

Welcome to the NEW Hospitality and Tourism Management Program

Congratulations on taking the first step in building a career in the hospitality and tourism industry. The U.S. lodging industry currently employs about 1.8 million people, while the American food service industry has about 13 million people working in restaurants. These two segments of the hospitality and tourism industry alone account for over 9 percent of the U.S. workforce. When you consider how vast the industry is, the potential career choices are huge.

The Hospitality and Tourism Management Program has been designed to help you develop, and practice performing, the knowledge, skills, and tasks required for success as an employee in the hospitality and tourism industry. All you need to do is be willing to learn and put in the effort to achieve. If you are ambitious and want to have a future in this dynamic industry, you have made the right choice to seek career possibilities available to you in hospitality and tourism by enrolling in this exciting career development course of study.



Pineapple Fun Fact:

Throughout this textbook, a Pineapple Fun Fact box will highlight a piece of hospitality and tourism's history to help you learn the rich heritage of the industry in which you are considering building a career.

Pineapple Fun Fact



Why the Pineapple?

The pineapple originated in South America and was "discovered" by Columbus on his second voyage to the new world. He called it a piña because it resembled a pinecone. In 17th century America, sea captains would place a pineapple outside their front door as a symbol of a safe return. In the 18th and 19th centuries, pineapples became popular as a symbol of welcome. The image of the pineapple began being used to decorate furniture, table linens, and silverware, all for the purpose of making guests feel welcome when stopping for the night at an inn or hotel. Today the pineapple is the hospitality and tourism industry's universal symbol of welcome to guests worldwide.

ADA Box

Throughout this textbook, an ADA box will highlight how federal requirements determine what the hospitality and tourism industry must do to meet the needs of guests with disabilities.

ADA



What is the purpose of the Americans with Disabilities Act (ADA)?

The ADA is a Federal civil rights law that prohibits discrimination against people with disabilities in everyday activities. These requirements went into effect on January 26, 1992. Businesses that serve the public must modify policies and practices that discriminate against people with disabilities; comply with accessible design standards when constructing or altering facilities; remove barriers in existing facilities where readily achievable; and provide auxiliary aids and services when needed to ensure effective communication with people who have hearing, vision, or speech impairments.

Green Practices Box

Throughout this textbook, a Green Practices box will highlight the benefits of running a sustainable green hospitality and tourism business.

Green Practices



Why are green practices important?

Today, every organization should participate in environmentally friendly or "green" practices to ensure that all processes, products, and workplace activities address current environmental concerns. This is known as running a sustainable green business. The hospitality and tourism industry was one of the first to recognize the value of sustainable green practices for protecting the future of its guests, employees, planet, and profits.

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