

[fast fact]

Did You Know...?

The Fast Food: Global Industry Guide forecasts that the global quick-service market will reach \$130 billion by 2012. The United States generates 63 percent of global quick-service market revenue.

Within the noncommercial segment, foodservice is typically handled in one of two ways. In **contract feeding**, contractors are businesses that operate foodservice for companies in the manufacturing or service industry. These contractors will manage and operate the employee dining facilities. Some manufacturing and service companies are **self-operators**, which means they hire their own staff to operate foodservices.

The Big Picture: The Hospitality Industry

Restaurants and foodservice are a component of the hospitality industry. In turn, hospitality falls under the umbrella of the travel and tourism industry. Beginning in the 1700s, wealthy Europeans began to spend several months a year traveling to major cities in Europe, Turkey, and North Africa to see famous art, visit historic buildings, and eat local foods. In the 1800s, an increasing number of people, especially Americans and Europeans, had money to spend on traveling for pleasure. As a result, more and more hotels and restaurants were built, and a variety of events were offered to attract tourists.

Travel and Tourism

Today, the U.S. travel and tourism industry averages annual sales of over \$1 trillion. **Travel and tourism** is defined as the combination of all of the services that people need and will pay for when they are away from home. This includes all of the businesses that benefit from people traveling and spending their money, such as transportation or restaurants. **Hospitality** refers to the services that people use and receive when they are away from home. This includes, among other services, restaurants and hotels.

Tourism

Tourism is travel for recreational, leisure, or business purposes, and it has become a popular global leisure activity. In fact, in 2005 tourism was the first, second, or third largest employer in 29 states, employing 7.3 million people to take care of the 1.19 billion trips tourists took in the United States.

Tourist attractions range from museums, theme parks, monuments, sporting events, zoos, and shopping malls to national and state parks, safaris, and adventure tours.

Transportation

Tourists travel in a variety of ways. Back in the 1800s, the development of the railroad helped people travel faster and to more places. In the 1920s, travelers began to journey by car. As Henry Ford and other industrialists began mass-producing more affordable cars, people started to travel more. In addition to the creation of major highway systems, the 1950s saw the growth of commercial airlines, with faster and bigger airplanes being developed after World War II.

Today, transportation includes the following categories:

- Airplanes
- Trains
- Charter services
- Buses
- Cars
- Ships

Hospitality

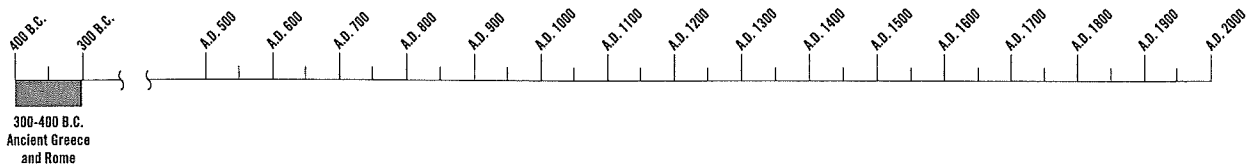
Everywhere tourists go, they need places to stay and places to eat. The people who work in the lodging business and serve customers need to know what's happening in town, what there is to do and see, where to eat, and how to get from one place to another.

Foodservice is a key sector in the hospitality industry. Other segments include lodging and event management. Table 1.2 depicts the segments of the hospitality industry and examples of each.

Table 1.2: Hospitality Segments	
Hospitality Segments	Examples
Foodservice	Hotels Restaurants Retail establishments
Lodging	Hotels Motels Resorts
Event management	Stadiums Expositions Trade shows

The History of Hospitality and Foodservice

So, how did this industry develop into what we know today? It was a complicated evolution, reflecting the social and physical environments of the time. The following is a condensed overview of the history of hospitality.



The Real Beginning: Ancient Greece and Rome

In 2004, the Summer Olympics were held in Greece. More than 10,000 athletes took part in the games. After practicing and competing in events, most of the athletes went to restaurants to eat. But back when the first Olympics were held in Ancient Greece, this wasn't possible because restaurants had not been invented yet.

Ancient Greeks rarely dined out, though they enjoyed the social aspect of dining and often got together for banquets. Private clubs, called **lesche** (LES-kee), offered food to members. Other establishments, called **phatnai** (FAAT-nay), catered to travelers, traders, and visiting diplomats. It is most likely that travelers brought standard fare like grapes, olives, bread made from barley, dried fish, cheese, and wine with them to these clubs. In ancient Greece, meals were considered a time to nourish the soul as well as the body. People ate while reclining on couches, enjoying music, poetry, and dancing to enhance the experience. Figure 1.3 depicts an ancient Roman banquet.

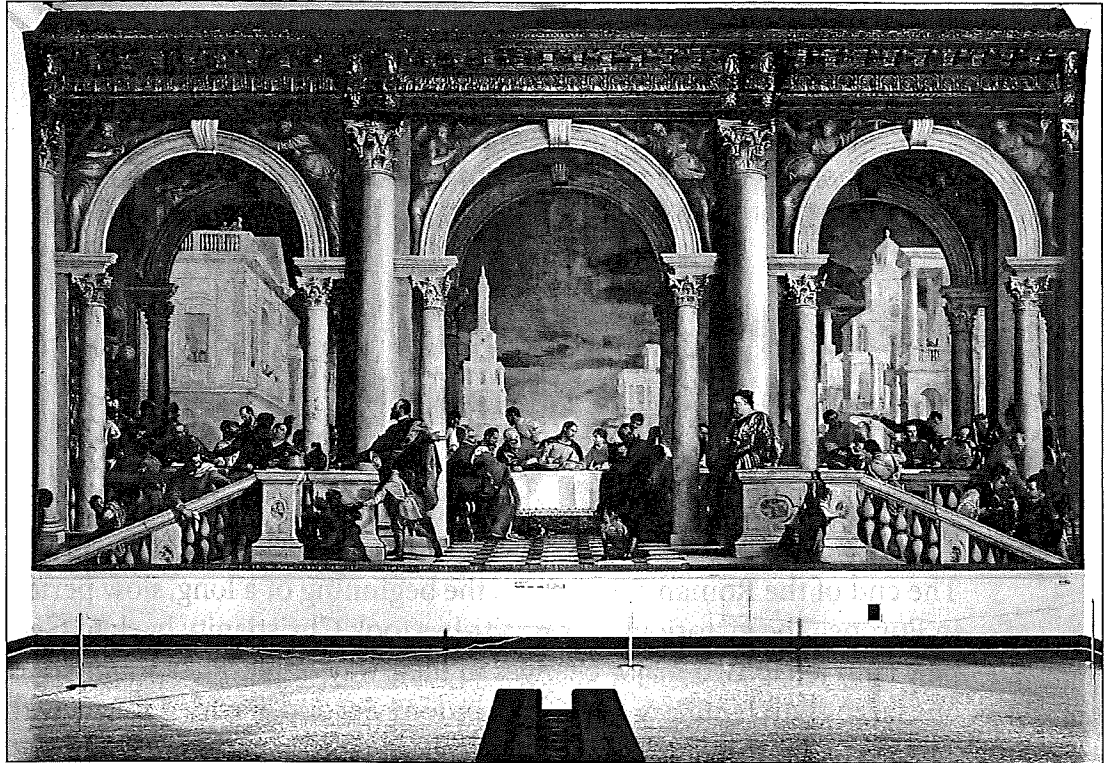


Figure 1.3: Common foods served at ancient Roman banquets included olives, figs, goat cheese, pork, fish, bread, and wine.

[fast fact]

Did You Know...?

Some Greeks believed that pleasure was the purpose of life and that it was achieved through self-control and balance. The leader of this movement was a man named Epicurus. Because of his ideas, we use the term **Epicurean** (*ep-ih-KUR-ee-an*) to refer to a person with a refined taste for food and wine.

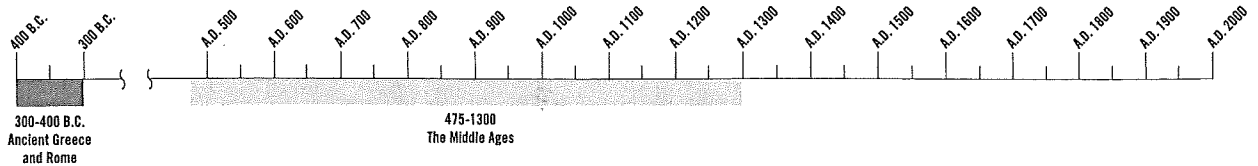
In 282 B.C., Rome conquered the lands surrounding the Mediterranean Sea, formerly occupied by the Greeks. The Romans were very different from the discriminating Greeks. Meals were primarily served in the home.

Romans' desires for exotic foods and spices increased trade, stretching the Roman Empire farther east and north. They invaded the regions that are now France, Germany, and England, as well as moving west into Spain and Portugal. With their power came increased wealth, which they lavishly spent on banquets for their friends, clients, and those people of a lower social standing who depended on the aristocracy for financial aid in exchange for political support.

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Did You Know...?

One Roman in particular, Marcus Apicius, a gourmet and lover of luxury, made great efforts to obtain the most exotic foods for his feasts. He was so interested in cooking that he wrote one of the earliest known cookbooks, *De Re Coquinaria (On Cooking)*. Recipes from this book are still used today. The story goes that when he realized that he would soon go broke, Marcus Apicius poisoned himself rather than die from hunger.



The Middle Ages

The end of the Roman Empire was the beginning of a long, slow period of change in Europe. The victorious German tribes took Christianity back to Germany. The new faith led to two major changes in their way of life. First, it united Europe into one large church-state called Christendom. Second, it ended the view that gods and spirits inhabited the forest. The ancient Nordic myths included the belief that trees were sacred and could not be cut down and that diverting river water for agriculture would displease the gods of the rivers. With these fears dismissed, people began to clear large tracts of land, moving from a nomadic group dependent on hunting and foraging for food to an agrarian (farming) society.

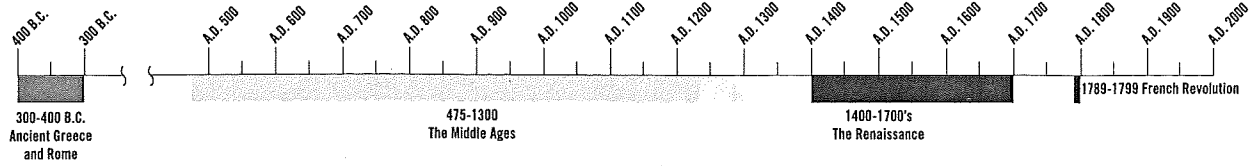
A feudal society developed. Landowners lived in relative comfort, unless under attack or out attacking someone else. Large banquets were held almost every night. Unlike the banquets of the Greeks and Romans, a medieval dinner had only one purpose: to eat.

Travel in those times was extremely dangerous. Trade with the Far East and India was greatly reduced from when the Greeks and Romans dominated the landscape, and came to a stop completely when the Moors invaded Spain in 800 A.D. This blocked the shipment of spices and fine goods from reaching Europe. For the next 200 years, Europe remained isolated from the rest of the world. It wasn't until Pope Urban II called for the removal of the Moors from Spain and the Holy Lands in 1095 A.D. that Europeans looked beyond their borders once again.

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Did You Know...?

Marco Polo (1254–1324), a trader and explorer from the Venetian Republic who gained fame for his worldwide travels, reintroduced foreign spices to Europe. His travels from Italy to China brought many Middle Eastern spices, such as curry and cardamom, to countries where they could not be grown successfully.



The Renaissance through the French Revolution

Partly to show off their wealth, noblemen instructed their cooks to use large amounts of exotic spices in their foods. It wasn't long before merchants in Venice controlled the spice trade. Because of their location on the Adriatic Sea, they could easily obtain spices from India and sell them at very high prices to distributors headed north. Venice prospered as a seaport and bought and sold spices and other goods for buyers bound for other destinations.

This expansion of world travel changed the mind-set of the artists and philosophers of that time. They adopted Epicurean lifestyles once again. While the majority of the population was unaffected by this renewed interest in all things Greek and Roman, it did much to create the food preparation system we now call **haute cuisine** (hote kwee-ZEEN), an elaborate and refined system of food preparation.

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Did You Know...?

Today, sitting down to dinner generally requires plates, cups, silverware, and napkins. But it wasn't until the Renaissance, with its ideas about life and art and a return to an Epicurean lifestyle, that a formal style of eating began. During the Middle Ages silverware was made of wood or horn, but often people used their hands. Only the wealthy could afford silverware. During the Renaissance period, artisans began making utensils from pewter, iron, and brass. The movement started in Italy and was carried into France by Catherine de Medici in 1533 when she married King Henry II of France. She brought her entire staff of cooks and their refined recipes for artichokes, spinach dishes, and ice cream to the French court. She also introduced the French to the fork. The use of silverware quickly caught on, and many aristocrats began to carry personal silverware when dining out.

International trade greatly improved the European way of life. For instance, Europeans were introduced to coffee from Africa. The first coffeehouse, or **café**, opened in 1650 in Oxford, England. Unlike the dark and imposing taverns, pubs, and ale houses that catered only to men, the new coffeehouses were open, airy, and inviting. Smart bakers soon started offering pastries at these establishments. Women were welcome, and the coffee shop soon made it acceptable to eat in public. Figure 1.4 shows a café from the Renaissance period.

Guilds, associations of people with similar interests or professions, were organized during the reign of Louis XIV in France in an attempt to increase the state's control over the economy. Each guild controlled the production of its specialties and could prevent others from making and selling the same items. Two of these guilds were the *Chaine de Rotisseries* (roasters) and the *Chaine de Traiteurs* (caterers). Cooking guilds like these established many of the professional standards and traditions that exist today.

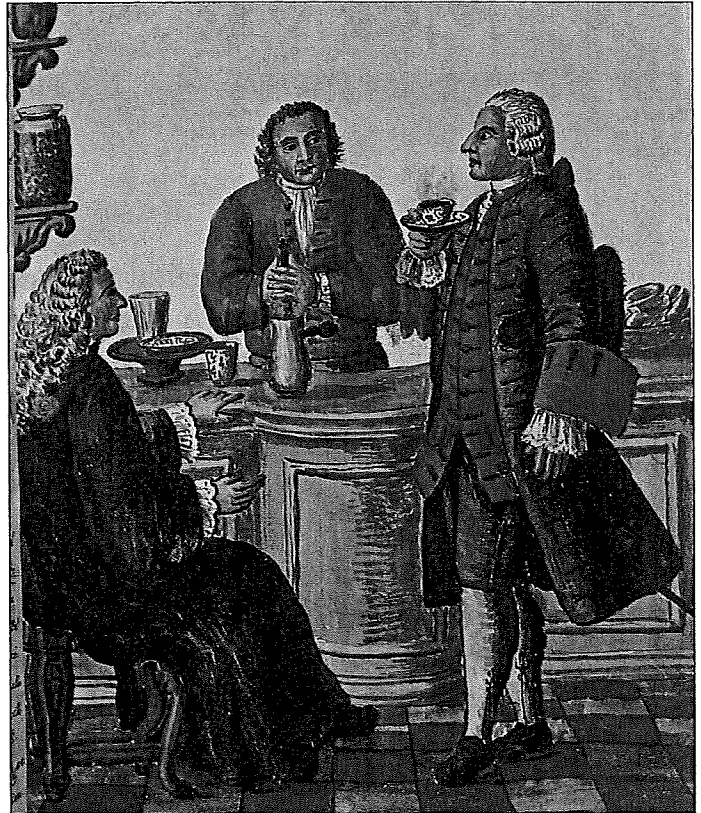
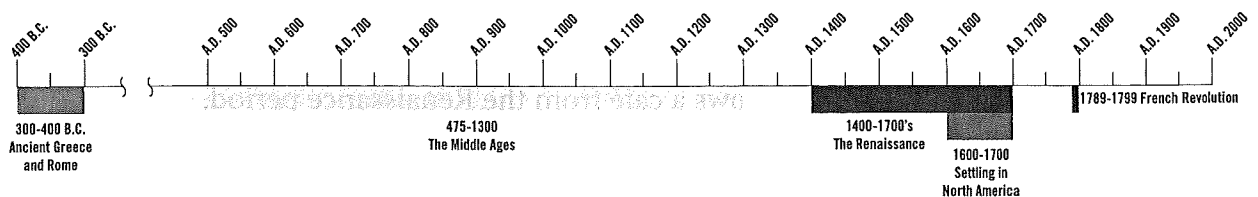


Figure 1.4: Cafés were open, airy, and inviting.

In 1765, a man named Boulanger began serving hot soups called *restaurers* (meaning restoratives) for their health-restoring properties. He called his café a *restorante*, the origin of our modern word *restaurant*. His *restorante* became very popular. People enjoyed having a place to go to have a hot meal and good conversation with friends. The foodservice guilds believed that he was moving in on their businesses and took their case to court. But the government was under even stronger pressure to alleviate the poverty that was causing social unrest in Paris.

Despite the government's attempt to end the political unrest, the French Revolution began. When the French Revolution was over, large numbers of cooks and other guild members found themselves unemployed. They followed Boulanger's example and began opening restaurants of their own. Within 30 years Paris had over 500 restaurants serving meals. Dining out on a large scale was born.



Colonial North America

The first Europeans to settle in North America were city dwellers poorly equipped for farming. As more people immigrated to the New World to find their fortunes or to escape religious persecution, cities along the East Coast grew. Boston and New York became major centers of trade. As early as 1634, an inn in Boston called Cole's offered food and lodging to travelers.

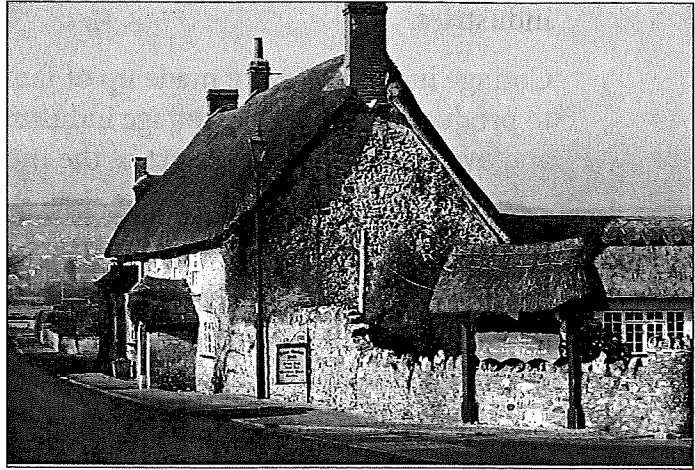


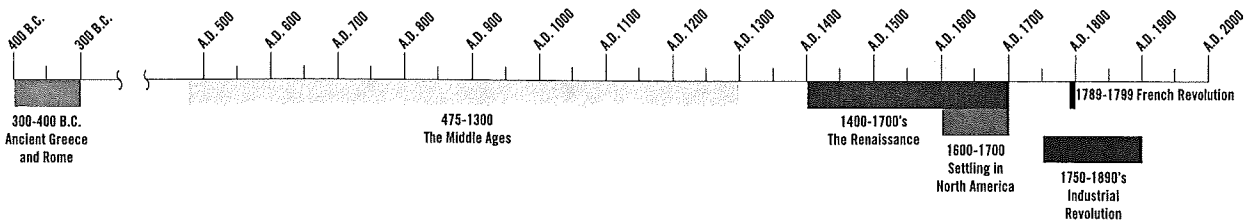
Figure 1.5: Coaching inns provided coaching travelers with a place to rest.

However, very few early colonial Americans ever traveled or dined out. Once they settled down, they rarely traveled more than 25 miles from their homes. When people did travel, they stayed at inns, often sleeping together in the same large room and even sharing a single bed. Not much care was given to the preparation of meals, and if travelers arrived after dinner had been served, they would have to go without.

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Did You Know...?

As stagecoach routes were established in the mid-1600s, coaching inns became popular resting places where travelers could expect a meal and a bed for the evening. Although these inns resemble today's lodging facilities, it wasn't until the 1700s that American inns really began to combine food and beverage service with lodging. Figure 1.5 shows a coaching inn from the 1600s.



Industrial Revolution

Back on the other side of the Atlantic, Europe was importing silver and spices, and finding a large international market for its own goods, in particular cloth made from wool or linen. Turning raw fiber into cloth is a slow process that

requires a lot of different steps. In order to keep up with the demand, wool merchants developed a putting-out system of production that created cottage industries.

Cottage industries were made up of families that worked together in the home to produce goods. These cottage industries put cash in the hands of farm laborers and eventually led to the start of the Industrial Revolution.

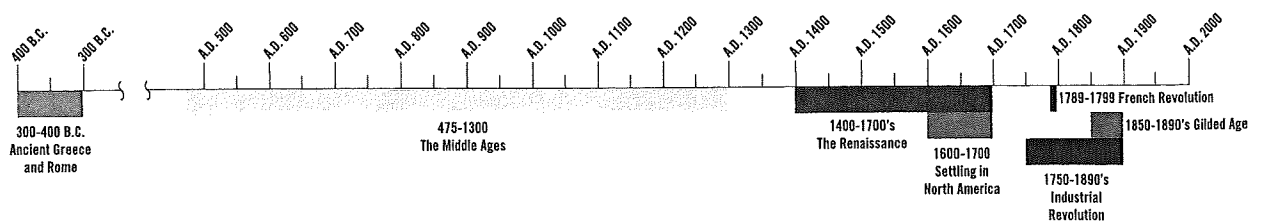
Merchants soon found a better way to control production. They began to build factories near large towns where they could find lots of employees. These early factories were operated by children from local orphanages, but when the English government outlawed this practice, merchants again turned to the farming family. Realizing the opportunity to earn a better living, entire families moved to the city to find work in the emerging factories.

This mass migration put a heavy stress on cities. People needed to live close enough to the factory to walk to work, go home for lunch, and leave again for dinner. This packed the inexpensive areas of town with people, which led to unsanitary conditions. The problem became so intolerable that cities such as Paris began to run horse and buggy transit buses to help employees move out of the overcrowded areas. Figure 1.6 shows a horse and buggy. As the cities became business hubs, dining and lodging establishments opened up to serve the needs of workers and employers.



Figure 1.6: Horse and buggy transported people out of overcrowded areas.

With the invention of the railroad in 1825, inns, taverns, and foodservice facilities located near railway stations began to grow. Travelers could now reach remote areas from coast to coast by rail.



Early Hotels, Coffee Houses, and Diners

(1) In 1794, The City Hotel in New York City opened, the first building in the United States designed specifically as a hotel. The property inspired the construction of other establishments, and American innkeepers continued to build bigger and better-equipped lodging properties throughout the 1800s. The Tremont House, the first of the grand hotels, was built in Boston in 1828. It was the first hotel to offer private rooms with locking doors.

(2) By 1800, European-style coffee shops appeared. Figure 1.7 offers an example of a coffee shop.

(3) The classic American diner began in this time period. Factory workers who were unable to go home for lunch needed to be fed. To meet this need, cooks designed diners, horse-drawn kitchens on wheels, and drove them to factory entrances to sell food. The practice caught on, and soon there were a number of these traveling diners competing for business. To increase sales, some began adding chairs to provide their customers a place to sit down and enjoy their meal. By 1912, there were more than 50 roaming diners clogging the streets of Providence, Rhode Island. The city passed an ordinance that forced the diner carts off the streets after 10 a.m. To stay in business, some owners found permanent places in which to park their carts. Diners are still popular today.

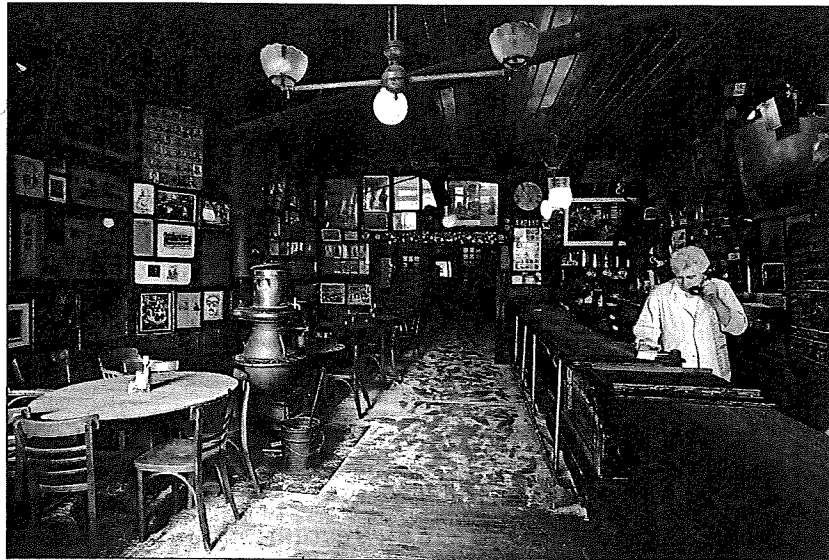


Figure 1.7: 1800's European-style coffee shop.