

Introduction to Hospitality Industry

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1. The History of Hospitality Industry
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3. Characteristics of the Hospitality Industry
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1- The History of Hospitality Industry

A- Introduction to Hospitality

- The concept of hospitality is as old as civilization itself
- It originated from basic human practices such as:
 - Offering food
 - Providing shelter to strangers
- **Key Idea:**
 - Hospitality began as a social and moral obligation.

1- The History of Hospitality Industry

A- Introduction to Hospitality

- Hospitality has evolved from:

- Simple acts of kindness toward travelers to;
- Complex, global hospitality industries

-Today:

- Multifaceted hospitality conglomerates
- Professional management systems

1- The History of Hospitality Industry

A- Introduction to Hospitality



- The word hospitality comes from the old French word “hospice”

Meaning:

- To provide care
- To offer shelter for travelers

- **Core Values:**

- Care, Protection, and Generosity

1- The History of Hospitality Industry

A- Introduction to Hospitality



Historical Example: Hospice de Beaune

- Also known as:

- “Hotel Dieu”
- “House of God”

Function:

- Charity hospital
- Refuge for the poor and travelers

1- The History of Hospitality Industry

A- Introduction to Hospitality



- Founded in 1443
- Established by Nicolas Rolin

-Purpose:

- Provide shelter and care for the poor
- Act as a humanitarian institution

1- The History of Hospitality Industry

B- Hospitality in Ancient Times



- Hospitality dates back to ancient civilizations
- One of the earliest recorded examples comes from the Sumerians
- Around 4,500 BCE, early forms of hospitality began to emerge

- Due to surplus resources, the Sumerians developed:

- Writing systems
- Early forms of money
- Pottery and tools
- Brewing techniques

1- The History of Hospitality Industry

B- Hospitality in Ancient Times



- Taverns were among the earliest hospitality establishments

Functions:

- Served different types of beer
- Provided social gathering spaces
- Places for relaxation and socialization

- Between 4000–2000 BCE, hospitality practices spread across:

- Europe, China, Egypt, and India

1- The History of Hospitality Industry

C- Hospitality in Ancient Greece and Rome



- Hospitality practices were documented in:
 - Code of Hammurabi
- One of the earliest legal references to:
 - Taverns
 - Guest regulation
 - Hospitality responsibilities

1- The History of Hospitality Industry

C- Hospitality in Ancient Greece and Rome



- Increased trade led to:

- More frequent travel
- Longer journeys

- Challenges:

- Slow transportation
- Difficult travel conditions

- Result:

- Strong need for accommodation services

1- The History of Hospitality Industry

C- Hospitality in Ancient Greece and Rome



- The Roman Empire developed:
 - Well-constructed road networks
 - Inns located approximately 25 miles apart
- **Purpose:**
 - Support long-distance travel
 - Serve government officials and couriers

1- The History of Hospitality Industry

C- Hospitality in Ancient Greece and Rome

Types of inn operators:

A- Wealthy landowners

- Built inns on estate edges
- Operated by household slaves

B- Freeman and retired gladiators

- Invested savings in hospitality businesses

1- The History of Hospitality Industry

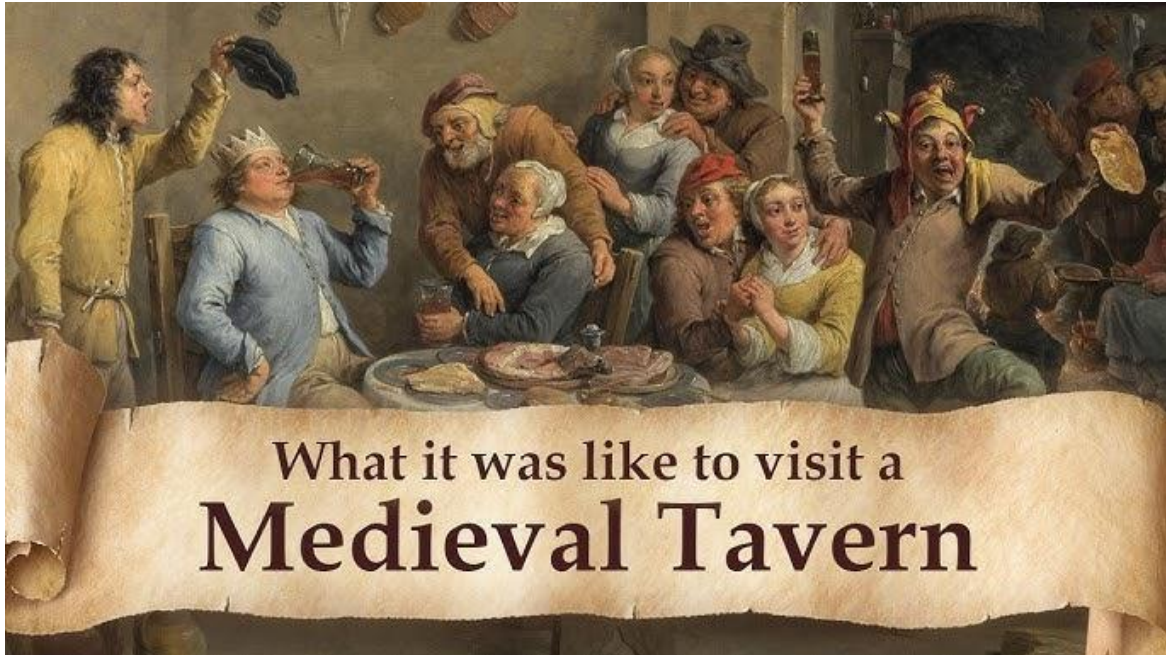
C- Hospitality in the Medieval Times



- Hospitality continued to evolve during the Middle Ages
- Strongly influenced by:
 - Religion
 - Pilgrimage
 - Trade and travel
- In the 8th century, Rest houses for pilgrims were established to:
 - Provide shelter and care
 - Support religious travel

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C- Hospitality in the Medieval Times



- A famous medieval rest house:
 - Roncesvalles Abbey
- Services offered:
 - Warm welcome
 - Free bread
 - Barber and cobbler services
 - Food supplies (fruit, almonds)
 - Beds for the sick

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C- Hospitality in the
Medieval Times

Growth of Inns in Florence

- Inns were owned by the city
- Leased through auctions (3-year contracts)
- By 1290:
 - 86 innkeepers were guild members
- Implication:
 - Hospitality was a profitable and organized industry.

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C- Hospitality in the Medieval Times



- Inns increased as travel expanded
 - However, conditions were basic:
 - Shared sleeping areas
 - Mattresses in common spaces
 - As more wealthy travelers emerged:
 - Expectations increased
 - Quality of inns improved
- Result:

- Better services
- More structured accommodations
- Growth of hospitality standards

1- The History of Hospitality Industry

D- Coffee Houses

A London Coffee House of the 1660's



11

- During the 16th century, two major imports influenced Europe:
 - Coffee and Tea
- Initially:
 - Considered exotic and unfamiliar
 - Introduced through travel and trade to Constantinople
- During the 17th century, coffee houses spread across Europe
- Example:
 - Venice became a major center of coffee culture
 - By 1675, dozens of coffee houses existed

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D- Coffee Houses

- In England, the first coffee house opened in 1652

- Role:

- Became important urban social spaces
- Spread rapidly across the country

- Coffee houses became:

- Social centers
- Meeting places for intellectuals
- Literary and discussion hubs

1- The History of Hospitality Industry

E- Hospitality in the 19th Century



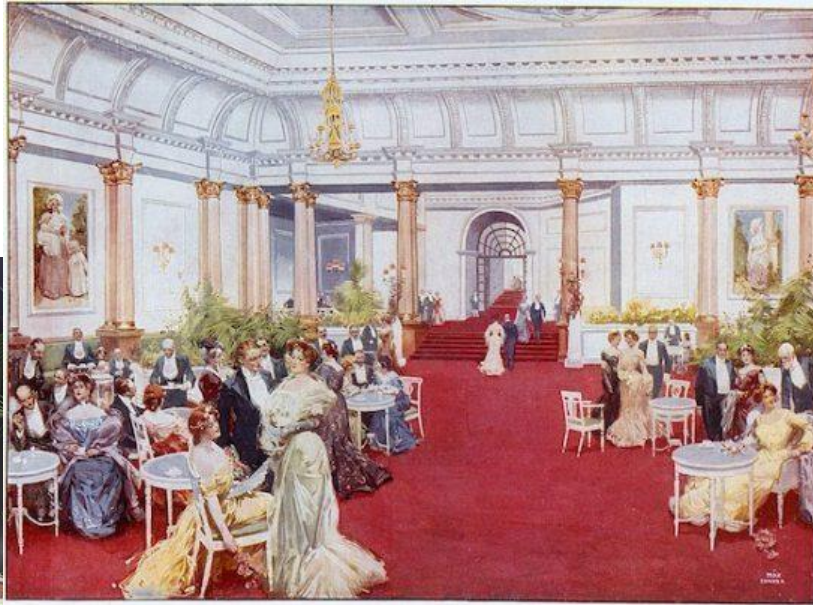
- Restaurants flourished across Europe
- Antoine Carême published *La Cuisine Classique* (1856)
 - Introduced structured cuisine and sauces
 - Led to the à la carte menu concept

-Opening of the Savoy Hotel (1898)

- Managed by César Ritz
- Kitchen led by Auguste Escoffier
- Key contributions:
 - Modern luxury hotel standards
 - Simplification of haute cuisine

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f- Hospitality in the 20th Century



After World War II:

- Growth of hotels, motels, fast food, coffee shops

- Expansion of road travel culture

- 1950s–1960s aviation boom:

- Faster and more frequent flights
- Development of global tourism

- Rise of hospitality chains:

- Serving business and leisure travelers
- Expansion into cities and tourist destinations

1- The History of Hospitality Industry

G- Hospitality in the Contemporary World

- The hospitality industry is:
 - Dynamic and exciting
 - Career-oriented with strong advancement opportunities
 - A people-centered industry



1- The History of Hospitality Industry

G- Hospitality in the Contemporary World



Core Values & Success in Hospitality: Marriott International

- Core philosophy:
 - “Take care of employees → they take care of guests”
- Key success factors:
 - Strong organizational values
 - Continuous improvement
 - Hard work + enjoyment
- Core purpose:
 - Make guests feel welcomed and valued
 - Create a “home away from home”

1- The History of Hospitality Industry

G- Hospitality in the
Contemporary World

Service Spirit & Guest Experience:

- Hospitality begins with guest encounters
- Service spirit means:
 - Going the extra mile
 - Creating memorable experiences
 - Showing warmth and care

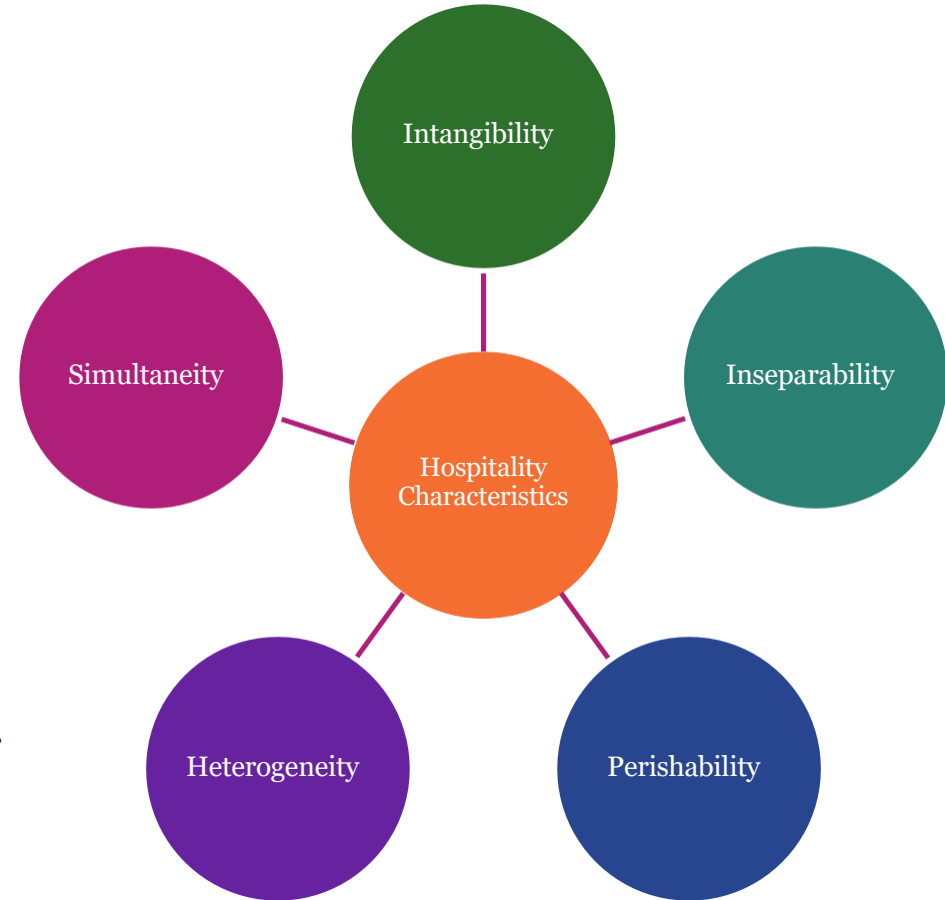
2- The Interrelated Nature of Hospitality and Tourism



- Largest and fastest-growing industries globally.
- Diverse careers
- Shared dynamics:
 - Delivery of services and products.
 - Guests' impressions and experiences.
 - Employees influence human experience through brief but powerful interactions.

3- Characteristics of the Hospitality Industry

- Hospitality products have different characteristics.
- They include:
 - Intangibility
 - Inseparability
 - Perishability
 - Heterogeneity
 - Simultaneity
- They are more of an experience than a physical good.



3- Characteristics of the Hospitality Industry

A- Intangibility



- Services cannot be fully experienced before purchase.
- Customers rely on pre-purchase cues
- Intangible elements influence customer satisfaction.
- Intangibility makes pre-purchase evaluation difficult.

- Unique production process:

- Guest participation is essential in creating the service.
- Each guest interaction is unique and co-created in real time.

3- Characteristics of the Hospitality Industry

B- Inseparability



- Service is produced and consumed at the same time.
- Guests must be physically present.
- Customers participate in service delivery.
- Experience is co-created with staff.
- Interaction quality affects satisfaction.

3- Characteristics of the Hospitality Industry

C- Perishability



- Unsold services cannot be stored for future use.
- If not consumed at the moment, the value is lost forever.
- Hospitality must generate return on investment for owners/shareholders.
- Fair return depends on business circumstances and market conditions.
- Downturns or recessions increase the difficulty of staying profitable.

3- Characteristics of the Hospitality Industry

D- Heterogeneity



- Quality varies depending on the staff, time, and conditions.
- Customer experiences are never the same.
- Even standardized chains cannot guarantee identical experiences.
- Variability is inherent in service delivery.

3- Characteristics of the Hospitality Industry

E- Simultaneity



- A hotel service cannot be produced in advance or stored.
- It cannot be inspected before it is delivered
- Guests experience the service in real time

4- Hospitality Industry Philosophy

Shift in management style:

- From planning & directing to counseling, empowering, and supporting associates.
- Encourages participative management, associate empowerment, and higher productivity.

Guest-focused philosophy:

- Example: Ritz-Carlton empowers staff to spend up to \$2,000 to resolve guest issues.

4- Hospitality Industry Philosophy

Corporate values:

- Ethics, fairness, equality, innovation, creativity.
- Focus on guest-related services over traditional production.

Corporate culture impact:

- Strong philosophy creates aligned employees and satisfied guests.

4- Hospitality Industry Philosophy

Service in Hospitality

- Service = “the act or means of serving” (providing goods, assistance).
- **The age of service:**
 - Guest expectations are higher; “loyalty is bought with service.”
- **Teamwork is essential:**
 - back-of-house supports front-of-house → guest satisfaction.
- **Types of Guests**
 - External guests: pay for services; their satisfaction measures success.
 - Internal guests: employees benefiting from others’ work inside the organization.

4- Hospitality Industry Philosophy

Service in Hospitality



Keys to Service Success:

- Focus on the guest.
- Understand the role of guest-contact employees.
- Embed service culture into training & education.
- Balance high-touch and high-tech service.
- Embrace change to constantly improve guest experience.

Guest Loyalty & Profitability

- Retaining guests is cheaper and more profitable than acquiring new ones.

4- Hospitality Industry Philosophy

Moments of Truth



- Described as every guest interaction that can create a lasting impression.
- Key to service excellence and organizational success.

In hospitality:

- Hospitality organizations have thousands of moments of truth daily.
- Service quality depends on consistent excellence in every interaction.
- Coaching employees on handling these moments improves guest satisfaction and loyalty.

5- Service and Total Quality Management

What is TQM in Hospitality?



- Participatory process that empowers all employees to improve guest service.

- Focus on guests to exceed expectations.

- Treat guests as you would like to be treated.

- **Benefits of TQM:**

- Increased guest and employee satisfaction.

- Cost reductions.

- Improved profitability.

5- Service and Total Quality Management

What is TQM in
Hospitality?

- Employee Empowerment:

- Speak up, take responsibility, make decisions, act as professionals.

- Managers support by:

- Taking risks.
- Delegating authority.
- Fostering learning environments.
- Sharing information and encouraging self-expression.
- Involving employees in vision creation.
- Being thorough and patient.

Thank you



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