

HOSPITALITY PROCESS MANAGEMENT



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Учебное пособие составлено для студентов высших учебных заведений, обучающихся по направлению «Сфера обслуживания». Данное учебное пособие является комплексным и практически-ориентированным, способствует развитию умения и навыков управленческой деятельности в гостиничном бизнесе.

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LECTURE 1 Introduction to Hospitality Industry

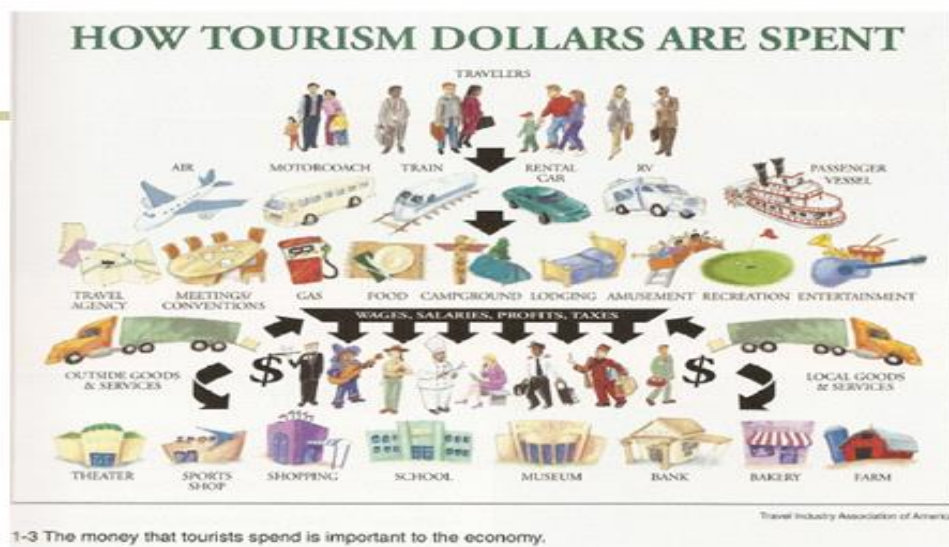
Questions for discussion:

1. In your opinion, what are the trends in hospitality industry? Why the demand for tourism and hospitality services change? What factors do you think affect these changes?
2. What kinds of institutions or establishments does the hospitality industry include besides hotels and restaurants?

Lecture summary

What is the meaning of “hospitality”? There have been different definitions of Hospitality. Broadly speaking, hospitality is the act of kindness in welcoming and looking after the basic needs of guests or strangers, mainly in relation to food, drink and accommodation. A contemporary explanation of Hospitality refers to the relationship process between a guest and a host. When we talk about the “Hospitality Industry”, we are referring to the companies or organizations which provide food and/or drink and/or accommodation to people who are away from home. However, this definition of the “Hospitality Industry” only satisfies most situations. Can you think of any circumstances where the phrase “away from home” would not be accurate?

The hospitality field, by definition, is a service industry. Its task is to create shareholder wealth by servicing and satisfying guests. Industry segments include, among others: hotels, restaurants, private clubs, managed food service, event planning, tourism related businesses, and travel providers. More often than not, the product purchased is either intangible or the perceived quality of the product purchased is impacted by the service method in which it was received.



1-3 The money that tourists spend is important to the economy.