inc., and Mandalay Resort Group. These four hold all the cards in the gaming industry, so to speak!

The gaming entertainment industry pays billions of dollars per year in taxes. Gambling pays taxes to state governments. Casino gaming companies pay an average of 12% of total revenues in taxes. Since the early 1970s, the ownership of casinos has shifted predominately to publicly held companies whose shares are traded on the major stock exchanges.

The entertainment industry (much of which is informally known as show business or show biz) consists of a large number of sub-industries devoted to entertainment. However, the term is often used in the mass media to describe the mass media companies that control the distribution and manufacture of mass media entertainment. In the popular parlance, the term show biz in particular connotes the commercially popular performing arts, especially musical theatre, vaudeville, comedy, film, and music.

6. Theme Parks

Theme parks create an atmosphere of different places and times and usually concentrate on a dominant theme. Architecture, landscaping, shows, and merchandise are all focused on the theme. An example of theme parks is Sea World. Disney resorts include Walt Disney World (including the Magic Kingdom, Epcot, and DisneyMGM Studios) and Disney Land.

7. Modern Concepts of Recreation and Leisure

Recreation or leisure is the expenditure of time in a manner designed for therapeutic refreshment of one's body or mind. While leisure is more likely a form of entertainment or rest, recreation is

active for the participant but in a refreshing and diverting manner. As people in the world's wealthier regions lead increasingly sedentary life styles, the need for recreation has increased. The rise of so called active vacations exemplifies this.

A few individuals view recreation as largely non-productive, even trivial. Excessive recreation is not considered healthy, and may be labeled as escapism. However, research has shown that recreation contributes to satisfaction, and that the stress management aspects of it contribute to quality of life, health and wellness, and that the use of recreation as a diversion may have clinical applications to individuals with chronic pain and other health impairments. In some cultures and religions, recreation is encouraged on certain days and discouraged on others. For example, in Judaism, the Shabbat is a day for recreation, study and relaxation; some Christian churches use the Sabbath. However, others interpret the Sabbath to be a day of worship, in lieu of recreation.

Leisure travel was associated with the industrialisation of United Kingdom the first European country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners, and the traders. These comprised the new middle class. Cox & Kings were the first official travel company to be formed in 1758. The British origin of this new industry is reflected in many place names. At Nice, France, one of the first and best-established holiday resorts on the French Riviera, the long esplanade along the seafront is known to this day as the Promenade des Anglais; in many other historic resorts in continental Europe, old well-established palace hotels have names like the Hotel Bristol, the Hotel Carlton or the Hotel Majestic - reflecting the dominance of English customers. Many tourists do leisure tourism in the tropics both in the summer and winter. It is often done in places such as Cuba, Dominican Republic, Thailand, North Queensland in Australia and Florida in the United States.

Mass travel could only develop with improvements in technology allowed the transport of large numbers of people in a short space of time to places of leisure interest, and greater numbers of people began to enjoy the benefits of leisure time. In the United States, the first great seaside resort, in the European style, was Atlantic City, New Jersey, and Long Island. In Continental Europe, early resorts included Ostend (for the people of Brussels), and Boulogne-sur-Mer (Pas-

de-Calais) and Deauville (Calvados) (for Parisians), and Heiligendamm (founded 1797 as the first seaside resort at the Baltic Sea).

8. Nightclub

A nightclub (or "night club" or "club") is a drinking, dancing, and entertainment venue which does its primary business after dark. People who frequent nightclubs are known as clubbers. A nightclub is usually distinguished from bars, pubs or taverns, by the inclusion of a dance floor and a DJ booth, where a DJ plays recorded dance and pop music. Some nightclubs have other forms of entertainment, such as comedians, "go-go" dancers, a floor show or strippers (see strip club). The music in nightclubs is either live bands or, more commonly a mix of songs played by a DJ through a powerful PA system. Most clubs or club nights cater to certain music genres, such as techno, house music, heavy metal, garage, hip-hop, or salsa. Major cities in Europe and North America often have a variety of nightclubs, and some small towns and cities also have nightclubs. Nightclubs often feature lighting and other effects, to enhance the dancing experience. Lighting and effects include flashing colored lights, moving light beams, laser light shows, strobe lights, mirror-covered disco balls, or foam, and smoke machines.

Nightclub hours vary widely across the world; in areas with strict liquor regulations in place, nightclubs may have a legal requirement to close at a certain hour. These cities sometimes have illegal "after hours" clubs that stay open and serve alcohol after this legal closing time. In non-regulated areas, nightclubs stay open all night and into early daylight hours.

Entertainment is the main attraction at some types of nightclubs. One type of club is a concert club, which specializes in hosting performances of live music. In contrast to regular night clubs, concert clubs are usually only open when a performance is scheduled. Other types of clubs include "Underage" clubs, which allow non-drinking age attendees.

Nightclubs can be built in former warehouses and cinemas, underground buildings, and custom-built buildings, and generally have thick insulated walls and few or no windows, so that the neighboring buildings will not be disturbed by the powerful beat of the dance music and the

flashing strobe lights. This style of construction also keeps light and noise from the street from entering the club.

This allows the nightclub to turn the dance floor into an alternate, illusory realm of timelessness. Even if an all-night rave at a nightclub lasts until 6 a.m., when it is light outside, to the clubgoers, it is still dark inside the club, and the partying and dancing continue.

In most cases entering a night club requires a flat fee called a cover charge. Early arrivers and women often have cover waived (in the United Kingdom, this latter option is illegal under the Sex Discrimination Act 1975). Friends of the doorman or the club owner may gain free entrance. Sometimes, especially at larger clubs, one only gets a pay card at the entrance, on which all money spent in the discothque (often including the entrance fee) is marked. Sometimes entrance fee and wardrobe costs are paid by cash and only the drinks in the club are paid using a pay card.

9. Motel

Entering dictionaries after World War II, the word motel, a portmanteau of motor and hotel or motorists' hotel, referred initially to a type of hotel consisting of a single building of connected rooms whose doors faced a parking lot and, in some circumstances, a common area; or a series of small cabins with common parking. As the United States highway system began to develop in the 1920s, long distance road journeys became more common and the need for inexpensive, easily accessible overnight accommodation sited close to the main routes, led to the growth of the motel concept. The motel concept originated with the Motel Inn of San Luis Obispo, constructed in 1925 by Arthur Heineman. In conceiving of a name for his hotel Heineman abbreviated motor hotel to mo-tel.

Unlike their predecessors, auto camps and tourist courts, motels quickly adopted a homogenized appearance. They are typically constructed in an 'I'- or 'L'- or 'U'-shaped layout that includes guest rooms, an attached manager's office, a small reception and, in some cases, a small diner. Post-war motels sought more visual distinction, often featuring eye-catching neon signs which employed themes from popular culture, ranging from Western imagery of cowboys and Indians to contemporary images of spaceships and atomic era iconography.

In their early years, motels were "mom-and-pop" facilities on the outskirts of a town. They attracted the first "road warriors" as they crossed the United States in their new automobiles. Wigwam Motel No. 6, a unique motel, on historic Route 66 in Holbrook, Arizona Motels differ from hotels in their common location along highways, as opposed to the urban cores favored by hotels, and their orientation to the outside (in contrast to hotels whose doors typically face an interior hallway). Motels almost by definition include a parking lot, while older hotels were not built with automobile parking in mind.

With the 1952 introduction of Kemmons Wilson's Holiday Inn, the mom-and-pop motels of that era went into decline. Eventually, the emergence of the interstate highway system, along with other factors, led to a blurring of the motel and the hotel, though family-owned motels with as few as five rooms may still be found, especially along older highways.

In most countries of Latin America and some countries of East Asia, motels are also known as short-time hotels, and offer a short-time or "transit" stay with hourly rates primarily intended for people having sexual liaisons and not requiring a full night's accommodation. In Mexico love hotel equivalents are known as "Motel de paso" (Passing Motel) (even if they are actually meant mostly for pedestrian access). In Colombia, Venezuela and Brazil, motels are used by people for sexual intercourse only. In Argentina these establishments are called albergue transitorio ("temporary lodging"), though known as telo in vesre-slang. In Panama love hotels are known as Push Bottoms. In Paraguay, similarly to Brazil and Colombia, motels may charge only by the hour and are also popularly known as reservados.

In Singapore, cheap hotels often offer a slightly more euphemistic "transit" stay for short-time visitors. In Manila, a campaign against the hotels, believed by religious conservatives to contribute to social decay in the predominantly Roman Catholic country, ended with the city banning hotels from offering stays of very short duration. As of December 2006 there are still many short time hotels in operation. In Belgium and France, these establishments are known as htels de passe. In Chile, they are known as moteles parejeros (coupling motels), and many of them offer hourly rates. In the United States and Canada, some ordinary motels in low income areas often called no-tell motels or hot sheet motels play a similar role to love hotels.

Motels have also served as a haven for fugitives of the law. In the past, the anonymity and the ability to move around easily between motels in different regions by dropping in and checking out with a simple registration process allowed fugitives to remain ahead of the law. However, several advances have reduced the capacity of motels to serve this purpose. Credit card transactions, which in the past were more easily approved and took days to report, are now approved or declined on the spot, and are instantly recorded in a database, thereby allowing law enforcement access to this information. This system was implemented in 1993 after the abduction and murder of Donna Martz, whose credit card was used by her killers following her death to purchase food, gasoline, and to pay for overnight motel stays. The story of Martz's disappearance, leading to the development of this system, was described on The FBI Files. Laws in many places now require registering guests to present a government-issued photo ID, especially when paying with cash. Local law enforcement agencies frequently check motels when they suspect a wanted individual may be staying in their jurisdiction.

10. Resort

A resort is a place used for relaxation or recreation, attracting visitors for holidays or vacations. Resorts are places, towns or sometimes commercial establishment operated by a single company. Such a self-contained resort attempts to provide for most of a vacationer's wants while remaining on the premises, such as food, drink, lodging, sports, entertainment, and shopping. The term "resort" sometimes is misused to identify a hotel that does not provide the other amenities required of a full resort. However, a hotel is frequently a central feature of a resort, such as the Grand Hotel at Mackinac Island, Michigan. A resort is not merely a commercial establishment operated by a single company, although in the late twentieth century this sort of facility became more common.

Towns that contain resorts or where tourism or vacationing is a major part of the local activity are often called resort towns. Towns such as Sochi in Russia, Sharm el Sheikh in Egypt, Barizo of Spain, Cortina d'Ampezzo of Italy, Druskininkai of Lithuania, Nice or French Riviera of France or Newport, Rhode Island or St. Moritz, Switzerland, or larger regions, like the Adirondack

Mountains or the Italian Riviera are well known resorts. The Walt Disney World Resort is a prominent example of a modern, self-contained commercial resort. Resorts exist throughout the world, increasingly attracting visitors from around the globe. Thailand, for instance, has become a popular destination. Resorts are especially prevalent in Central America and the Caribbean. Closely related to resorts are convention and large meeting sites. Generally these occur in cities where special meeting halls, together with ample accommodations as well as varied dining and entertainment are provided.

A famous resort of the ancient world was Baiae, Italy, popular over 2,000 years ago. Capri, an island near Naples, Italy, has attracted visitors since Roman times.

Another famous historical resort was Monte Ne near Rogers, Arkansas, which was active in the early 20th century. At its peak more than 10,000 people a year visited its hotels. It closed in the 1930s, and was ultimately submerged under Beaver Lake in the 1960s.

▸ In Section 4 of this course you will cover these topics:

▸ The Meetings Business

▸ You may take as much time as you want to complete the topic covered in section 4. There is no time limit to finish any Section, However you must finish All Sections before semester end date.

▸ If you want to continue remaining courses later, you may save the course and leave. You can continue later as per your convenience and this course will be available in your area to save and continue later

: The Meetings Business

Topic Objective:

At the end of this topic student would be able to understand:

- Meetings
- Special Events and Off-Premise Catering

- Know Your Client
- The Special Event Job Market
- Key Players in the Industry
- Meeting Planners
- Convention and Visitors Bureaus
- Event Management
- Specialized Services
- Trends in Conventions, Meetings, and Expositions

Definition/Overview:

Meetings: Meetings can be conferences, workshops, seminars, or other events designed to bring people together in order to exchange information. There are various forms that meetings can take, including clinic, forum, seminar, symposium, or workshop.

Key Points:**1. Meetings**

Meetings are held for the purposes of education, decision making, research, change, sales, team building, new product introduction, problem solving, strategy, or reorganization. Meetings are a revenue source for associations. The average lead time for organizing a meeting is three to six months. Goals for meetings include:

- Increase awareness of the organization.
- Raise money.
- Provide information.

About half of all meeting planners are involved in incentive travel for corporate executives to reward them for reaching specific targets. Conventions are annual gatherings of a group of individuals who meet for a common interest.

Exhibitions frequently include live demonstrations and seminars in addition to exhibit booths. Convention centers compete to host the largest exhibitions, which can add several million dollars in revenue to the local economy. Exhibitions are either consumer shows or trade shows. The advent of technology has affected tourism. The demand for information has driven the increase in meetings, conventions, and exhibitions. The nature of delivering meetings has been impacted by technology. Meeting planners use technology to produce meetings more efficiently.

Meetings are mostly organized by corporations, associations, social, military, educational, religious, and fraternal groups (SMERFs). The purpose of meetings is to affect behavior. A successful meeting requires careful planning and organization as well as attention to the wishes of the client. The three main types of meeting setups are theater style, classroom style, and boardroom style. Expositions are events designed to bring together purveyors of products, equipment, and services in an environment in which they can demonstrate their products and services to attendees at a convention or trade show. The intent of the exhibitors is to generate sales. Conventions are meetings combined with expositions. They are generally larger meetings with some form of trade show included. The majority of conventions are held in large hotels over a three- to five-day period, rather than in a convention center.

Meetings, incentive travel, conventions, and exhibitions (MICE) represent a growing segment of the tourism industry. The MICE tourist spends about twice the amount of money that other tourists spend. Meeting planners are under pressure to show a strong return on investment (ROI).

The primary sources of revenue are attendee registration fees, exhibit space rentals, sponsorship fees, and conference program advertising fees. Considerations when determining the site include facility location and service level, accessibility, hotel room availability, conference room availability, price, city, restaurant service and quality, personal safety, local attractions and geographic locations, and hospitality.

2. **Special Events and Off-Premise Catering**

Special events are the business of conceiving, designing, developing and producing ideas. Special events include sporting events, festivals, corporate events, conventions, and social events. A special event incorporates the services of many vendors and suppliers. The off-premise catering consultant conceives, develops, and expedites a vision. Catering is central to the success of a special event.

3. **Know Your Client**

Information needed includes:

- Group demographics
- Conference/convention purpose
- Event date
- Dietary preferences
- Meal and menu program
- Past events held by the group
- Expected attendance
- Event budget

4. **The Special Event Job Market**

Being a special event consultant requires many skills. A typical experience includes learning the food and beverage aspect, gaining knowledge from a culinary arts program, gaining banquet experience, being a guest service agent at a hotel. Then you can become a banquet manager, next

obtain a sales position. Then you can become a convention service manager within a hotel or move into off-premise catering.

5. Key Players in the Industry

The need to hold face-to-face meetings and attend conventions has grown into a multibillion dollar industry. Major players in the convention industry are convention and visitors bureaus (CVBs), meeting planners and their clients, the conventions centers, specialized services, and exhibitions.

6. Meeting Planners

Meeting planners may be independent contractors who contract out their services to both associations and corporations as the need arises, or they may be full-time employees of corporations or associations. The professional meeting planner not only makes hotel and meeting bookings but also plans the meeting down to the last detail. The meeting planner must remember to ensure that the services contracted for have been delivered. The meeting planners role varies from meeting to meeting. Typical responsibilities include meeting with the client before the event occurs, meeting onsite during the event, and conducting a post-meeting debriefing. During the site inspection, the meeting planner is shown all aspects of the hotel and any special facilities that may interest the planner or the client.

7. Convention and Visitors Bureaus

Convention and visitors bureaus (CVBs) are major players in the meetings, convention, and expositions markets. Among the industry sectors represented by CVBs are transportation, hotels and motels, restaurants, attractions, and suppliers. The primary responsibilities of a CVB are to encourage groups to hold meetings, conventions, and trade shows in the area; to assist groups with meeting preparation and support; to encourage tourists to visit the historical, cultural, and recreational opportunities the city or area has to offer; and to promote the image of the community it represents.

The outcome of the CVBs activities should be increased tourist revenues for the area. Bureaus generate leads from a variety of sources. They will often make cold calls on potential prospects such as major associations, corporations, and incentive houses. The sales manager will invite the meeting, convention, or exposition organizer to make a familiarization (FAM) trip to a site inspection.

7.1 Convention Centers

Convention centers are huge facilities where meetings and expositions are held. Usually convention centers are corporations owned by county, city, or state governments and operated by a board of appointed representatives from various groups having a vested interest in the successful operation of the center. Convention centers have a variety of exposition and meeting rooms to accommodate both large and small events. The centers generate revenue from the rental of space. Additional revenue is generated by the sale of food and beverages. Many centers use subcontractors to handle staffing, construction, lighting, audiovisual, electrical, and communications.

8. Event Management

Larger convention center events are planned years in advance. It is important that the CVB and the convention center marketing and sales teams work closely together. Once the booking becomes definite, the senior event manager assigns an event manager to work with the client during the sequence of pre-event, event, and post-event. The booking manager is critical to the success of the event by booking the correct space and working with the organizers to help them save money by allocating only the space really needed and allowing the client to set up on time.

The contract must be carefully prepared because it is a legal document. After the contract has been signed and returned by the client, the event manager will make follow-up calls until about

six months before the event, when arrangements will be finalized. The event manager is the key contact between the center and the client. Two weeks prior to the event an event document is distributed to department heads. This document contains detailed information needed to ensure that things run smoothly. Approximately 10 days before the event a Week at a Glance meeting is held (WAG meeting). This is a very important meeting as it often provides an opportunity to troubleshoot in advance. At about the same time as the WAG meeting, a pre-convention or pre-expo meeting is held with various support contractors such as shuttle bus managers, registration operators, etc.

9. Specialized Services

A number of companies offer specialized services such as transportation, entertainment, audiovisual, escorts, and tour guides.

10. Trends in Conventions, Meetings, and Expositions

Trends include globalization, cloning of shows, competition, and technology, growth of shows, more attendees at regional conventions, and a boom in the number of convention centers.

Instructions

- | |
|---|
| <ul style="list-style-type: none">▶ In Section 5 of this course you will cover these topics:<ul style="list-style-type: none">▪ Focus On You And Your Professional Career |
| <ul style="list-style-type: none">▶ You may take as much time as you want to complete the topic covered in section 5. There is no time limit to finish any Section, However you must finish All Sections before semester end date. |
| <ul style="list-style-type: none">▶ If you want to continue remaining courses later, you may save the course and leave. You can continue later as per your convenience and this course will be available in your area to save and continue later. |

: Focus On You And Your Professional Career**Topic Objective:**

At the end of this topic student would be able to understand:

- What are Career Options in Travel & Tourism Industry?
- What a Candidate should know?
- Choice of Jobs
- Criticism on Hospitality as a Career

Definition/Overview:

Career in Travel and Tourism: If you were to describe your dream job, it would probably have some, if not all of the following characteristics: limitless career opportunities in a growing and important industry, routine travel, and new challenges around every bend. Do we have your attention? You will find all of these qualities in a career in travel and tourism.

Key Points:**1. What are Career Options in Travel & Tourism Industry?**

While a large part of the travel and tourism industry is comprised of travel agencies, there are many other vital components. These include hotels, resorts, restaurants/food, bus/train/airline bookings, and tour operations. Among travel agents there is a great deal of variation. Some specialize in business travel, and are involved in planning, publicity and bookings for conferences or trade fairs. Some specialize in holiday/vacation planning.

2. What a Candidate should know?

A travel and tourism career requires a wide array of skills, and some formal study in travel and tourism is helpful. Your studies will include computer and technology training, marketing,

business management, accounting and public relations. Have you traveled much? That's even better. Experienced travelers bring unique and desirable qualities to their positions, and those in travel and tourism careers often get free or discounted travel. See and experience the world everyday with a career in travel and tourism.

Travel and tourism is one of America's largest industries. The Travel Industry Association of America says that in 2004, the U.S. travel industry received more than \$600 billion from domestic and international travelers, and that's not counting international passenger fares. These expenditures directly resulted in 7.3 million jobs and over \$162 billion in payroll income for Americans, as well as \$100 billion in federal, state, and local tax revenue. Travel and tourism is an incredibly vital and exciting industry, and the career opportunities that exist within it are as varied as the destinations it serves.

3. Choice of Jobs

One of the many wonderful aspects of this industry is the flexibility and choice it offers. You can start by working in hotels, and if that doesn't suit, you can change to contract catering or use your experience to go into consultancy, manage a bar, run a restaurant or fast-food outlet, or even aspire to becoming the new Jamie Oliver! If you love action and adventure, then there is the forces' catering sector. If your talents lie in accountancy, then you could become the financial director of a large hotel or catering company. If you are an Information Technology (IT) geek, the profession is in constant need of IT specialists. In short, there is a job to suit just about everyone!

4. Criticism on Hospitality as a Career

However, a criticism often leveled at the hospitality profession is that it involves working long, often unsocial, hours. Certainly, a rewarding career in the hotel industry does require a strong personal commitment for those very reasons. But if a person wants to work normal daytime working hours, then the food-service sector provides an ideal option, offering tremendous job satisfaction, fast promotion and good financial remuneration. Basically, the industry is whatever you make of its unrivalled career opportunities.

In an economic climate where 'adaptability' and 'flexibility' are now key considerations when following a career path, today's managers and aspiring managers are increasingly responsible for their own career development through updating their skills and knowledge. Recognizing this fact, we are more conscious than ever of the need to provide support for members - from the time they are students, to the moment they retire from the profession.

5. Recent Developments in Tourism

There has been an upmarket trend in the tourism over the last few decades, especially in Europe where international travel for short breaks is common. Tourists have higher levels of disposable income and greater leisure time and they are also better-educated and have more sophisticated tastes. There is now a demand for a better quality products, which has resulted in a fragmenting of the mass market for beach vacations; people want more specialised versions, such as Club 18-30, quieter resorts, family-oriented holidays, or niche market-targeted destination hotels. The developments in technology and transport infrastructure, such as jumbo jets and low-cost airlines, and more accessible airports have made many types of tourism more affordable. There have also been changes in lifestyle, such as retiree-age people who sustain year round tourism. This is facilitated by internet sales of tourism products. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

There have been a few setbacks in tourism, such as the September 11 attacks and terrorist threats to tourist destinations such as Bali and European cities. On December 26, 2004 a tsunami, caused by the 2004 Indian Ocean earthquake hit Asian countries bordering the Indian Ocean, and also the Maldives. Thousands of lives were lost, and many tourists died. This, together with the vast clean-up operation in place, has stopped or severely hampered tourism to the area. The terms tourism and travel are sometimes used interchangeably. In this context travel has a similar definition to tourism, but implies a more purposeful journey. The terms tourism and tourist are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited by tourists.

Creative tourism Creative tourism has existed as a form of cultural tourism since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families traveling for the purpose of (mostly interactive) educational experiences. More recently, creative tourism has been given its own name by Crispin Raymond and Greg Richards, who as a member of the Association for Tourism and Leisure Education (ATLAS) has directed a number of projects for the European Commission, including cultural tourism, crafts tourism or sustainable tourism. They have defined "creative tourism" as tourism related to the active participation of travelers in the culture of the host community, through interactive workshops and informal learning experiences.

Meanwhile, the concept of creative tourism has been picked up by high-profile organizations such as UNESCO, who through the Creative Cities Network have endorsed creative tourism as an engaged, authentic experience that promotes an active understanding of the specific cultural features of a place.

More recently, creative tourism has gained popularity as a form of cultural tourism, drawing on active participation by travelers in the culture of the host communities they visit. Several countries offer examples of this type of tourism development, including the United Kingdom, Spain, Italy and New Zealand.

Dark tourism One emerging area of special interest tourism has been identified by Lennon and Foley (2000) as "dark" tourism. This type of tourism involves visits to "dark" sites such as battlegrounds, scenes of horrific crimes or acts of genocide, for example concentration camps. Dark tourism poses severe ethical and moral dilemmas: should these sites be available for visitation and, if so, what should the nature of the publicity involved be. Dark tourism remains a small niche market driven by varied motivations, such as mourning, remembrance, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.

6. Growth of Tourism in Recent Years

The World Tourism Organization (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4 %. By 2020 Europe will remain the most popular destination, but its share will drop from 60% in 1995 to 46%. Long-haul will grow slightly faster than intraregional travel and by 2020 its share will increase from 18% in 1995 to 24%.

With the advent of e-commerce, tourism products have become one of the most traded items on the internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.) can sell their services directly. This has put pressure on intermediaries from both on-line and traditional shops.

It has been suggested there is a strong correlation between Tourism expenditure per capita and the degree to which countries play in the global context. Not only as a result of the important economic contribution of the tourism industry, but also as an indicator of the degree of confidence with which global citizens leverage the resources of the globe for the benefit of their local economies. This is why any projections of growth in tourism may serve as an indication of the relative influence that each country will exercise in the future.

Space tourism is expected to "take off" in the first quarter of the 21st century, although compared with traditional destinations the number of tourists in orbit will remain low until technologies such as a space elevator make space travel cheap. Technological improvement is likely to make possible air-ship hotels, based either on solar-powered airplanes or large dirigibles. Underwater hotels, such as Hydropolis, expected to open in Dubai in 2009, will be built. On the ocean, tourists will be welcomed by ever larger cruise ships and perhaps floating cities. As a result of the economic crisis of 2008, international arrivals suffered a strong slowdown beginning in June 2008. Growth from 2007 to 2008 was only 3.7% during the first eight months of 2008.

The Asian and Pacific markets were affected and Europe stagnated during the boreal summer months, while the Americas performed better, reducing their expansion rate but keeping a 6% growth from January to August 2008. Only the Middle East continued its rapid growth during the same period, reaching a 17% growth as compared to the same period in 2007. This slowdown on international tourism demand was also reflected in the air transport industry, with a negative

growth in September 2008 and a 3.3% growth in passenger traffic through September. The hotel industry also reports a slowdown, as room occupancy continues to decline. As the global economic situation deteriorated dramatically during September and October as a result of the global financial crisis, growth of international tourism is expected to slow even further for the remaining of 2008, and this slowdown in demand growth is forecasted to continue into 2009 as recession has already hit most of the top spender countries, with long-haul travel expected to be the most affected by the economic crisis.

7. Medical tourism

Medical tourism (also called medical travel, health tourism or global healthcare) is a term initially coined by travel agencies and the mass media to describe the rapidly-growing practice of traveling across international borders to obtain health care.

Such services typically include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries.

However, virtually every type of health care, including psychiatry, alternative treatments, convalescent care and even burial services are available. As a practical matter, providers and customers commonly use informal channels of communication-connection-contract, and in such cases this tends to mean less regulatory or legal oversight to assure quality and less formal recourse to reimbursement or redress, if needed.

Over 50 countries have identified medical tourism as a national industry. However, accreditation and other measures of quality vary widely across the globe, and there are risks and ethical issues that make this method of accessing medical care controversial. Also, some destinations may become hazardous or even dangerous for medical tourists to contemplate. Factors that have led to the increasing popularity of medical travel include the high cost of health care, long wait times for certain procedures, the ease and affordability of international travel, and improvements in both technology and standards of care in many countries.

Medical tourists can come from anywhere in the world, including Europe, the UK, Middle East, Japan, the United States, and Canada. This is because of their large populations, comparatively high wealth, the high expense of health care or lack of health care options locally, and

increasingly high expectations of their populations with respect to health care. An authority at the Harvard Business School recently stated that "medical tourism is promoted much more heavily in the United Kingdom than in the United States".

A forecast by Deloitte Consulting published in August 2008 projected that medical tourism originating in the US could jump by a factor of ten over the next decade. An estimated 750,000 Americans went abroad for health care in 2007, and the report estimated that a million and a half would seek health care outside the US in 2008. The growth in medical tourism has the potential to cost US health care providers billions of dollars in lost revenue. A large draw to medical travel is convenience and speed. Countries that operate public health-care systems are often so taxed that it can take considerable time to get non-urgent medical care. The time spent waiting for a procedure such as a hip replacement can be a year or more in Britain and Canada; however, in New Zealand, Costa Rica, Singapore, Hong Kong, Thailand, Cuba, Colombia, Philippines or India, a patient could feasibly have an operation the day after their arrival. In Canada, the number of procedures in 2005 for which people were waiting was 782,936.

Additionally, patients are finding that insurance either does not cover orthopedic surgery (such as knee/hip replacement) or imposes unreasonable restrictions on the choice of the facility, surgeon, or prosthetics to be used. Medical tourism for knee/hip replacements has emerged as one of the more widely accepted procedures because of the lower cost and minimal difficulties associated with the traveling to/from the surgery. Colombia provides a knee replacement for about \$5,000 USD, including all associated fees, such as FDA-approved prosthetics and hospital stay-over expenses. However, many clinics quote prices that are not all inclusive and include only the surgeon fees associated with the procedure.

The typical process is as follows: the person seeking medical treatment abroad contacts a medical tourism provider. The provider usually requires the patient to provide a medical report, including the nature of ailment, local doctors opinion, medical history, and diagnosis, and may request additional information. Certified medical doctors or consultants then advise on the medical treatment. The approximate expenditure, choice of hospitals and tourist destinations, and duration of stay, etc., is discussed. After signing consent bonds and agreements, the patient is

given recommendation letters for a medical visa, to be procured from the concerned embassy. The patient travels to the destination country, where the medical tourism provider assigns a case executive, who takes care of the patient's accommodation, treatment and any other form of care. Once the treatment is done, the patient can remain in the tourist destination or return home.

There can be major ethical issues around medical tourism. For example, the illegal purchase of organs and tissues for transplantation has been alleged in countries such as India and China. Medical tourism may raise broader ethical issues for the countries in which it is promoted. For example in India, some argue that a "policy of 'medical tourism for the classes and health missions for the masses' will lead to a deepening of the inequities" already embedded in the health care system. In Thailand, in 2008 it was stated that, "Doctors in Thailand have become so busy with foreigners that Thai patients are having trouble getting care".

8. Culinary tourism

Judging by the surge since 2001 in the number of times "culinary tourism" has appeared as a subject matter or in a session title in tourism industry conferences and programs, we can see that Culinary Tourism is valued by tourism industry professionals as one of the most popular niches in the world's tourism industry. This makes sense, given recent consumer focus on healthy and organic eating, culinary/food pedigrees, and the simple fact that all travelers must eat. Not every visitor goes shopping or visits museums, but all travelers eat. For anyone who doubts, look at the increase in cooking shows featured on The Travel Channel [Anthony Bourdain No Reservations] or travel shows featured on The Food Network [Rachel Ray's \$40 a Day series], as examples.

Culinary Tourism is defined as the pursuit of unique and memorable eating and drinking experiences, according to the International Culinary Tourism Association.. That said, culinary tourism and agritourism are inextricably linked, as the seeds of cuisine can be found in agriculture .Culinary Tourism is not just experiences of the highest caliber - that would be gourmet tourism. This is perhaps best illustrated by the notion that Culinary Tourism is about what is "unique and memorable, not what is necessarily pretentious and exclusive". Similarly, wine tourism, beer tourism and spa tourism are also regarded as subsets of culinary tourism.

WWW.BSSVE.IN