

Vocabulary for Careers in Hospitality

The field of hospitality includes a great variety of interesting jobs. On the next few pages, there is a vocabulary list for several career paths.

- Food and Beverage
- Hotel and Tourism
- Convention Center Events
- Travel Terms

Pick a vocabulary list for a job you might find interesting. Select 10 words that are new or interesting to you. List them here, with their definitions.

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Applying Your Career Vocabulary

Below, or on a separate sheet of paper, tell a story about a day on the job. Incorporate all your words into that story. Make it interesting, with examples of what you did, how you did it, and how well you performed your tasks for your employer.

Read it aloud to see if it is clear and organized. Check for errors. Follow the writing principles you are learning in GED Writing and let your teacher review it with you.

Food and Beverage Vocabulary

Accompaniment

Side dishes to a main dish

Acid

Contained in foods such as citrus, vinegar, and wine that have a sour taste; when used in cooking, it affects the pigment of certain vegetables and fruits; acids have a pH less than seven

Alkaline

Found in baking soda or any other substance with a pH level greater than seven; when used in cooking, it affects the pigment of certain vegetables

Anthocyanin (*an-thoe-SIGH-ah-nin*)

Red or purple pigment in vegetables and fruits

Anthoxanthin (*an-thoe-ZAN-thin*)

Colorless or white pigment in vegetables and fruits

Back-of-the-house

Areas of the foodservice operation, like the kitchen, storage area, or pantry, where employees don't see customers on a regular basis; includes all positions in areas outside of public space; the team of individuals who perform all the food production tasks for an operation

Bacteria

Single-celled organisms that are invisible and often cause disease

Bake

Cook food in a closed oven without liquid

Bake pan

Shallow rectangular pan used to bake foods

Barbecue

Cook food on a grill while basting with a marinade or sauce

Baste

Moisten food during cooking with pan drippings, sauce, or other liquid; also refers to method in which food, such as an egg, is fried and then steamed in a covered pan

Blanch

Cooking an item briefly in boiling water or hot fat before finishing or storing it

Body

Main ingredient of a salad

Boil

Cook food submerged in a liquid that has reached the boiling point

Boning knife

Six-inch knife used to separate raw meat from the bone

Braise

Cooking method in which food is browned, then covered and simmered with a small amount of liquid until food is tender

Braising pan

High-sided, flat-bottomed cooking pan used to braise, stew, and brown meats

Broil

Cook food by placing it below a very hot heat source

Butcher knife

Used to fabricate raw meat

Can opener

Tool used to open cans; can be small and hand-held or large and attached to a work table

Caramelize

Brown fruit or vegetables with a small amount of sugar in the presence of heat

Carotenoid (*car-AH-ten-oid*)

Orange, yellow, red-orange, or red pigment in vegetables and fruits

Chef's knife

All-purpose knife used to chop, slice, and mince all types of foods

Chlorophyll (*CLOR-oh-fill*)

Green pigment in vegetables and fruits

Clarify

Purify a hot liquid by removing solids and impurities; process used to make clarified butter

Cleaver

Heavy, rectangular knife, used to chop a variety of foods

Colander (*CAH-len-der*)

Strainer that stands on metal feet used to drain liquid from cooked pasta and vegetables

Comp (complimentary)

Something offered without charge

Condiment

Cooked or prepared flavorings

Consommé (*CON-suh-may*)

Rich, flavorful broth or stock that has been clarified

Contamination

Presence of harmful substances or microorganisms in food or water

Convection oven

Oven with a fan that circulates hot air

Conventional (standard) oven

Standard type of oven with the heat source located on the floor of the oven

Corrosive

Eats away or dissolves materials

Cream

Fatty component of milk; can be classified as heavy (whipping) or light

Cross-contamination

Transfer of harmful microorganisms from one surface to another

Customer service

Employee and manager attitudes, skills, and policies that allow an operation to meet its customers' needs and wants

Deep fry

Cook breaded or batter-coated food by immersing it completely in hot fat or oil

Deep-fat fryer

Used to cook food in hot oil or fat

Dollop (*DOLL-up*)

Small scoop or spoonful

Double broiler

One pot fitted into another to gently cook delicate foods, such as cream and chocolate, over simmering or boiling water

Dry-heat cooking

Cooking method in which food is cooked either by direct application of heat or by indirect heat without the use of moisture

Entrepreneur (*ON-trah-prah-NOOR*)

Person who owns and runs his or her own business

Entry-level job

Job that requires very little or no previous experience

Fat

Nutrient that supplies essential fatty acids, which are necessary for healthy skin, healthy cells, and other bodily functions.

Fiber

Found only in plant foods; part of plants that cannot be digested by humans; not absorbed in the intestines and therefore eliminated

First aid

Treatment given to an injured person until more complete treatment can be provided by emergency service or other health care providers

First in, first out (FIFO)

Method of stock rotation and storage that uses older items before new ones

Flow of food

Route food takes on its way to being served

Flowchart

Diagram that shows a menu item from the point when the ingredients are received to the moment the item is served to the customer

Food cost

Cost found by adding all requisitions from the storeroom to daily purchases

Food cost percentage

Food cost divided by sales

Food warmer

Used to hold hot food for service

Foodborne illness

Illness that is carried or transmitted to people by food

Front-of-the-house

All areas or departments whose employees meet and talk directly to guests; includes positions such as host/hostess, cashier, bar staff, wait staff, and bus persons

Gratuity (*gra-TOO-i-tee*)

Money charged or left as a tip for service

Hazard

Biological, chemical, or physical contaminant that might make food unsafe

Hazard Analysis Critical Control Point (HACCP)

Food safety system that highlights potentially hazardous food and how it should be handled

HACCP Principles

Seven sequential steps that outline how to create a HACCP plan

Health hazard

Condition that causes long- or short-term injuries or illnesses; can include chemicals that are toxic (poisonous), carcinogenic (cause cancer), irritating, or corrosive (cause a material to be eaten away or dissolved)

Hors d'oeuvres (*or DERVS*)

Small, bite-sized finger food with a spicy or savory flavor; used often as an appetizer

Liability

Legal responsibility that one party has to another, enforceable by law in court

Marinate

Method used to soak food in a mixture of herbs, spices, and liquid to tenderize and add flavor to the food

Microwave oven

Oven used mainly to reheat and thaw foods by heating the food's molecules with microwaves

Mold

Fungus that grows quickly and can cause serious infections and allergies; can also produce illness-causing toxins

Nonperishable

Food with a relatively long shelf life (compared to perishable items)

Occupational Safety and Health Administration (OSHA)

Federal agency that creates and enforces safety-related standards and regulations in the workplace

On-the-job training

Appropriate for teaching skills that are easily shown and practiced; allows employees to demonstrate skills and reinforce what they have been taught

Overhead costs

All fixed costs associated with operating an establishment

Paring knife

Small knife used to trim and pare vegetables and fruit

Pasteurization (*pass-cher-i-ZAY-shun*)

Heat treatment that destroys harmful bacteria in milk and eggs

Performance evaluation form

Form used to evaluate an employee's performance

Perishable

Food with a relatively short shelf life

Physical hazard

Materials that are flammable, explosive, highly reactive to air or water, or stored under pressure that could cause damage to property and immediate injury

Potentially hazardous food

Food that typically has a history of being involved in foodborne illness outbreaks, usually moist, high-protein food

Prejudice

Biased judgment or opinion not based on fact

Profit

Dollar amount left when revenues are greater than costs

Purée

Method used to process food into a smooth pulp

Recommended Dietary Allowance (RDA)

Daily nutrient standards developed by the National Academy of Sciences that cover the average needs of various population groups

Reduce

Decrease the volume of liquid by simmering or boiling

Résumé (*RE-zoo-may*)

Written summary of past experience, skills, and achievements related to the job being sought

Roast

Cook food using indirect heat in a closed environment; requires a longer cooking time than baking

Roasting pan

Shallow pan used to roast and bake foods such as meats and poultry

Sales

Income resulting from an establishment exchanging products and services for money

Sanitary

Free of harmful levels of disease-causing microorganisms and other harmful contaminants

Sanitize

Process of reducing the number of microorganisms on a clean surface to safe levels

Serrated slicer

Knife with a long, thin, serrated blade used to slice breads and cakes

Slicer (knife)

Used to slice cooked meats

Slicer (machine)

Machine used to slice foods using a circular blade

Smoke detector

Device designed to detect fire in its early stages; requires an air flow to detect a fire

Steam table

Used to hold hot food for service

Temperature danger zone

Temperature range between 41°F and 135°F (5°C and 57°C) within which most microorganisms grow and reproduce

Tongs

Scissor-like utensil used to pick up and handle all kinds of food items

Toxic

Poisonous

Toxin

Poison

Walk-in refrigerator/freezer

Large refrigerator or freezer that is large enough to walk into

Workers' compensation

State-administered program designed to help employees who are injured in accidents that occurred at work, or who become sick because of job-related reasons

Yeast

Fungi that require sugar and moisture for survival; can spoil food

ABA - American Bus Association; comprised of bus companies, operators and owners.

Attendance Building - Marketing and promotional programs designed to increase attendance at conventions, trade shows, meetings, and events.

Attractions - General all-inclusive term travel industry marketers use to refer to products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites.

AVHRM - Association of Vacation Home Rental Managers.

Bed Tax (Transient Occupancy Tax or TOT) - City or county tax added to the price of a hotel room.

Blocked - Hotel rooms held without deposit.

Booked - Hotel rooms, airline tickets or other travel services held for a specific client.

Booking - Term used to refer to a completed sale by a destination, convention center, facility, hotel or supplier (i.e. convention, meeting, trade show or group business booking).

Business Travel - Travel for commercial, governmental or educational purposes with leisure as a secondary motivation.

Buyer - A member of the travel trade who reserves room blocks from accommodations or coordinates the development of a travel product.

Carrier - Any provider of mass transportation, usually used in reference to an airline.

Chambers of Commerce - Typically, a Chamber of Commerce will specialize in local economic development that can include tourism promotion.

Charter Group - Group travel in which a previously organized group travels together, usually on a custom itinerary.

C of C - Chamber of Commerce.

Commissions - A percent of the total product cost paid to travel agents and other travel product distributors for selling the product to the consumer.

Convention and Visitors Bureau - These organizations are local tourism marketing organizations specializing in developing conventions, meetings, conferences and visitations to a city, county or region.

Conventions and Trade Shows - Major segment of travel industry business. Trade shows differ from conventions in that they have exhibit space that provides product exhibition and sales opportunities for suppliers, as well as information gathering and buying opportunities for customers.

Conversion Study - Research study to analyze whether advertising respondents actually were converted to travelers as a result of advertising and follow-up material.

Co-op Advertising - Advertising funded by two or more destinations and /or suppliers.

Cooperative Marketing - Marketing programs involving two or more participating companies, institutions or organizations.

Cooperative Partner - An independent firm or organization which works with a tourism office by providing cash or in-kind contributions to expand the marketing impact of the tourism offices program.

Cover - Each diner at a restaurant.

CTRLA - Car and Truck Rental and Leasing Association.

CVB - Convention and Visitors Bureau.

Destination - A hotel, resort, attraction, city, region, or state.

Destination Marketing - Marketing a city, state, country, area or region to consumers and trade.

Destination Marketing Organization - Local tourism marketing organizations, such as convention and visitors bureaus or chambers of commerce.

Discounted Fare - Negotiated air fare for convention, trade show, meeting, group and corporate travel.

Discover America - Theme used by the Travel Industry Association and its marketing partners to market travel within the United States.

Fam Tours - Organized trips for travel agents, tour operators, tour wholesalers or other members of the travel trade for the purpose of educating and “familiarizing” them with tourism destinations. By seeing the destinations where they are sending travelers, the travel trade is better prepared to answer customer questions and promote travel to the location. Also called “fams” or “familiarization tours.”

Feeder Airport/City - An outlying city which feeds travelers to hubs or gateway cities.

FIT (Free Independent Travel) - Individual travel in which a tour operator has previously arranged blocks of rooms at various destinations in advance for use by individual travelers. These travelers travel independently, not in a group, usually by rental car or public transportation.

Frequency - The number of times an advertisement appears during a given campaign.

Fulfillment - Servicing consumers and trade who request information as a result of advertising or promotional programs. Service often includes an 800 number, sales staff and distribution of materials.

Gateway or Gateway City - A major airport, seaport, rail or bus center through which tourists and travelers enter from outside the region.

GIT (Groups Independent Travel) - Group travel in which individuals purchase a group package in which they will travel with others along a pre-set itinerary.

Group Rate - Negotiated hotel rate for convention, trade show, meeting, tour or incentive group.

Head in Beds - Industry slang referring to the primary marketing objective of accommodations and most destinations - increasing the number of overnight stays.

Hospitality Industry - Another term for the travel industry.

Hub - An airport or city which serves as a central connecting point for aircraft, trains or buses from outlying feeder airports or cities.

Hub and Spoke - Air carriers’ use of selected cities as “hubs” or connected points for service on their systems to regional destinations.

Icon - A facility or landmark which is visually synonymous with a destination.

Incentive Travel - Travel offered as a reward for top performance and the business that develops, markets and operates these programs.

Inclusive Tour - A tour program that includes a variety of features for a single rate (airfare, accommodations, sightseeing, performances, etc.)

International Marketing - Marketing a destination, product or service to consumers and the trade outside the of the United States.

Leisure Travel - Travel for recreational, educational, sightseeing, relaxing and other experiential purposes.

Market Share - The percentage of business within a market category.

Market Volume - The total number of travelers within a market category.

Mission (Sales) - A promotional and sales trip coordinated by a state travel office, convention and visitors bureau or key industry member to increase product awareness, sales and to enhance image. Target audiences may include tour operators, wholesalers, incentive travel planners, travel agents, meeting planners, convention and trade show managers and media. Missions often cover several international or domestic destinations and include private and public sector participants. Mission components can include receptions, entertainment representatives of the destination, presentations and pre-scheduled sales and media calls.

Motorcoach - Deluxe equipment used by most tour operators in group tour programs. Amenities include reclining seats, bathrooms, air conditioning, good lighting and refreshment availability.

Net Rate - The rate provided to wholesalers and tour operators that can be marked up to sell to the customer.

No Show - A customer with a reservation at a restaurant, hotel, etc. who fails to show up and does not cancel.

NTA - National Tour Association, comprised of domestic tour operators.

Occupancies - A percentage indicating the number of bed nights sold (compared to number available) in a hotel, resort, motel or destination.

Package - A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. Packages offer a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.

Peaks and Valleys - The high and low end of the travel season. Travel industry marketers plan programs to build consistent year-round business and event out the "peaks and valleys."

Person Trip Visit - Every time a person travels more than 100 miles (round-trip) in a day or stays overnight away from their primary domicile, whether for business or leisure purposes, they make one "person trip visit."

Pow Wow - The largest international travel marketplace held in the United States, sponsored by the Travel Industry Association of America.

Press/Publicity Release - A news article or feature story written by the subject of the story for delivery and potential placement in the media.

Press Trips - Organized trips for travel writers and broadcasters for the purpose of assisting them in developing stories about tourism destinations. Often, journalists travel independently, though with the assistance of a state's office of tourism or a DMO.

Property - A hotel, motel, inn, lodge or other accommodation facility.

Rack Rate - The rate accommodations quote to the public. Group rates, convention, trade show, meeting and incentive travel rates are negotiated by the hotel and program organizers.

Reach - The percentage of people within a specific target audience reached by an advertising campaign.

Receptive Operator - Specialists in handling arrangements for incoming visitors at a destination including airport transfers, local sightseeing, restaurants, accommodations, etc. Receptive operators can be travel agents or tour operators.

Repeat Business - Business that continues to return, thereby generating increased profits.

Reservation Systems (Automation Vendors) - Computerized systems leased to travel agencies offering airline, hotel, car rental and selected tour availability and bookings. Systems are affiliated with major carriers, including American (Sabre), United (Apollo), Eastern (System One), TWA (PARS), and Delta (DATAS II) and feature flight schedules of the sponsoring and other carriers, plus additional travel products.

Retail Agent - A travel agent.

Retailer - Another term for travel agents who sell travel products directly to consumers.

Room - Double: No guarantee of two beds; Double Double: Two double beds (or two queens or kings); Twin: Two twin beds (or two doubles or queens).

Room Blocks - Several rooms held for a group.

Sales Mission - Where suppliers from one DMO travel together to another state or country for the purpose of collectively promoting travel to their area. Sales missions may include educational seminars for travel agents and tour operators.

Sales Seminar - An educational session in which travel agents, tour operators, tour wholesalers or other members of the travel trade congregate to receive briefings about tourism destinations.

Shells - Marketing and sales promotional pieces that depict a destination, accommodation or attraction on the cover and provide space for copy to be added at a later date. Usually shells fit a #10 envelope.

Site Inspection - An assessment tour of a destination or facility by a meeting planner, convention or trade show manager, site selection committee, tour operator, wholesaler or incentive travel manager to see if it meets their needs and requirements prior to selecting a specific site for an event. After site selection, a site inspection may be utilized to make arrangements.

Spouse Program - Special activities planned for those who accompany an attendee to a convention, trade show or meeting. Note that programs today are not simply for women, but rather for men and women, spouses and friends. Programs must be creatively designed to interest intelligent and curious audiences.

Supplier - Those businesses that provide industry products like accommodations, transportation, car rentals, restaurants and attractions.

Target Audience/Market - A specific demographic, sociographic target at which marketing communications are directed.

Target Rating Points - TRPs are a statistical measurement which allows one to evaluate the relative impact of differing advertising campaigns.

Tariff - Rate of fare quoted and published by a travel industry supplier (i.e. hotels, tour operators, etc.). Usually an annual tariff is produced in booklet form for use in sales calls at trade shows.

TIA - Travel Industry Association of America.

TOT - Transient Occupancy Tax.

Tour Operator - Develops, markets and operates group travel programs that provide a complete travel experience for one price and include transportation (airline, rail, motorcoach, and/or ship), accommodations, sightseeing, selected meals and an escort. Tour operators market directly to the consumer, through travel agents, and are beginning to be listed on computerized reservation systems.

Tour Wholesaler - An individual or company that sells tour packages and tour products to travel agents. Tour wholesalers usually receive a 20% discount from accommodations, transportation companies and attractions and pass on a 10% to 15% discount to the retail agent.

Tourism - Leisure travel.

Tourist/Visitor/Traveler - Any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile.

Transient Occupancy Tax - TOT or bed tax is a locally set tax on the cost of commercial accommodations and campgrounds.

Travel - Leisure and other travel including travel for business, medical care, education, etc. All tourism is travel, but not all travel is tourism.

Travel Agent - An individual who arranges travel for individuals or groups. Travel agents may be generalists or specialists (cruises, adventure travel, conventions and meetings.) The agents receive a 10 to 15% commission from accommodations, transportation companies and attractions for coordinating the booking of travel. They typically coordinate travel for their customers at the same or lower cost than if the customer booked the travel on his/her own.

Travel Product - Refers to any product or service that is bought by or sold to consumers of trade including accommodations, attractions, events, restaurants, transportation, etc.

Travel Seasons - Travel industry business cycles including: Peak: Primary travel season; Off Peak: Period when business is slowest; Shoulder: Period between peak and off peak periods when business is stronger, but has room for growth.

Travel Trade - The collective term for tour operators, wholesalers and travel agents.

Traveler - Definitions vary, but in general a traveler is someone who leaves their own economic trade area, (usually going a distance of a minimum of fifty to one hundred miles) and stays overnight.

Visitors Center - Travel information center located at a destination to make it easier for visitors to plan their stay; often operated by a convention and visitors bureau, chamber of commerce or tourism promotion organization.

Vouchers - Forms or coupons provided to a traveler who purchases a tour that indicate that certain tour components have been prepaid. Vouchers are then exchanged for tour components like accommodations, meals, sightseeing, theater tickets, etc. during the actual trip.

Wholesaler - Develops and markets inclusive tours and individual travel programs to the consumer through travel agents. Wholesalers do not sell directly to the public.



Glossary of Terms: Convention Center

This glossary of commonly used words and phrases, as defined by the International Association of Assembly Managers (IAAM), will help you communicate with your Atlantic City Convention Center Event Manager to help ensure your event is a success.

Account

Formal record of transactions of a particular type expressed in money or other unit of measurement and maintained in a ledger.

Actual Cost

Costs determined on the basis of historical data and not upon estimated increases in costs or averages.

Advertising

Any paid form of non-personal presentation of ideas, goods or services by an identified sponsor.

Amenities

Items or services conducive to material comfort or convenience.

Arrival Pattern

Specific days and times in which attendees are expected to arrive.

Audiovisual (AV)

Of or related to both hearing and sight. Items and equipment used to transmit messages for hearing or sight.

Auxiliary Services

Contracted services that provide support for a meeting.

Badge

Adhesive, pin or clip-on tag with identifying information that is given to each registrant.

Banquet

An elaborate and often ceremonious meal for numerous people, often including speakers or presentations.

Book

To reserve a particular room, space or service for a particular time with payment agreed upon.

Booking Policy

Guidelines by which a convention center prioritizes reservations; may correspond to hotel rooms the event will use in the area.

Booth

A stall or stand partitioned off for the sale or exhibition of goods or services.

Buffet

A meal set out on a table for ready access and informal service.

Butlered Service

Hors d'oeuvres are passed on trays by servers.

Camera Ready

Artwork or advertising copy ready for the camera, that is, ready for the printer to prepare printing plates directly from the artwork.

Cancellation Policy

Written statement of actions that can or will be taken in the event of a cancellation due to a specific circumstance.

Charter

To hire, rent or lease for exclusive and temporary use.

Chevron

Room set in which tables and/or chairs are set in a V.

Classroom Style

Seating arrangement in which rows are facing the presenter and each person has a table for writing.

Complimentary - Something given at no charge.

Concierge

Staff member who handles luggage, mail and makes reservations and arrangements on other matters for guests or visitors.

Concurrent Sessions

Sessions occurring at the same time.

Conference - A meeting of two or more people to discuss a common concern.

Conference Center - A facility that is constructed for and devoted to meetings and meeting space.

Conference Style

Seating arrangement where chairs are placed around all sides of a table.

Confirmation

Verification of the existence of a reservation; informal letter outlining the preliminary plans for the use of a facility or service that may serve as the contract for small suppliers.

Convention Center

Facility designed to accommodate multiple groups or extremely large groups; exhibit halls, meeting rooms, ballrooms or banquet space; no sleeping rooms.

Convention Liability Insurance

Insurance policy that covers the meeting sponsor for any unexpected expenses from legal action due to bodily injury or property damage.

Dais

A raised platform in a hall or large room, usually where guest speakers, honored guests or expert panels are seated.

Directional Signs

Meeting signs placed to assist attendees in finding event locations.

Dolly

A platform on wheels for moving heavy objects.

Easel - A frame for supporting something, such as chart paper.

Estimate - General idea of your costs before start of the event.

Exhibit

An organization's booth at a public show for competition, demonstration or sale.

Exhibit Service Kit

A packet of information regarding exhibit service providers and other information that exhibitors will need to participate fully in an exposition.

Exposition - Public trade show.

Event Resume

An in-house document distributed to each department addressing issues, needs, and important information pertinent to a show. Includes time of events, set-up information, public access, etc.

Facility

Something that is built, installed or established to serve a particular purpose.

Flat Room Rate

Basic rate with no discount or special offer.

Floor Plan

A scaled drawing showing the arrangement of rooms, halls etc.

Function

An event that is part of a planned meeting; an area of meeting planning that involves income or expenses (printing, registration, etc.).

Function Space

Physical space occupied by an event.

General Session

Sessions that all participants in a convention or meeting attend.

Half Round - A semi-circular table.

Head Count

Number of people attending at an event.

Head Table

Table reserved for speakers and VIPs at front of the room, usually facing the audience.

Hollow Circle

Seating arrangement of tables and/or chairs all facing each other in a single circle.

Hollow Square

Seating arrangement with tables arranged in a square with an open middle. Chairs are only on the outside.

Hors D'oeuvres

Hot and/or cold finger foods served at a reception.

Hospitality Room

Suite or room arranged for the convenience, comfort and socialization of guests, often with drinks and snacks available.

Housing - Lodging.

Itinerary - The actual or proposed route and schedule of travel.

Keynote

Opening remarks of a meeting that set tone of the event and motivate attendees.

Keynote Speaker

One who presents the issues of primary interest to a group of people.

Lavaliere Microphone

A small microphone that is clipped onto clothing to allow the speaker to move.

Lecture

A discourse given before an audience or class intended to teach something.

Marketing

Process of planning and executing conception, pricing, promotion and distribution of ideas, goods and services in order to create exchanges that satisfy individual and organizational objectives.

Media Kit or Press Kit

Packet of information that is supplied in the media; contains all the details of a meeting that are required to attract media attention and attendees.

Media Release or Press Release

Description of a newsworthy occurrence written in journalistic style and mailed to news media. A press release is usually intended to promote an event or further the reputation of a facility.

Moderator - One who presides over an assembly, meeting or discussion.

On-Site Office

Organization's temporary headquarters office that is set up on site to handle business during the event.

On-site registration - Registration that occurs directly before the meeting at the meeting location.

Open Seating

Extra tables are placed, but not fully set; these can be prepared quickly if more guests show up than expected.

Outside Vendor - Suppliers who are not directly associated with the facility.

Overhead Transparency Projector

A/V equipment designed to project and magnify an image on a transparent sheet of acetate.

Panel Discussion

Instructional technique using a group of people chosen to discuss a topic in the presence of an audience.

Pipe and Drape - Materials used to physically construct booths at an exposition.

Platform

Raised, flat surface; statement of principles of policies of an organization.

Podium: A small raised platform on which a presenter may stand.

Post-Conference Meeting (post-con)

Meeting between meeting manager and staff to discuss and evaluate an event as soon as it is over.

Pre- and Post Meeting Tours: Recreational tours scheduled right before or after the meeting to encourage socialization of attendees.

Pre-Conference Meeting: Meeting between the meeting manager, facility department heads, and major contractors prior to the start of a meeting.

Presenter

Person who delivers a speech or program.

Press Kit or Media Kit

Materials, usually contained in a folder, in which news releases, product announcements and other materials intended for the media are distributed.

Press Release or Media Release

Description of a newsworthy occurrence written in journalistic style and mailed to news media. A press release is usually intended to promote an event or further the reputation of a facility.

Professional Speaker

Speaker who makes his/her living from presenting information to various organizations.

Quartered-Round

Wedge-shaped table with one round edge.

Reception

Social gathering usually before an event.

Registration

Process of signing up to attend a meeting or event.

Registration Data

Information about an attendee that is gathered as part of the registration process.

Rolling Carts - Portable carts on which audiovisual equipment can be placed.

Rounds - Circular tables, size may vary.

Settlement

Detailed itemization of ticket sales, production expenses, building rent, box office costs and all other event-related expenses.

Shipping Agent

Third-party company that handles shipping goods to and from a meeting.

Signage

All information and directional signs required for an event.

Site Inspection

Process by which the details of a potential location are evaluated.

Skirting - Attractive fabric placed around a table to conceal the area.

Slide Projector

Equipment designed to project the image of slides onto a viewing screen.

Square

Conference-style table arrangement of double or triple- wide tables.

Staging

Laying out the physical elements in a given space to fulfill a given purpose.

Stationary Microphone

Microphone mounted on floor stand to remain in the same location throughout a presentation.

Table Microphone

Microphone placed on a table for panel members or head table.

Tabletop Display - Exhibit in which materials are arranged on a table top using no booth.

Teleconferencing

Technology that permits individuals to participate in regional, national or worldwide meetings without actually leaving their local area; the live transmission of video or audio signals.

Theater Style or Auditorium Style

Seating arrangement in which seats are in rows facing the stage area, no tables.

Trade Publications - Specialized magazines.

Trade Show

Exposition held for members of a common or related industry. Not open to the general public.

Traffic Flow

Pattern of the way people move through an area.

T-shape

Shape of tables arranged for a conference; presenter(s) sit(s) at the top of the T.

U Shape - Horseshoe-shaped conference seating arrangement.

Venue - Location of a function.

Very Important Person (VIP)

Person who has a special function at the meeting (speaker, dignitary, etc.) and should be treated with special amenities.

Video Conference

Video monitors connected by telephone wires, satellite technology, or ground wires which allow individuals to meet "face-to-face" from almost anywhere in the world. A videoconference can also include graphics, video clips, and transmission of data or documents.

Video Projector

Device used to project video images onto a screen.

V-Shape

Room set in which tables are set in a V with chairs on the outside only.

Workshops

Academic instruction for a small group, which employs such techniques as role-playing, simulation encounters, give and take sessions, and problem-solving laboratories.

IOWA STATE UNIVERSITY

Glossary of Common Travel Terms

Airport Code

Three-letter codes used to identify airports.

Amenities

Services and extras offered by a travel supplier.

APEX ("Advance Purchase Excursion") Fare

Generally the lowest and most heavily restricted airfare.

ARC (Airlines Reporting Corp.)

Airline-owned corporation which accredits travel agents and sets regulation governing airline-agency relations.

Back-to-Back Ticketing

Booking two overlapping round trips with opposite origin and destination points, where both bookings meet restrictions required to obtain a discount fare (such as a Saturday-night stayover); then using one segment from each round trip for each direction of a single journey in order to get a lower overall fare.

Baggage Check

Official receipt issued by a carrier for luggage.

Baggage Tag

Personal identification that must be attached to luggage checked by an airline.

Base Fare/Rate

Price of a travel service before taxes and add-on charges.

Blackout Periods

Days or periods of high demand when special rates are not in effect.

Boarding Pass

A card given to a traveler indicating the seat assignment.

Bumping

Practice of removing confirmed passengers from overbooked flights.

Carrier

Company that transports passengers or freight.

Capacity Controlled

Limitation on number of airline seats, hotel rooms, or rental cars available under a particular rate or promotional offer.

Used with permission.

Car Class

Size and type of rental car. Classes differ from vendor to vendor, and are stated usually as economy, mid-size, full-size, luxury, and specialty.

Car Rental Agreement

Contract between car rental vendor and customer.

Carry-on

Unchecked baggage.

Charter

Aircraft, motorcoach, or other mode of transportation reserved entirely for use by a group.

City Pair

Origin and destination points of a flight segment.

Collision Damage Waiver (CDW)

Daily insurance fee paid by a car renter to cover liability for accident damages to a rented car. This is not a reimbursable expense for ISU travelers, as the Regents provide a self-insurance fund. (Exceptions: Travelers renting cars outside the 50 states or District of Columbia are encouraged to purchase the CDW insurance. Some renters under age 25 may be required by the rental company to purchase CDW coverage before releasing the car.)

Commission

Percentage of sale price that vendors pay to travel agencies for selling their services.

Commuter Carrier

Regional airline operating from small locales to larger cities, often under an affiliate relationship with a major carrier.

Companion Fare

Promotional airfare whereby a second ticket may be purchased at a discount, provided two people are traveling together.

Comp Rooms

Complimentary rooms which a lodging facility provides without charge based on total number of sleeping rooms occupied by a group.

Concierge

Individual in a hotel responsible for attending to guests' special needs and services.

Confirmation

Reservation, acknowledged orally or in writing, verifying a booking has been accepted. Most confirmations are subject to certain conditions.

Connecting Flight

Flight on which passenger must change aircraft at some point, referred to as the Connecting Point.

Consolidator

Business that buys international tickets at deep discounts from airlines; seating inventory that is expected to remain unsold. Consolidators resell tickets at a markup to travel agencies or travelers directly. (Travelers should understand terms for repayment are not favorable, should a consolidator cancel a flight. If you have not done business with a particular consolidator in the past, purchasing trip insurance may be a worthwhile option.)

Corporate Rate

Discount rate available to traveling business men and women, customarily 10% below rack (standard) rates.

Coupon

Part of an airline ticket. The flight coupon is surrendered by the passenger at check-in. Coupons contain the formal contract of carriage.

Courtesy Vehicle

Van or bus which an off-airport vendor uses to pick up customers at the airport.

CRS (Computerized Reservation System)

Interactive electronic system linking individual travel agencies to a central, airline-owned computer.

CTC (Certified Travel Counselor)

Designation of professional competence attesting to a travel agent's successful completion of a study program developed and administered by the Institute of Certified Travel Agents.

Denied Boarding Compensation

Compensation (money, free flight, or hotel accommodations) provided to an involuntarily bumped airline passenger with a confirmed reservation.

Direct Flight

Flight not requiring a passenger to change planes, though it may make stops.

Discount Fares

Short-term promotional fares or other discounted fares of varied duration.

Double

Hotel room with one double bed, or sometimes a room designed to accommodate two people.

Double/Double

Hotel room with two double beds.

Drop Off Charges

Fees assessed when a traveler picks up a rental car in one location and drops it off in another.

Excursion Fare

Round-trip fare with restrictions such as minimum and maximum stays or advance-purchase requirements.

Extended Stay

Generally, a hotel stay of seven or more nights.

Fare Basis

Conditions, including service class and ticketing provisions, that determine a fare. Fare basis is designated by identifying letters and/or numbers on a ticket.

Fee-Based Pricing

Compensation to a travel agency by corporate clients from commission revenues generated by the corporations business.

Flat Rate

Specific room rate negotiated by a group and a hotel.

Folio

Written or electronic record of hotel guest's account of financial transactions within the property.

Frequent Flyer Program

Airline club in which members accrue points or miles for trips taken, usually redeemable for free travel.

Fuel Charge

Amount charged if car renter does not fill the car's gas tank.

Gate

Designated area in airport terminal where passengers for a specific flight board or deplane the aircraft.

Gratuity

Gift, usually money, given in return for service.

Group Rate

Room rate charged by a hotel for a group of 10 or more guests.

Guaranteed Reservation

Advance hotel booking where payment is guaranteed even if traveler does not arrive. Room will be held all night for a late-arriving guest.

Hospitality Room

Room used for entertaining.

Hub

Airport at which an airline has major operations and connecting flights to smaller destinations.

Joint Fare

Special fare for travel on two or more airlines to a destination.

Last-Room Availability

Electronic reservation system that provides users with current information about a hotel's available inventory.

Last-Seat Availability

Similar to Last-Room Availability, but applicable to airline seat availability.

Liability Coverage

Insurance protection against injury and damage claims by third parties, available as option for car rentals.

Limited Availability

Limited number of reservations accepted for a certain advertised rate or special offer.

Loss Damage Waiver (LDW)

Variation of Collision Damage Waiver (see above) employed by some car rental vendors.

Lowest Fare Guarantee

Travel agency's promise to provide clients the lowest fare available when reservation is confirmed.

Lowest Logical Airfare

Lowest airfare found within the parameters of a corporation's travel policy.

Management Report

Data summary (from travel agencies, travel suppliers, and/or credit-card vendors) documenting usage patterns for air travel, hotel stays, or car rental.

Meet and Greet

Service that meets and assists clients upon arrival in a city.

Meeting Fare

Negotiated airline discounts, typically for 10 or more persons traveling to the same event.

Meeting Rate

Negotiated hotel rate offered to a meeting's attendees.

Mileage Allowance/Mileage Cap

Number of miles a rented car is driven beyond the mileage allowance.

Mileage Charge

Charge assessed for each mile a rental car is driven beyond an established threshold.

Minibar

Hotel room cabinet containing snacks and refrigerated beverages. Items consumed are charged to hotel bill.

Net Fare or Net Rate

Price or fare for a travel service, less an agent's commission and without tax.

No Show

Passenger or hotel guest who fails to cancel a reservation not used.

Open Ticket

Ticket that is valid for transportation between certain points but indicates no specific reservation.

Overbooking

Practice of confirming more seats or rooms than are available, in order to protect against no-shows.

Override

Additional commission paid to agents as a bonus for productivity and/or volume.

Package

Tickets or services bundled together and sold at single all-inclusive price.

Prepaid Ticket

Ticketing method in which a person or company purchases an airline ticket in one location for a traveler in another. The traveler picks up the prepaid ticket from the airline ticket counter.

Profile

Detailed information about a traveler's personal preferences kept on file by a travel supplier.

Rack Rate

Official posted rate for a hotel room, published airfares, or noncontracted car rental rates.

Rate Desk

Airline or travel agency department that constructs fares for complicated itineraries, usually international.

Revenue Sharing

Travel agency rebate of commission revenue received on a corporation's bookings.

Room Tax

State or local tax imposed on hotel room charges.

Segment

Leg or identifiable portion of a route traveled, usually stated in terms of originating and terminating cities.

Soft-Dollar Savings

Savings on travel realized through cost avoidance, such as rate discounts or free upgrades.

Split Ticketing

Issuing two one-way tickets instead of a round-trip ticket, usually for purpose of obtaining a lower fare.

Standby

Class of air passengers who hold tickets that do not allow for advanced reservations (standby fares), or are waiting for available seats.

Supersaver

Low discount airfare available with heavy restrictions.

Surcharge

Assessment by vendor or governmental entity in addition to published price or contracted rate.

Travel Advisory

Official warning or cautionary statement from the US State Department regarding travel to a particular area.

Unlimited Mileage

Ability to drive a rented car an unlimited number of miles without paying an additional mileage charge.

Waitlist

List of travelers waiting for people to cancel reservations for a flight that is sold out.

Window of Convenience

Two hours on either side of ideal departure or arrival time.

Hospitality GED Reference Guide – Other Lessons

GED Subject: EMPLOYMENT

Topic	Description	Reference (Where do I find it?)	Program/ Page #	Finished ✓	Needs Work ☒
Communicating with Customers	Veronica is a new restaurant server who annoys two customers and learns the difference between customer service and customer satisfaction.	Workplace Essential Skills Video	Program 12		
Communicating with Co-workers	Questions 9-11 refer to a scenario involving problem solving between the owner of a pizzeria and his delivery driver.	Workplace Essential Skills Communication and Writing	Page 2		
Communication Skills	Question 1-5 refer to a restaurant scenario requiring the use of a touch screen to enter orders.	Workplace Essential Skills Communication and Writing	Pages 18-19		
Communication Skills	Questions 35-40 deal with learning how to handle a customer related problem at a small restaurant.	Workplace Essential Skills Employment	Page 162		
Basic Math Problem Solving	In this activity, participants can solve simple numerical problems related to the hospitality industry (Guest Counts, Reservations, Cancellations).	Workplace Essential Skills at Literacy Link Internet Activity 21: Math at Work: Solving Problems with Numbers			
Using Basic Math Skills to Solve Problems	Video clip showing price calculations in a hotel kitchen.	Workplace Essential Skills Video Clip	Program 21		
Solving Problems with Basic Math	A restaurant server adds up check order totals using a menu for reference.	Workplace Essential Skills Math	Pages 40-41		
Basic Math Problem Solving	Workplace Link describes use of probability in a small bakery (adapt to restaurant).	GED Connection Math	Page 240		