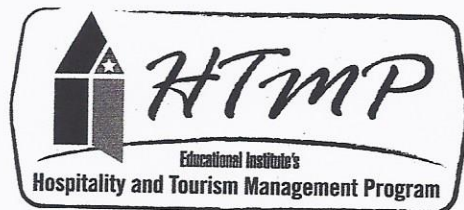


Unit 1

# Introduction to Hospitality and Tourism

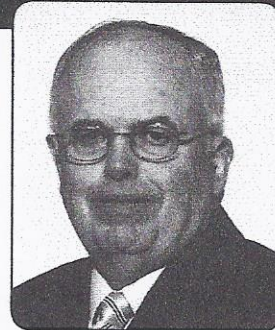
## Chapter 1 Hospitality and Tourism



# PROFILE Activity


## Profile Research: Do you know Joe?

**Joseph A. McNerney, CHA  
President & CEO  
American Hotel & Lodging Association**



**Carefully read these directions.**

1. Conduct an Internet search on Mr. McNerney.
2. Use the new information found online and the profile material in your textbook to complete Mr. McNerney's résumé.
3. Information you will need to search for includes:
  - Companies Mr. McNerney worked for
  - Positions Mr. McNerney held at each company
  - Where he went to college and the degrees he received
  - What special skills or areas of expertise Mr. McNerney is noted for having
  - What awards and recognition Mr. McNerney has received during his career
4. Write a short paragraph about his work experience, education, special skills and abilities.

 **Hint:** Google "Joe McNerney and AH&LA" to find what you need.

Joe McInerney's Résumé

Educational Background

Work Experience

Current Position

Job Title	Company	Years in Position

Previous Positions

Job Title	Company	Years in Position

Special Skills and Abilities

Awards and Recognition

Mr. McInerney's Success as a Hospitality Leader (paragraph)



**TERMS YOU  
SHOULD KNOW**

**Terms You Should Know: Match Up! (Part I)**

Match each word to its definition.

Tourism

Lodging

Infrastructure

Hospitality

Diversity

Inclusive

A resort, hotel, motel, bed & breakfast, or inn.

A type of social inclusiveness that values variety in ethnic, socioeconomic status, gender type, and other factors within in a group, society, or company.

The business or industry of providing information, accommodations, transportation, and other services to tourists.

The basic, underlying framework or features of a system or organization.

Not excluding any particular group of people; allowing everyone access or involvement in the activity, decision, or facility at all times.

The service industry that includes lodging, restaurants, event planning, theme parks, transportation providers, and cruise lines.

## Terms You Should Know: Vocabulary Practice (Part II)

*Write a complete sentence using each vocabulary word listed that shows how the word is used in the hospitality and tourism industry.*

Tourism

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Lodging

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Infrastructure

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Hospitality

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Diversity

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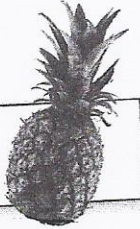
Inclusive

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# PINEAPPLE fun facts



## Pineapple Fun Fact: Workbook Activity

### Pineapple Fun Fact Questionnaire

Why is E.M. Statler considered the father of the modern hotel?

*Research the history of his life and career to find the answers to these questions.*

1. What date and place was E.M. Statler born?

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2. How old was he when he started working in a hotel?

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3. What was his first business venture?

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4. What helped Statler to make his first restaurant a success?

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5. What did Statler do in 1901 that contributed to his career growth?

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6. What was the name of Statler's first permanent hotel property?

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7. How many properties did Statler own when he died in 1928?

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8. What year was Statler's hotel company bought out?

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9. What hotel company bought Statler's properties?

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# Section 1.1 Introduction

## Activity: The Family Vacation

Starting in the 1950s, Americans began to go on family vacations. Soon, it was an annual event for many families who wanted to explore all the places they had read about in books, seen in the movies, or viewed on TV.

1. Using a search engine, conduct a search for the top ten places to vacation. Select a website to find out where people like to vacation.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



2. List the top ten places you would like to go on vacation.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

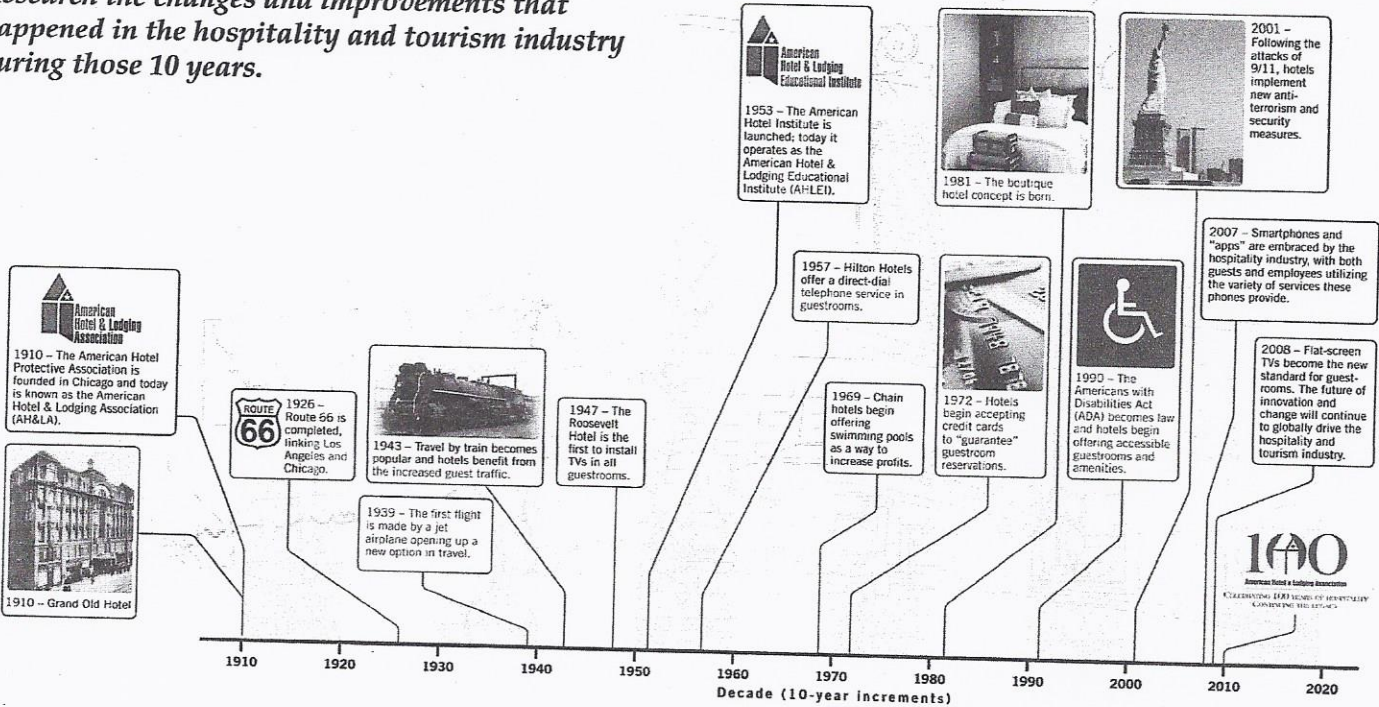
3. *Explain why they appeal to you.*

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# Section 1.2 History of Hospitality and Tourism Activity

## Activity: The Past

Using the History Timeline graphic in your textbook, select a decade from the past 100 years. Research the changes and improvements that happened in the hospitality and tourism industry during those 10 years.



Use the research questions on this worksheet to help you complete the assignment.

The decade I chose to research was \_\_\_\_\_

- What was the impact of new technologies or inventions on the hospitality and tourism industry during your chosen decade?

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- Who were the industry leaders during this decade (individuals and companies)?

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- What new hospitality and tourism companies or chains were founded during this decade?

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- How did new types of transportation, technology, or travel options change how people were able to travel?

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- During this decade, was there a lot of job growth or decline in the hospitality and tourism industry?

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- What impact did major world events during this decade have on the hospitality and tourism industry?

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## Section 1.3 Global View of Hospitality and Tourism

### Activity: Map It Out

You will be assigned a country on the map shown to the right. Give one reason why a person from the United States would choose to travel to that location.

You will need to:

Ask your instructor for the Traveler Arrival Information Form. This form will tell you the number of foreign travelers who arrive each day from all over the world, expecting to find hotels, restaurants, and attractions that provide the type of guest service they are used to receiving.

Answer each question to help complete this assignment.

- What is the name of the major airport in this city?

- How many people arrive by plane at this airport each day?

- Figuring two people per room, how many hotel guestrooms must this city have available each day to house guests?

- If each hotel has 250 guestrooms available each day, how many hotels does the city need to have?

- If each restaurant can seat 150 people per hour, how many restaurants will be needed to serve dinner, from 6 p.m. to 9 p.m., each day?

- A local attraction can handle 20,000 visitors per day. How many attractions are needed to entertain the city's guests each day?





## Section 1.4 Scope of the Industry

### Activity: Going International

International guests bring a different set of cultural expectations with them. These special need means a hotel needs to research and provide custom services in order to make the guests feel they have a home away from home.

## Scenario

Your hotel is hosting a group of oil sheiks at your property. You are part of the concierge team assigned to greet them and make certain their guestrooms and meal arrangements meet their expectations. They are flying in by private jet tomorrow. Before they arrive, you need to research their dietary preferences and speak with the executive chef to make certain their stay is as perfect as possible.

*Research a recipe for a typical middle eastern dish or meal item. Provide the name of the dish and the ingredients the chef will need to have on hand to prepare it.*

[illegible]



Section 1.5 The R.A.V.E. Principle: Respect and Value Everyone

Activity: R.A.V.E. About It

Name of Assigned Scenario: \_\_\_\_\_

Read the scenario card. Based on that situation, write a list of questions your group can use to help determine guest needs while still showing you respect and value the scenario's guests.



Group Names:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- 1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
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- 3. \_\_\_\_\_  
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- 4. \_\_\_\_\_  
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- 5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Section 1.6 Guest Service on a Global Scale

Activity: Write a Guest Welcome Note

Full service properties such as resorts and spas specialize in personalized service that makes each guest feel welcome, valued, and important to the property and its employees.

*You are the general manager of the Golden Sands Inn, a luxury 200-room spa hotel in an exclusive island resort area. Mr. and Mrs. Winsor schedule a trip to the property every year to celebrate their anniversary. As the general manager, write a personal note welcoming them back to the hotel.*

GOLDEN SANDS INN

RESORT & SPA

104 ISLE STREET | CEDAR REEF ISLAND | 555-555-1234



## Section 1.7 Types and Structure of Hotels

### Activity: Typecasting Hotels

Match each type of hotel in this list to the description that fits it the best. Write the number of the hotel type in the box next to the correct description.

#### Hotel Types

#### Description

- |                                 |                          |  |
|---------------------------------|--------------------------|--|
| 1. Airport hotel                | <input type="checkbox"/> | A property in an exotic or recreational location.  |
| 2. Alternative lodging property | <input type="checkbox"/> | A small property with limited food service that offers intimate, personal service.                               |
| 3. Bed and breakfast hotel      | <input type="checkbox"/> | A large property with many guestrooms and a large amount of exhibit hall space, ballrooms, and meeting rooms.    |
| 4. Casino hotel                 | <input type="checkbox"/> | A property that features a living room or parlor area and a separate bedroom.                                    |
| 5. Commercial hotel             | <input type="checkbox"/> | A property in a downtown business area that caters primarily to business travelers.                              |
| 6. Conference center hotel      | <input type="checkbox"/> | A property where the guests stay for a long period, sometimes permanently.                                       |
| 7. Convention center hotel      | <input type="checkbox"/> | A property that is connected to gambling facilities.   |
| 8. Extended-stay hotel          | <input type="checkbox"/> | A property designed for travelers who plan to stay five days or longer.  |
| 9. Residential hotel            | <input type="checkbox"/> | A property that is near an airport.  |
| 10. Resort hotel                | <input type="checkbox"/> | A property that has a lot of meeting spaces.   |
| 11. Suite hotel                 | <input type="checkbox"/> | A property containing several units that each have several owners who occupy them for a specific time each year. |
| 12. Vacation ownership hotel    | <input type="checkbox"/> | A recreational vehicle park.   |



## Chapter 1 Notes

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