**Chapter 1: Welcome to the Restaurant and Foodservice Industry**

**1.1 Overview of the Restaurant and Foodservice Industry**

* + The restaurant and foodservice industry
  + The big picture: the hospitality industry
  + The history of hospitality and foodservice

*Learning Objectives: At the end of this section you should be able to:*

* Identify the two segments of the foodservice industry
* Name the types of businesses that make up the travel and tourism industry
* Explain how the history of the hospitality industry has grown

**The Restaurant and Foodservice Industry**

*The industry has annual sales of over $\_\_\_\_\_\_\_\_ billion dollars. There are more than 945,000 restaurant and foodservice operators. The industry employs more than \_\_\_\_\_\_\_million people (\_\_\_\_% of the workforce). That means it is one of the largest private-sector employers in the US.*

1. What are the 2 segments in the Restaurant and Foodservice Industry?
2. What % does the commercial segment make up of the industry?
3. What are the 5 types of foodservice operations that make up the commercial segment?
4. Describe the 5 different restaurant segments, the services offered and the average price per person for dinner.
5. Give examples of non-commercial operations.
6. What is a contract feeder?

***The Big Picture: the hospitality industry***

Define the following terms:

*Travel and Tourism*:

*Hospitality*

*Tourism*

What is the relationship between transportation and tourism?

What are the 3 segments of the Hospitality industry and give examples?

**The History of Hospitality and Foodservice**

Understanding history helps us to understand how the foodservice industry has evolved, and how history affects us today and in the future.

**Ancient Greeks and Romans:**

Did the ancient Greeks dine out? Why?

What is the difference between a lesche (LES-kee) and phatnai (FAAT-nay)?

Define the term Epicurean:

“*We should look for someone to eat and drink with before looking for something to eat and drink”,* Epicurus, 4th century BC

What is the relationship between exotic ingredients and increased trade?

What is Marcus Apicius known for?

**The Middle Ages (A.D. 475- 1300)**

What are 3 major events that occurred in European society during the Middle Ages?

**The Renaissance (A.D. 1400-1600)**

What are three historical events that happened during this time?

What is ***Haute Cusine?***

Who is Catherine de Medici and what was her contribution to the foodservice industry?

Where and when did the first coffeehouse (café) open? What is its significance in history?

What is a ***guild***? What did they establish?

Who is Boulanger?

How did the French Revolution affect the foodservice industry?

**Colonial America**

A traveler during this time period typically stayed at what kind of resting places?

**Industrial Revolution**

What 3 major developments in foodservice and lodging happened during this time?

What were the significant contributions made to foodservice by Pasteur and Appert?

**The Gilded Age**

How did high society dine during this time period?

What demand caused entrepreneurs to develop the cafeteria concept?

**Chefs in History, pg. 24**

Who is Marie-Antoine Carême and what is his contribution to the foodservice industry?

Who is Georges August Escoffier and what is his contribution to the foodservice industry?

What is the kitchen brigade system?

**20th Century**

What events occurred during this time period and how did it affect the foodservice industry?

Chefs of the 20th Century: What were the significant contributions of the following chefs?

* Ferdinand Point
* Julia Child
* Alice Waters

**1.2 Career Opportunities in the Industry**

* Types of establishments
* Career pathways

*Learning Objectives: At the end of this section you should be able to:*

* Identify what types of establishments offer foodservice opportunities with the travel and tourism industry
* Name the two categories of career opportunities in the foodservice industry
* List the entry-level jobs in this field and identify the types of opportunities that exist in the lodging and transportation field.

What skills and attitudes are needed to succeed in a restaurant and foodservice industry career?

**Types of establishments in the Industry**

What are the 4 types of restaurant businesses?

What are the (2) most popular foodservice rating resources?

What are the 14 types of establishments that offer foodservice opportunities with the travel and tourism industry?

Define the following terms:

* *Convention:*

* *Exposition*

* *Trade show*

* *Monument*:
* *Concession*:
* satellite/commissary feeding

**Career Pathways**

**Foodservice Careers**

What is a front of the house employee? Give examples.

What is a back of the house employee? Give examples.

Describe the roles and responsibilities of the following jobs (page 48):

* Restaurant and Foodservice Managers
* Servers
* Host/Hostess

What is an entry level position?

**1.3 Overview of the Lodging Industry**

* Why people travel types of lodging operations
* Rating organizations
* Lodging careers

*Learning Objectives: At the end of this section you should be able to:*

* Explain why people travel
* List the differences between leisure and business travel
* Identify the nation organization that rates commercial lodging and foodservice establishments
* Identity the factors that are used in rating
* List the characteristics of lodging operations
* Explain the activities associated with the front of the house operation

What are the 2 categories of travelers and what types of services do they require?

Describe 3 types of tourism. Give an example of each.

**Types of Lodging Operations**

List the 7 Types of Lodging Operations: give examples and explain of each type of establishment and identify the type of traveler they cater to.

What are the 2 lodging rating agencies that are commonly used? What symbol and criteria does it use to judge lodging properties?

**Lodging Careers**

Give examples of **Front of the House/Customer Contact** careers:

Give examples of **Back of the House**/**Behind the Scene** careers:

*What is a* ***POS System****:*