

Instructional Terminology

Hospitality Management 52.0900.00



This **Instructional Terminology** defines entry-level industry terms identified by the program's Technical Standards, Measurement Criteria, and Instructional Framework. This resource is designed for use in classroom and laboratory environments to ensure students are introduced to the essential occupational terminology relevant to their program. It supports the consistent use of terms and definitions in curriculum, instruction, and assessment and corresponds with the Technical Standards endorsed on July 16, 2023.

A

Accommodation - Lodging for a guest

Accounting - The department that works with all of the finances of a business

Advertising - The activity of promoting products or services to attract customers

Amenities - An extra item or services that adds to the customers comfort or convenience

American Automobile Association (AAA) - An organization that provides support for travel services, as well as an independent rating system for hotels and restaurants using a 1-5 diamond scale based on quality

American Hotel and Lodging Association (AHLA) - An industry trade group that represents and supports the hotel industry in the United States

American Hotel and Lodging Educational Institute (AHLEI) - AHLA's Education and Training organization

Arizona Chamber of Commerce - An organization that advocates for businesses in Arizona, including those in the hospitality industry

Arizona Lodging and Tourism Association (AzLTA) - An organization that represents the interests of the lodging and tourism industry in Arizona

Arizona Office of Tourism (AOT) - A state office that promotes tourism in Arizona

Arizona Restaurant Association (ARA) - An organization that supports and represents restaurants in Arizona

Artificial Intelligence (AI) - Computer systems able to perform tasks that normally require human intelligence

B

Back of house (BOH) - Roles and responsibilities of staff who work behind the scenes, an area of a hospitality business where staff may not interact with guests

Banquet - An elaborate meal to celebrate an event, or end of season

Bartender - An employee that mixes and serves alcohol, and non-alcoholic drinks to guests

Barter - Early exchange system where travelers provided goods or services

Bed and Breakfast - A small place to stay where you get a room and breakfast in the morning; usually run by the owners who live there

Bell attendant/Bellhop - An employee who assists guests with luggage (transporting or holding) in a hotel

Benefit analysis - A process of comparing the benefits and costs of a decision to help make the best choice

Benefits - Extra perks or compensation given to employees, such as health insurance or paid time off

Beverage manager - Employee who oversees all bars within the hotel

Bid - An offer to provide a service or product at a specific price, often in competition with others

Bleisure travel - Travel for both business and leisure purposes

Bloodborne pathogens - Harmful germs that can be spread through contact with blood and other body fluids, requiring special safety precautions

Booking engine - A software application that allows guests to view room availability, check prices, and make reservations directly online

Braille - A language for people that are visually impaired

Brand - The identity or image of a product or company, including its name, logo, and reputation

Branding - The process of creating a unique image and identity for a company or product to differentiate it from competitors

Budget - A plan for managing money, outlining expected income and expenses

Budget hotel - An establishment where people pay for a room to sleep in at a reduced price with little to no amenities

Budgeting - The process of creating a financial plan that outlines expected revenues and expenses

Buffet - A meal consisting of several dishes from which guests serve themselves

Bureaucratic Style - A management style that focuses on following rules and procedures, often with many layers of approval

Business plan - A detailed document that outlines a company's goals and the strategies to achieve them

Business travel - Any trip taken for work-related purposes including attending conferences, meetings, and trade shows, or visiting clients and suppliers

Busser - A person who clears and cleans tables and sets tables for guests

C

Carbon footprint - Amount of carbon dioxide emitted into the atmosphere when shipping in product; it may also refer to traveling to see or pick up something

Catering - The service of providing food and drinks for events such as parties or meetings, either at the event location or delivered

Chamber of Commerce (local, state, national) - Organizations that support businesses in a specific area, helping them grow and succeed

Check-in - Registering guests as they arrive and providing rooms and keys and other requested items

Checkout - Finalizing bill for guests and taking payment for any incurred expenses as well as alerting housekeeping that the room is now vacant

Chef - A cook with professional training

Commercial food service - Foodservice conducted to make a profit competing against other food services for customers

Commission - Money earned based on sales or performance, often as a percentage of sales

Communication barriers - Obstacles that make it difficult for people to understand each other, such as language, cultural differences, age gaps etc.

Compensation - The money and benefits employees receive for their work

Concessions - Providing food services with a service kitchen including soda, hot dogs, chips

Concierge - Employee who assists guests with selection and reservations of activities such as dining, entertainment, tours, and special requests within a hotel

Conference centers - Large buildings or spaces designed for meetings, conferences, and events, but not necessarily overnight accommodations

Conference hotel - A hotel that's designed to host meetings and other gatherings, while still offering overnight accommodation for guests

Contactless payment - Technology that allows customers to pay without physical contact, often used in hospitality settings to enhance safety and convenience

Contactless services - Services that allow users to complete transactions without physical contact

Contemporary hospitality - Modern-day hospitality practices that emphasize comfort, convenience, and customer satisfaction

Contract food service - Hiring an outside agency to provide food services

Controller - The person in charge of financial management and accounting in a company

Controlling - The management function of monitoring and adjusting processes to meet goals

Convention and Visitors Bureau (CVB) - An organization that promotes tourism and events in a specific area, often funded by local government

Convention and Visitors Bureau - A nonprofit organization that promotes tourism to travelers within its community

Convention - A sponsored event or meeting for a large group of people

Convention center - A building utilized to hold large groups of people for conventions, trade shows, and other events

Convention hotel - A hotel that is designed for conventions and trade shows

Conversion factor - Desired yield divided by the original yield equals the conversion factor, which is the number by which to multiply the ingredients

Cook - Person who prepares food

Cost-effective buying - Purchasing goods or services that offer the best value for the money spent

Cultural nuances - Differences in hospitality practices and expectations based on cultural and regional factors

Customer experience journey - The stages a guest goes through during their interaction with a lodging facility, from booking to checkout

Customer retention strategies - Techniques used to maintain customer loyalty and repeat business, such as personalized service and loyalty programs

Customer service - The help and support a business gives to its customers to ensure they have a good experience

D

Demographic trends - Changes in the characteristics of a population over time

Demographics - The characteristics of a population, such as age, gender, income, and education

Dine-in restaurant - A restaurant where the patron consumes food and beverages while seated at tables or counters located on the premises

Disability - A physical or mental condition that makes it harder for someone to do certain activities

Discrimination - Treating someone unfairly because of their race, gender, age, or other personal characteristics

Dishwasher - Person who washes dishes for a restaurant

Diversity - Having a variety of different people, backgrounds, and perspectives in a group or workplace

Docent - A person who acts as a guide, typically on a voluntary basis, in a museum, art gallery, or zoo

Door attendant – An employee who holds the door open for guests to enter and exit a hotel

Dynamic packaging - Allowing guests to build their own travel package

E

Ecotourism - Tourism directed toward exotic, often threatened, natural environments, especially to support conservation efforts and observe wildlife

Emergency Plan - Procedures that outline what to do in case of an emergency, such as a fire or earthquake

Employee evaluation - The process of reviewing an employee's performance and providing feedback

Employee handbook - A book or document that explains the rules, policies, and benefits for employees

Employee rights - Legal protections for workers, including safety, anti-discrimination, and harassment regulations

Engineering/Maintenance - Optimization of equipment, procedures, and departmental budgets to achieve better maintainability, reliability, and availability of equipment

Entertainment - Activities or shows provided to guests to make their stay more enjoyable, such as live music or games

Entertainment and Recreation Sector - Part of the hospitality industry that provides activities and services for leisure and entertainment

Ethical behavior - Doing what is right and fair, following rules and moral principles

Ethical responsibilities - The obligation of businesses to act in a morally sound manner, considering the well-being of customers, employees, and the community

Etiquette - The rules and customs for polite behavior in social or professional settings

Event coordination - The process of organizing and managing events, including logistics, communication, and problem-solving

Event coordinator (or Manager/Planner) - An event manager who oversees planning, organizing, and executing all types and sizes of events, such as musical concerts, food festivals, and conventions

Executive chef - The top chef in charge of a restaurant

Expeditor - Culinary staff employee that receives, and reads out orders entered from the servers to the line cooks, and chefs in the kitchen

Extended stay - A hotel designed for people who need to stay for a longer time; rooms usually have kitchens, so guests can cook their own meals

F

Farm to Table - The process of producing food locally, from its origin at a farm to its consumption at a dining establishment

Farmers market - A local outdoor food market that sells food, beverages, and other products that are usually locally sourced

Fast food restaurant - A place that provides food fairly quickly that is ordered and picked up from the counter

Fine dining restaurant - Food service business that provides the highest quality food, service, ambiance, plating, and decorations at a higher price

First aid - Basic medical help given to someone who is injured or sick before professional help arrives

Five P's of Marketing - The elements of marketing: Product, Price, Place, Promotion, and People

Food and beverage recycling - Practices aimed at reducing waste in the food and beverage industry, including recycling programs and compliance with health regulations

Food and beverage sector - The industry segment focused on the preparation, presentation, and service of food and drinks

Food and Drug Administration (FDA) - A government agency that ensures food and medicine are safe for people to use

Food handling - The proper way to prepare, store, and serve food to prevent contamination

Food trucks - A large vehicle equipped with facilities for cooking and selling food

Foodservice - A business that provides food or beverages for its customers

Foodservice industry - The conglomeration of businesses that provide food for their customers

Foodservice sector - Sector of the hospitality industry that focuses on businesses that serve food and beverages

Forbes Star Rating - A rating service and guide for luxury travel, providing information on hotels, restaurants, and spas

Franchise - A method for expanding a business and distributing goods and services through a licensing relationship

Franchised hotels - Hotels that are part of a larger brand but are owned and run by different people; they follow the brand's rules and use its name

Front desk - Department that organizes all front-of-the-house operations such as guest interactions, room reservations, check-ins, and checkout

Front desk agent - Employee who assists with the reservations, check-in and checkout at the front desk

Front of House (FOH) - Roles and responsibilities of staff who interact directly with customers, guest facing positions

Front of the house (physical) - Area of a hospitality business that guests are intended to see

Full-service hotel - A hotel that provides a variety of services and amenities beyond just a place to sleep

Full-service restaurant - Restaurant where a server interacts with guest parties at a table, takes their order, brings their food, takes payment, and provides customer service

G

Global Distribution System (GDS) - A computer network that travel agents and companies use to book flights, hotels, and other travel services worldwide

Green initiatives - Efforts in the hospitality industry to reduce environmental impact through sustainable practices

Guest - A person who is entertained or receives service from a business, such as a hotel or restaurant

Guest amenities - Services and goods provided by lodging facilities to enhance the guest experience, such as toiletries, pools, and room service

H

Hazard - Something that can cause harm or danger

Hazard Analysis Critical Control Point (HACCP) - A food safety system that identifies and manages potential hazards in food production

Hospitality - The friendly, generous reception of meeting guests with kindness and goodwill

Hospitality industry - Service industry with subcategories such as lodging, food and beverage, meetings and events, recreation, travel, and tourism

Host/Hostess - The person who greets guests at a restaurant, shows them to their table, and sometimes takes reservations

Hostel - A budget lodging facility that usually offers dormitory shared sleeping arrangements and a common area

Hotel - An overnight establishment providing accommodations, meals, and other services for travelers and tourists

Hotel franchises - Hotels that operate under a larger brand name (i.e., Hilton, Marriott, etc.) but are often independently owned

Human interaction - The role of interpersonal communication and service in the hospitality industry

Human Resources - The department in a company that handles hiring, training, and employee relations

I

Independently operated hotels - Hotels that are not part of a chain or brand; they are owned and managed by individuals or small companies

Industrial Revolution - The era of rapid industrial growth in the 18th and 19th centuries that led to increased travel and the development of hotels and restaurants

Initiative - The ability to assess and initiate things independently

Internet booking - A website that allows consumers and travel agents to book flights, hotels, holiday packages, insurance and other services online

Inventory - The goods and materials a business has in stock

Inventory control - The process of managing and tracking a company's inventory

J

Job description - A document that outlines the duties, responsibilities, and qualifications for a specific job

K

Kiosk - A small structure in a public area used for providing information using an interactive display screen or screens

L

Leadership - The ability to guide and inspire others to achieve goals

Leisure travel - A trip taken for personal enjoyment, relaxation, or entertainment, usually during one's free time

Liability - Legal responsibility for something, especially in the case of damages or injuries

Local - A good or service being produce in close proximity to the location of the business

Local tourism - Tourism focused on attractions and experiences within a specific geographic area, such as hiking trails or historical sites

Location - The position of a hospitality business

Lodges/Cabins - Small, cozy buildings, usually made of wood and often in nature, where people can stay

Lodging classification - The categorization of lodging facilities based on factors such as service level, amenities, and price (e.g., 1 star to 5-star hotels)

Lodging reservation options - Various ways guests can book accommodations, including in-person, online, through travel agencies, or third-party websites

Lodging sector - Businesses that provide overnight accommodations, including hotels, motels, inns, and resorts

Logistics - The planning and managing of how goods and services are moved, such as how food is delivered to a hotel or how guests' luggage is handled

Loss - A decrease in value, revenue, or profit

Luxury - A high-end place to stay that offers the best services, rooms, and facilities; luxury hotels are often expensive and very comfortable

M

Maintenance - The team responsible for fixing things and keeping the hotel in good condition, such as repairing broken lights or plumbing

Maître d' - Person who manages the waitstaff of a restaurant

Managed service operations - Food and beverage services provided in institutional settings, such as hospitals or schools

Management - The process of dealing with or controlling things or people; the conducting or supervising of something (such as a business)

Management companies - Third-party entities that manage the operations of hotels on behalf of owners

Management functions - The core responsibilities of managers in planning, organizing, directing, and controlling business operations

Managing customer service - The process of training employees and setting proper expectations

Market - A group of potential customers who might buy a product or service

Market pricing - The cost of a menu item depending on the amount of markup due to factors including out-of-season product being shipped into the region

Market segmentation - The process of dividing a market into smaller groups of customers with similar needs or characteristics

Marketing - The activities of a company associated with buying and selling a product or service; it includes advertising, selling, and delivering products to people

Marketing mix - The combination of factors, including product, price, place, and promotion used to market a product

Marketing plan - A comprehensive strategy for promoting a business, including market research, target audience identification, and budgeting

Meetings and events sector - Industry segment focused on organizing and managing meetings, conferences, conventions, and events

Menu design - The process of creating a restaurant's menu, considering factors such as readability, branding, cost, and cultural representation

Michelin rating - A rating system that awards stars to the best restaurants worldwide, known for its high standards

Minimum wage - The lowest amount of money that an employer is legally allowed to pay an employee per hour of work

Motel - A roadside hotel designed for travelers with cars; they often have rooms with doors that open directly to the parking lot

Motivations for travel - Reasons why people travel, including business, pleasure, or personal commitments

N

Negligence - Failing to take proper care, which can lead to accidents or harm

Nutritional value - The nutrient content of the diet

O

Occupational Safety and Health Administration (OSHA) - A government agency that sets and enforces safety standards in workplaces to keep employees safe

Online Customer Management System - Provides a central place where businesses can store customer and prospect data, track customer interactions, and share this information with colleagues

Online Travel Agency (OTA) - A website or app where people can book travel services such as hotels, flights, or car rentals (i.e. Expedia, Booking.com, etc.)

Organic - A farming system that avoids the use of man-made pesticides, fertilizers, growth regulators, and livestock feed additives to any product that will be processed into human food consumption; products free of genetically modified organisms (GMOs)

Organizational chart - A visual diagram that shows the structure of a company, including different roles and who reports to whom

Organizational culture - The values, beliefs, and attitudes that define the environment and behavior within a company

Organizational structure - The hierarchy of roles and responsibilities within a lodging facility, typically divided into executive management, guest services, and administrative groups

Organizing - The management function of arranging resources and tasks to achieve goals efficiently

P

Partnership - A business owned and managed by two or more people who share profits and responsibilities

Pathogen - A microorganism that can cause disease

Performance review - A meeting, usually once a year, where an employee's job performance is discussed and feedback is given to help them improve

Planning - The process of setting goals and deciding how to achieve them

Point of Sale (POS) - The system used to take payments from customers, often seen as cash registers or card readers in stores and restaurants

Proactive - Creating or controlling a situation by causing something to happen rather than responding to it after it has happened

Profit - The money a business makes after subtracting its expenses from its revenue

Promotion - Marketing activities that aim to increase awareness or sales of a product or service

Property Management System (PMS) - Software used by hotels to manage reservations, check-ins, and guest services and other day-to-day operations

Public relations - The practice of managing and improving the public image of a company or organization

Publicity - Attention that a company or product receives from the media which can be positive or negative

Purchasing and receiving - Ordering, stocking, receiving, and delivering products ordered to the department or individual who ordered it

Q

R

Reaction - An action performed or a feeling experienced in response to a situation or event

Recession - A period of economic decline when businesses make less money and unemployment rises

Recreation Sector - Industry that focuses on rest, relaxation, and enjoyment

Recreational venues - Locations where recreational activities take place including amusement parks, sports facilities, and spas

Recycling - Converting waste material into reusable objects

Referral system - A network of independent hotels that work together to help reserve rooms for each other, often with a central reservation office

Regulation - A rule set by a government agency that businesses must follow

Renaissance - A period of cultural rebirth in Europe where travel for education and leisure began to rise, influencing the hospitality industry

Reservation systems - Computer systems used by hotels and restaurants to book rooms or tables for guests

Resort - An open area, such as a lobby, that provides multiple uses due to high traffic

Resort hotel - A lodging property located on a resort where people go to vacation

Restaurant classification - The categorization of restaurants based on service style, such as fine dining, quick serve, or fast casual

Restaurant manager - Employee who is responsible for the overall management of the restaurant on a daily basis

Revenue - The total amount of money a business earns from selling its products or services

Revenue center - A department or unit within a business that generates income, such as a hotel's restaurant or gift shop

Revenue management - Techniques used to optimize the financial performance of a business, particularly in relation to pricing and occupancy rates

Revenue management software - Tools used by businesses to maximize income by adjusting prices based on demand and other factors

Risk management - The identification and mitigation of potential risks in the hospitality industry to ensure safety and profitability

RV/campgrounds - A place where people bring their RV or tent and rent a space

S

Safety procedures - The steps and guidelines to keep people safe in the workplace

Sales promotion - Short-term incentives or deals used to encourage customers to buy a product or service

Sanitation - Keeping places clean and free from germs to protect health

Scheduling - The process of planning when employees will work and when tasks will be done

Security - Individuals responsible for keeping the hotel safe for guests

Self-ordering menu - A self-order menu that can be used tableside or as a self-ordering kiosk and allows customers to place their own orders on an iPad

Server - An employee in food and beverage that takes customers' orders and delivers what was ordered

Service professional - An individual in the hospitality industry who excels in providing customer service, characterized by adaptability, empathy, and professionalism

Sexual harassment - Unwanted or inappropriate behavior of a sexual nature, often in the workplace

Staffing - The process of hiring and managing employees to ensure a business has the right people to get the job done

Sustainability - Avoidance of the depletion of natural resources in order to maintain an ecological balance

T

Target market - The specific group of customers a business aims to reach with its products or services

Temperature danger zone - The temperature range between 40°F and 140°F where bacteria can grow quickly in food

Third-party event coordinators - External companies or individuals hired to manage and execute events on behalf of clients

Tourism - The movement of people to places outside their usual environment for leisure, business, or other purposes

Tourism bureaus (local, state, national) - Organizations that promote travel and tourism to a specific area, helping to attract visitors

Tourism industry - An industry that deals with the activities of people traveling for leisure or business

Tourism sector - Industry that promotes traveling for business, leisure, or any other purpose

Training - The action of teaching or preparing a particular skill or type of behavior

Travel agency (TA) - A company or person that helps people plan and book their trips; they can arrange flights, hotels, tours, and more

Travel and tourism sector - Industry segment focused on services that facilitate travel, such as transportation and tour operations

Trend - A general direction in which something is developing or changing, often in fashion, technology, or business

U

Unethical behavior - Actions that are dishonest or unfair, going against moral principles

V

Vacation rentals - Properties rented for short-term stays, such as homes, condos, or villas, often through platforms comparable to Airbnb

Valet - A service where someone parks a customer's car upon arriving at a hotel or restaurant

Vegan - Eating, using, or containing no food or other products derived from animals

Vegetarian - Relating to the exclusion of meat or other animal products from the diet

Venue - The place where something happens, especially an organized event such as a concert, conference, or sports event

Virtual travel - The use of technology to explore places without being physically present

W

Wedding planner - Someone who plans and organizes weddings as a profession

Wi-Fi - A wireless networking technology that uses radio waves to provide wireless high-speed Internet access

X

Y

Yield - The amount of servings a recipe will prepare

Z