

Study Questions

After studying Section 1.2, you should be able to answer the following questions:

- What types of establishments offer foodservice opportunities within the travel and tourism industry?
 - What are the two categories of career opportunities in the foodservice industry?
 - What are the entry-level jobs in this field? What types of opportunities exist in the lodging and transportation areas?
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Types of Establishments

There are many establishments providing foodservice opportunities within the travel and tourism industry.

Restaurants

Restaurants prepare and serve meals to customers. The following types of business opportunities are available in restaurants:

- **Corporate restaurant groups:** Companies with multiple concepts
- **Chains:** Multiple units of the same concept
- **Franchisee/franchisor:** A company that allows another to use its name, sell products, and receive services
- **Independents/entrepreneurs:** Single restaurants, as well as individuals who take risks to open a concept or a restaurant, build it to success, and then move on to the other projects

There are so many restaurants available that people sometimes need help in deciding whether or not to patronize a specific establishment. There are several organizations that describe and rate restaurants and foodservice organizations.

Foodservice Ratings

Many customers look to organizations that review establishments and post ratings to decide where to dine. Two popular resources are the *Zagat Survey* and the *Michelin Guide*.

The Zagat Survey is a consumer-based guide that rates restaurants on four qualities: food, décor, service, and cost. Each area is rated on a 30-point scale. The ratings are based on the input of many people, which is why it's called a survey. *The Zagat Survey* is available in book form and on the Internet. It has been reviewing restaurants for over 30 years.

The *Michelin Guide* is a rating system better known in Europe, but it has recently begun rating organizations in the United States and elsewhere. Restaurants are rated from one to three stars. The criteria include the considerations below:

- Quality of product
- Mastery of flavors
- Cooking mastery
- Personality of the cuisine
- Value for the price
- Consistency

One-star restaurants are considered “very good” establishments. Two-star restaurants are described as “excellent.” Three-star restaurants are the pinnacle of “exceptional cuisine.” The highest rating is difficult to achieve. For example, in 2010 only five restaurants in New York City (in which there are thousands of restaurants) received the honor.

In recent years, the Internet has become a powerful tool for consumer-based reviewing of both restaurants and lodging properties. Some online sites are devoted entirely to consumer reviews, while others that sell travel and tourism services have incorporated reviewing into their selling pages to help consumers make choices. The sites themselves set the reviewing criteria. Some have specific categories, while others simply allow users to write whatever they want. Some local markets have their own sites of reviews.

Finally, food critics working for newspapers, local magazines, and local television can have an effect on how potential customers view a restaurant.

Catering

Catering provides opportunity for creativity in menu selection and style of service. Caterers provide foodservice for everything from special events in private homes to large-scale events such as golf tournaments, weddings, or corporate dinners. Caterers can be found in catering departments within hotels, independent catering companies, and restaurants. Restaurants can cater on-site or off-site. Personal chefs also cater by working in private homes. In catering,

no two customers are the same and each event is different. Figure 1.14 shows a catered event.

Retail

Retail foodservice opportunities are found in businesses that offer home meal replacements and ready-made dishes. Restaurants in department stores or take-out sections in grocery stores are good examples. Figure 1.15 is a photo of the Food Hall at Harrod's department store located in London, England.

Stadiums

A stadium is a sports arena that is usually oval or horseshoe-shaped, with tiers of seating for spectators. At any given stadium, there are up to 8,000 people with foodservice needs that must be addressed in a small period of time, usually up to four hours. Spectators sitting in tiered seating often drink beer and eat hot-dogs. Foodservice is provided by servers, walking vendors, cooks, and cashiers. These facilities also have corporate suites that offer superior service and food. Stadiums typically have contract feeders, a unique venue with managers who specialize in managing stadium events.

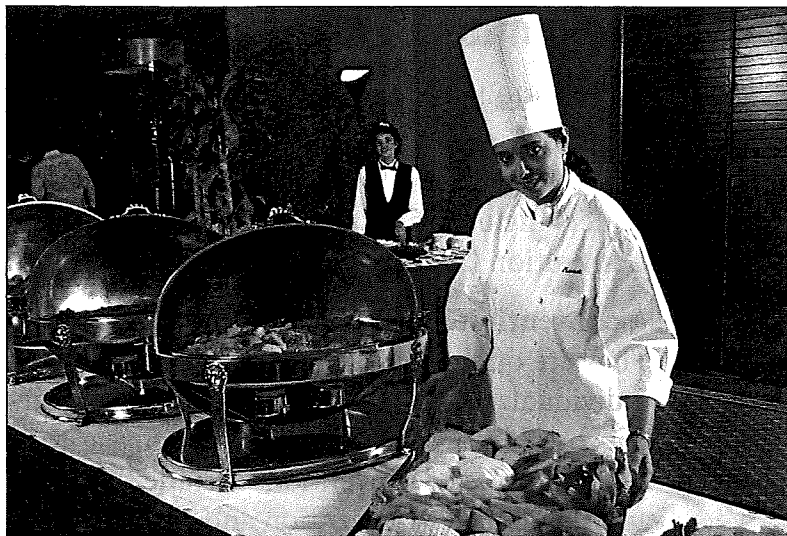


Figure 1.14: Catered events included both hot and cold foods.



Figure 1.15: Harrod's, a luxury department store, offers many dining choices for shoppers.

Convention Centers

Many cities have built facilities specifically designed to house large-scale special events, which include conventions, expositions, and trade shows. These facilities are commonly known as **convention centers**. A few large, well-known convention centers include the Jacob K. Javits Convention Center in New York, Las Vegas Convention Center, and the Dallas Convention Center.

A **convention** is a gathering of people, all of whom have something in common. They are often all members of a particular organization, or they may simply be individuals who share a hobby. Although many conventions are held annually, the convention sites can change from year to year for the convenience of attendees. Examples of conventions include the New York International Restaurant and Foodservice convention and Comic-Con International, San Diego.

Expositions are large shows, open to the public, that highlight a particular type of product or service. Such shows give manufacturers and service providers a chance to display their offerings to many people at a single event. Expositions include auto shows, garden shows, and computer product shows. The Chicago

Auto Show, Black Expo, Macworld Expo, and Northwest Flower and Garden show are a few examples of expositions.

While expositions are open to the general public, **trade shows** are restricted to those involved in the industry being featured. Figure 1.16 is a photo of a trade show. Producers or manufacturers rent space at trade shows to exhibit, advertise, and demonstrate their products or services to people interested in that specific field. Trade shows may also feature presentations, seminars, and other educational programs relating to current industry issues. For example, The Worldwide Food Expo is the largest food and beverage technology event in North America. And the National Restaurant Association Restaurant, Hotel-Motel Show is the largest single gathering of restaurant, foodservice, and lodg-

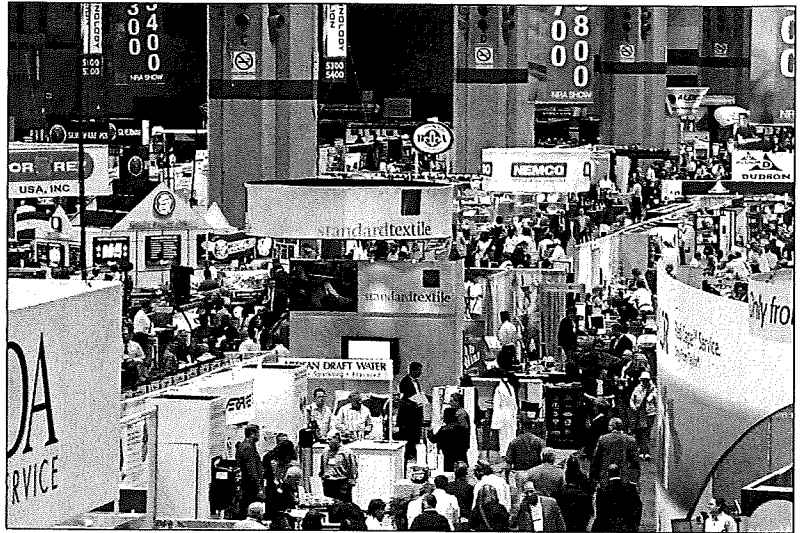


Figure 1.16: Trade shows allow companies in a specific industry to showcase and demonstrate their latest products or service.

ing professionals in the world, attracting more than 1,800 exhibiting companies. The National Restaurant Association show is one of the largest conventions in the world in any profession.

Depending on the size of the event, a convention, exposition, or trade show can have a major impact on the local economy of its host city. Some large events can bring 100,000 people or more to a city for three or four days. Those people will eat in the city's restaurants, shop in its stores, and use its hotels for lodging. These events are good sources of jobs in catering, customer service, and contract foodservice.

National and State Parks

Many people make national or state parks their travel destinations. The national park system is operated by the National Park Service, which is part of the U.S. Department of the Interior. Some of the best-known national parks include Yellowstone, Glacier, Sequoia, the Everglades, Yosemite, and the Grand Canyon. In addition

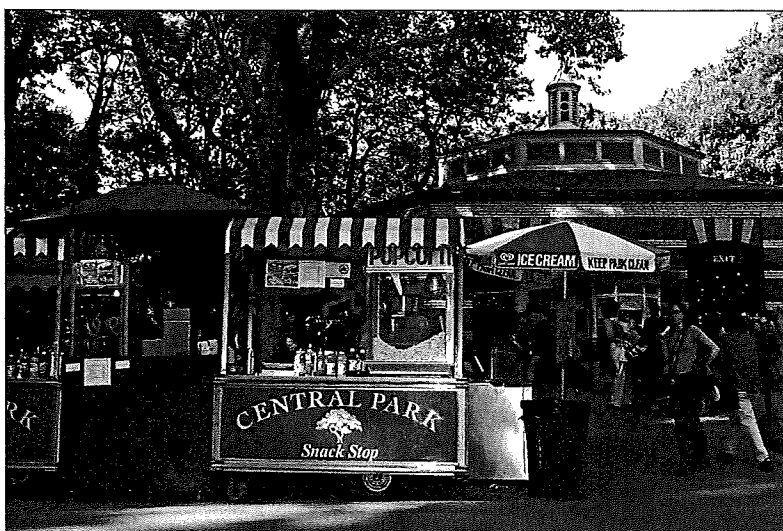


Figure 1.17: Foodservice at national parks range from quick-service to fine-dining.

to parks, the system includes recreation areas, former battlefields, and other historic sites, monuments, and memorials.

National and state parks offer a variety of attractions. Some people come mainly to see natural wonders, like the Grand Canyon. Others are more interested in studying plant and animal life. Still others visit parks to camp, ski, hike, boat, fish, and swim. Many parks offer high-quality accommodations, ranging from campgrounds to hotels, as well as a wide variety of restaurants, including fine dining, quick-service restaurants, cafeterias, lounges, and recreational facilities. While National Park Service operations are federally managed, most of the guest facilities in national parks are managed by private companies. Figure 1.17 shows foodservice at a national park.

[fast fact]

Did You Know...?

The Grand Canyon is one of the seven natural wonders of the world, with nearly five million visitors each year. At the Grand Canyon, visitors have choices from elegant and expensive dining to casual but still expensive cafeteria-style dining. All dining choices offer varied menus with daily specials. Here are a few examples of dining options:

- The El Tovar Dining Room offers elegant fare with chef's specials in a warm, inviting atmosphere.
- The Arizona Room offers steaks, seafood, and poultry in a casual western setting. It is open for lunch and dinner and offers a full bar. Service is on a first-come, first-served basis.
- The Bright Angel Restaurant offers full-service dining in a relaxed, comfortable setting and is popular with families and day visitors. The menu is diverse and service is on a first-come, first-served basis.
- Cafeteria-style dining is also available in a food court setting. Cafeteria offerings include sandwiches, multinational foods, and boxed lunches.

Theme parks

Modern theme parks offer a full array of entertainment features that create an overall atmosphere of fun. A typical theme park includes exhibits, rides, and other attractions focusing on one unifying idea, such as Sea World's theme of ocean life. The popularity of theme parks as tourist destinations has had a major impact on all



Figure 1.18: Foodservice at a theme park.

hospitality industries, including foodservice, lodging, and transportation. Theme parks have also impacted the local economies and job markets of the areas in which the parks are located. Figure 1.18 shows foodservice at a theme park.

Quality of food and service is no less important in this setting than it is in a free-standing restaurant. Food is a major part of the guests' experience. Dishes can be matched to the theme of the park, and the venue's design might also contribute to the larger theme. For example, barbecued meat and beans might be served in a saloon-style restaurant in a Wild West-themed park.

[fast fact]

Did You Know...?

Back in the 1920s, Knott's Berry Farm was just that, a roadside stand selling fresh-picked berries. But once the owners began to offer fried chicken dinners, the crowds rolled in. To accommodate the lengthy wait times, in 1940 owner Walter Knott built a ghost town to entertain his customers. This later became America's first theme park, which now has roller coasters, a Boardwalk, and Camp Snoopy among its attractions.

High-quality food was originally an essential part of the theme park experience. Over time, it developed into an uninspiring and overpriced hodgepodge; snowcones, cotton candy, and waffle fries were among the highlights. Today, however, many theme parks worldwide offer a variety of foodservice options to the hungry guest. National quick-service chains, like McDonald's and Cinnabon, are common sights, and many theme parks coordinate restaurants and concession stands to the theme itself. This enhances the overall impression that the guest has truly left daily life behind to enter an exciting new world.

For instance, The Brown Derby at Disney's Hollywood Studios, named for a famous see-and-be-seen restaurant that gave the world the Cobb Salad, is a full-service, fine-dining restaurant with a 1930s theme. Reservations are required. EPCOT's Tutto Italia Ristorante also features fine dining with classic Italian specialties. Tokyo Dining at the same park provides sushi and bento boxes. Sea-World offers Sharks Underwater Grill, showcasing both elegant seafood dishes and an exhibit of live sharks. Mythos at Universal's Islands of Adventure has been named best theme park eatery in the world for six continuous years by Theme Park Insider. Other restaurants at the park include Green Eggs and Ham in Seuss Landing, Pizza Predattoria in Jurassic Park, and the Captain America Diner.

[trends]

Amusement Park Food

According to the International Association of Amusement Parks and Attractions (IAAPA), 94 percent of people that visit amusement parks have a favorite amusement park food. Of those surveyed, 28 percent prefer funnel cake, 17 percent prefer ice cream, 14 percent prefer pizza, 13 percent prefer hot dogs, and 12 percent prefer cotton candy.

Shopping

In recent years, shopping areas have become a major destination for travelers in the United States and other countries. With the growth of automobile travel over the last half century, traditional downtown shopping areas have been

replaced by big shopping centers located outside larger cities. The rise of large retail chains has helped to continue this trend.

Malls and outlet malls attract millions of tourists who choose shopping as a recreational activity. While many people flock to shopping centers simply to look for bargains, others find shopping itself an enjoyable activity. They value the socialization and relaxation as much as the act of buying. Shopping malls and plazas offer a variety of foodservice opportunities that include quick-service and casual-dining restaurants.

The largest fully enclosed retail and family entertainment complex in the United States is the Mall of America in Bloomington, Minnesota. It employs about 12,000 people and attracts over 40 million visitors a year, with dozens of restaurants representing many styles.

[fast fact]

Did You Know...?

The Mall of America opened in 1992 in Bloomington, Minnesota. Since then, more than a half billion people have visited. It is the largest fully enclosed retail and family entertainment complex in the U.S. Tourists spend an average of \$162 per visit.

The Mall of America has more than 500 stores. There are 20 sit-down restaurants, 30 fast-food restaurants, 36 specialty food stores, 14 movie screens, and 12,550 parking spaces. Figure 1.19 shows dining choices at the Mall of America.

Big outlet centers attract travelers from hundreds or even thousands of miles away, particularly from areas where desirable name-brand merchandise is hard to come by. This generates income for the restaurants, hotels, and other businesses in the surrounding community.

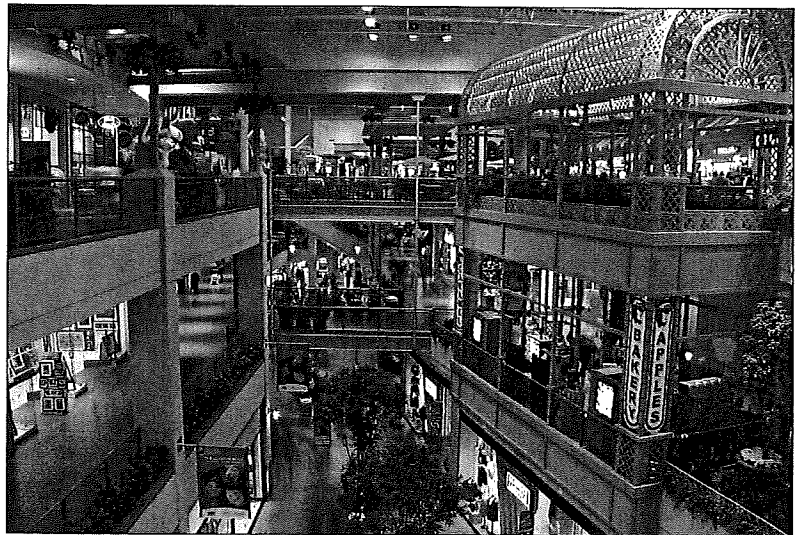


Figure 1.19: The Mall of America has generated \$800 million in total taxes, including state, regional, and local taxes through 2007.

Department stores are a major segment of the retail industry. The biggest advantage to shopping at a department store is that the shopper can purchase all sorts of items during a single visit to just one store. Examples of department stores include JCPenney, Macy's, and Bloomingdale's. While some department stores are part of large national chains, others are independent. Foodservice opportunities vary in these stores. Some have cafés while others have cafeterias or even full-service restaurants in the building.

[fast fact]

Did You Know...?

Some large retail establishments offer a variety of dining options to meet different needs. This is just good business. It keeps people in the store rather than making them leave when they get hungry. It also makes the shop a destination and encourages spontaneous purchases.

At Macy's on State Street, there are five in-store restaurants. These range from the fast and convenient food court (The Market Place) to pub fare (Infield) to an upscale food court (Seven on State) featuring renowned chefs such as Rick Bayless, to The Walnut Room, which is one of Chicago's oldest and most famous restaurants.

Another segment of the retail industry consists of large discount chains, such as Wal-Mart, Kmart, and Target. Discount chains offer a large variety of products at lower prices. They often have an edge over department stores because of national advertising campaigns, larger-volume purchasing, and sophisticated ordering and distribution networks. Cafeteria-style and quick-service operations are popular additions to these stores, as shown in Figure 1.20.



Figure 1.20: An example of foodservice operations inside Target.

Monuments, Museums, and Zoos

Monuments are typically either structures built to memorialize something or someone, or structures recognized for their historical significance. Examples of monuments include the Statue of Liberty, the Eiffel Tower, Mount Rushmore, and the Pyramids. **Concessions**, restaurants within the monuments or associated with them, are common foodservice opportunities. The Statue of Liberty has basic concessions such as hot dogs, ice cream, and beverages.

Museums provide fine-dining restaurants, banquets, or casual concessions, such as kiosks and cafeterias. Approximately 22 percent of museums have foodservice in-house. More than half of all art museums have a full-service restaurant.

Zoos offer a wide range of foodservice options including concession, fine, and casual dining. For example, the San Diego Zoo offers everything from quick-service food to top-quality dining with attentive service. Food choices range from full meals to snacks, healthy food choices, and delicious treats. Throughout the zoo, there are food carts and stands. In addition, there are casual dining restaurants that offer hamburgers, sandwiches, hot dogs, chicken, and pizza. Finally, there is a full-service, fine-dining restaurant that offers fresh fish and grilled meats.

Health Services

With the baby boomer generation moving into retirement, analysts expect growth in foodservice opportunities in hospitals, long-term care facilities, and assisted living facilities. Some states require that menus be approved by state officials to ensure that the specific nutritional needs of patients and clients are met. Foodservice in healthcare requires special attention to the dietary needs of patients. Figure 1.21 shows a commercial kitchen in a hospital.



Figure 1.21: Foodservice employees in hospitals work to provide healthy, nutritious meals.