

Perspectives in Hospitality Management

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Class Objectives

Review of the OpenLab and Blackboard

The History of Hospitality Group Work

Finding Your Way in the Hospitality Industry

Review of Homework



Break into pairs, each group will find facts about the food industry leader you are assigned and then each group will report back with a 1 ½ minute description of the person's impact on the food industry.



Carl Hall
M.F.K. Fisher
José Andrés
Danny Meyer
Edna Lewis
Julia Child

OpenLab

- Read the eprofiles submitted for homework, respond to at least one classmate's eprofile.
- What is the reason we use the OpenLab?
- Share your experience of using the OpenLab, was it easy, confusing, relatable, impractical, engaging, intimidating?
- What does use of the OpenLab mean to you?

History of Hospitality

- Using the information in your textbook, identify similarities between Ancient Greek, Roman, and Medieval Times.

History of Hospitality

- What changes occurred as trade developed and technology progressed?

History of Hospitality

- Identify similarities between Ancient, Greek and Roman and Medieval Times
 - Places to gather, places to trade and share, places to exchange ideas
- What changes occurred as trade developed and technology progressed?
 - Coffee houses, banquets became a la carte meals, use of utensils, kitchen brigade

What Missing from the Textbook about the History of Hospitality?

Table 1.2 Milestones in the Development of Tourism

Prerecorded history	Travel begins to occur out of a sense of adventure and curiosity.
4850 B.C.–715 B.C.	Egyptians travel to centralized government locations.
1760 B.C.–1027 B.C.	Shang Dynasty establishes trade routes to distant locations throughout the Far East.
1100 B.C.–800 B.C.	Phoenicians develop large sailing fleets for trade and travel throughout their empire.
900 B.C.–200 B.C.	Greeks develop common language and currency, and traveler services emerge as city-states become destinations.
500 B.C.–A.D. 300	Romans improve roads, the legal system, and inns to further travel for commerce, adventure, and pleasure.
A.D. 300–A.D. 900	Mayans establish trade and travel routes in parts of Central and North America.
A.D. 1096–A.D. 1295	European travel on failed religious crusades to retake the Holy Lands from Muslim control introduces these military forces to new places and cultures.
A.D. 1275–A.D. 1295	Marco Polo's travels throughout the Far East begin to heighten interest in travel and trade.
14th–16th centuries	Trade routes develop as commercial activities grow and merchants venture into new territories.
A.D. 1613–A.D. 1785	Grand Tour Era makes travel a status symbol for wealthy individuals seeking to experience cultures of the civilized world.
18th–19th centuries	Industrial Revolution gives rise to technological advances, making travel and trade more efficient and expanding markets; increasing personal incomes make travel both a business necessity and a leisure activity.
1841	Thomas Cook organizes first group tour in England.

1903	Wright Brothers usher in era of flight with the first successful aircraft flight.
1913	Westinghouse Corporation institutes paid vacations for its workers.
1914	Henry Ford begins mass production of the Model T.
1919	First scheduled airline passenger flight debuts between London and Paris.
1945	World War II ends and ushers in new era of prosperity, giving rise to millions of people with the time, money, and interest to travel for pleasure and business.
1950	Diners Club introduces the first credit card.
1952	Jet passenger service is inaugurated between London and Johannesburg, South Africa.
1950s	Rapid expansion of hotel and motel chains in the United States via franchise agreements.
1978	Competition on routes and fares begins with signing of Airline Deregulation Act.
1978	American Airlines expands access to electronic reservation system, SABRE, to travel agencies.
1984	The State Council of China approves the organization of tours to Hong Kong and Macao for mainland residents visiting relatives, which was the prelude to the outbound tourism of Chinese citizens.
1996	Expedia is founded as a division of Microsoft.
2000	TripAdvisor is founded.
2001	Dennis Tito launches the advent of space tourism as he pays \$20 million for an eight-day vacation aboard the International Space Station.
2001	Transportation Security Administration (TSA) in the United States is created to ensure airline passenger safety in the wake of the September 11th terrorist attacks on the World Trade Center in New York City and the Pentagon in Washington, D.C.
2002	The euro currency is introduced, signaling liberalization of travel among member nations of the European Union.
2004	Mark Zuckerberg, a Harvard student, launches a social networking service Facebook.com.
2007	Air Bed and Breakfast (AirBnB) launched, signaling a wave of new services such as Uber and an expanding sharing economy in tourism services.
2011	Google provides an online flight-booking service, Google Flights, to public.

You in the Hospitality Industry

- Lodging
- F&B
- Travel and Tourism



Regional Manager

General Manager

Asst. Gen. Manager

Closing/Opening Manager

Bartender/Server

Host/Bar Back/Back Waiter



Regional Chef

Chef d' Cuisine

Saucier

Closing/Opening Manager

Prep Cook

Dish Washer

Keep informed

Email and email communication

Facebook

Instagram

Industry Research Annotated Bibliography

Distribution of Assignment

Until We Meet Again

- Chapter Review Questions, See OL for specific questions, submit via Blackboard Journal
- Revise eProfile as directed in messages
- Reflect