

Educational Institute

Academic Showcase



The Next Generation of Hospitality

New Online Components Enhance Textbooks

AHLEI now offers bonus online components for several of its textbooks.

Online components vary by textbook title, and may include author-narrated commentary on chapter topics, video interviews with industry professionals, links to hospitality and association websites and industry articles, slide shows and video clips, sample reports and checklists, and interactive quizzes to help students gauge their understanding of the material. Some textbooks, such as **Managing Front Office Operations**, feature an online component that is a complete, freestanding program developed for industry training.



Online components:

- Are packaged with both the print-based and e-text versions of textbooks
- Have six-month access for student users
- Are included in the purchase price of the book
- Can be purchased independently of the textbook for use with used books, another publisher's book, or with an AHLEI Customized Textbook.

The following textbooks will have online components available in the fall:

- ***Managing Front Office Operations, Eighth Edition***
- ***Managing Housekeeping Operations, Third Revised Edition***
- ***Managing Hospitality Human Resources, Fifth Edition***
- ***Managing Service in Food and Beverage Operations, Fourth Edition***
- ***Managing Technology in the Hospitality Industry, Sixth Edition***

Each of these textbooks is also available as an e-text, featuring highlighted definitions, Internet hyperlinks, zoom, and expanding exhibits for easy viewing.

TEXTBOOKS WITH ONLINE COMPONENTS

Revised! Managing Hospitality Human Resources Fifth Edition

00357CIN05ENGE
ISBN 978-0-86612-380-8, ©2012, 14 chapters, Softbound
Authors: Robert H. Woods, Ph.D., CHRE, Michael P. Sciarini, Ph.D. and Misty Johanson, Ph.D.



This textbook shows students how to manage the important human resources who provide services within a hospitality operation. They'll learn how to fulfill the requirements of U.S. employment and workplace laws, and discover the latest strategies for attracting employees, minimizing turnover, and maximizing productivity. The new edition has been extensively revised to reflect changing economic conditions and industry trends.

The online component for this textbook will be available by December 2011. Also available as an eText.

Revised! Managing Service in Food and Beverage Operations Fourth Edition

00349CIN04ENGE
ISBN 978-0-86612-358-7,
14 chapters, Softbound
Authors: Ronald F. Cichy, Ph.D., CHA Emeritus, CFBE, CHE and Philip J. Hickey Jr.

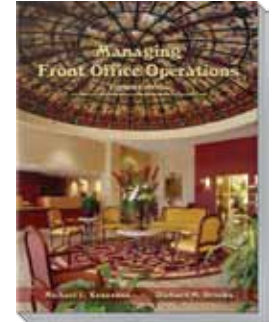


This textbook shows students how food service professionals create and deliver guest-driven service, enhance value, build guest loyalty, and promote repeat business. The fourth edition is a comprehensive revision featuring the latest service trends contributing to the guest experience; new leadership information; sustainability/green issues for suppliers, equipment, and facilities; menu trends; and revise labor and cost control

The online component for this textbook will be available by December 2011. Also available as an eText.

Managing Front Office Operations Eighth Edition

00333CIN08ENGE0C
ISBN 978-0-86612-386-0,
14 chapters, Softbound
Authors: Michael L. Kasavana, Ph.D., and Richard M. Brooks, CHA



This textbook provides students with an in-depth look at management of the front office and how this department interacts with other hotel departments to create a memorable guest experience.

This textbook now comes packaged with Front Office Manager, a 10-module, interactive online program that provides an overview of the organization and management of the front office. Users will love the self-paced, discovery-driven approach that puts them in control as they explore each area of the hotel and click on highlighted objects to learn about each facet of front office operations. Six month access. Also available as an eText.

Managing Housekeeping Operations Third Revised Edition

00338CIN03ENGE0C
ISBN 978-0-86612-387-7,
14 chapters, Softbound
Authors: William P. Frye, Ph.D. and Aleta Nitschke



Housekeeping is critical to the success of today's hospitality operations. This textbook shows what it takes to direct day-to-day operations of this department, from big-picture management issues to technical details for cleaning each area.

This textbook is now packaged with an online component that provides additional, interactive material to reinforce the book's content. This online component includes video clips from AHLEI's training resources, short quizzes, definitions, links to relevant websites, interactive exercises, and industry news. Six month access. Also available as an eText.

NEW AND REVISED TEXTBOOKS FOR FALL 2011

Revised! Hotel and Restaurant Accounting Seventh Edition

00261CIN07ENGE

ISBN 978-0-86612-381-5, 17

chapters, ©2012, Softbound

Author: Raymond Cote, CPA, CCP



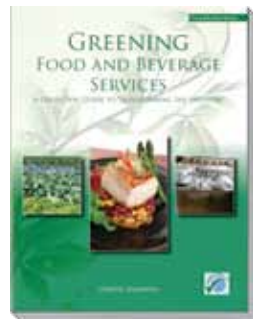
This introductory accounting textbook accentuates the interrelationship between business principles and accounting. Information presented is based on the most recent uniform systems of accounting for hotels and restaurants. It uses computerized general ledger accounting as the basis for processing financial data. The text also contains several introductory managerial accounting chapters. The seventh edition includes new information on the role of accounting in successful business decision making, fair value accounting, feasibility studies, and buying a franchise. Two new chapters cover depreciation and amortization and business math for hospitality managers.

New! Greening Food and Beverage Services: A Green Seal Guide to Transforming the Industry

00679TXT01ENGE

ISBN 978-0-86612-388-4, ©2012, 7
chapters, Softbound

Author: Cheryl Baldwin, Ph.D.



Sustainability and green are more than just buzzwords—they are vital new keys to the profits of food service businesses and their relationships with customers. Food production and service make a huge impact on people and the environment, much of it negative. This textbook shows students how food service affects air quality, oceans, fresh waters, and land use, and how food professionals can implement methods to make positive changes. Students will learn the benefits of sustainability for the earth and its people, as well as for business profitability and marketability. The focus on profitability and cost savings makes this concise textbook a must for any culinary program and an ideal companion to any planning and control or foods course.

Topics include:

- Environmental impacts across the food service life cycle
- Management of pre- and post-consumer food waste
- Conducting a waste audit
- Staff training for waste management
- Understanding energy and water use
- Tracking, reporting, and marketing sustainability efforts

Textbook only. No final exam available.

New! Hotel Sustainable Development: Principles and Best Practices

00678TXT01ENGE

ISBN 978-0-86612-378-5, ©2011,

21 chapters, Softbound

Editors: Dr. A. J. Singh and

Hervé Houdré



Leading sustainable development experts contributed to this book's 21 chapters that discuss a variety of topics from regulatory, policy, development, and architectural issues to financial, operational, and emerging trend perspectives. Each chapter presents the conceptualization and implementation of sustainable development to provide valuable insights to hotel investors, developers, owners, and lodging operators.

Highlights include:

- Application of the triple bottom-line concept of sustainable development: People, Planet and Profit at the corporate and operating level.
- Examples of best practices and the successful implementation of sustainable development to serve as a guide for hotel investors, developers and operators.
- The importance of sustainability standards, certifications, measurement and communication of results.
- The value-creating role of hotel leaders at the corporate and operating levels, as Citizen CEOs and Citizen Hoteliers.

GUEST SERVICE RESOURCES

New! The Art and Science of the Hotel Concierge

00619TXT01ENGE
ISBN 978-0-7627-7852-2, 18
chapters, Softbound
Author: Holly Stiel, with Lin Ivce



This textbook, by concierge trainer, speaker, and consultant Holly Stiel, details every aspect of the profession of hotel concierge, focusing on the service issues and opportunities that have shaped the concierge profession. The book includes illustrative true stories, immediately implementable tips, and occupational hazards, collected from concierges and service experts from all over the world. Topics include: thinking like a concierge, building and nurturing relationships, the effects of technology on the concierge's role, and the evolution of the concierge phenomenon.

This book is an excellent supplemental resource for a lodging operations or front office course. It does not include a final exam or instructor materials.



Guest Service Gold

Top hospitality professionals have long known that the secret to exceptional guest service involves having trained and engaged professionals who care about their guests. Every hospitality student needs



to have a strong grounding in the art of guest service as the foundation for all of their hospitality knowledge and skills.

Guest Service Gold is a comprehensive learning program designed to produce confident, guest service-oriented hospitality professionals who can engage and connect with guest needs and provide memorable service.

The **Guest Service Gold** program features a video with seven brief stories, based on true examples of award-winning guest service, designed to motivate and inspire hotel employees to 'go for the gold' when it comes to providing service above and beyond the call of duty. Accompanying instructor and participant materials further elaborate on the seven guest service attributes, encouraging participants to explore how they might deliver "guest service gold" to their customers.

Instructors receive:

The program includes a video (DVD), a leader's guide, one sample participant manual, and an instructor's resource disk that includes the certification exam, proctoring instruction, and class roster. (06500TIK01ENGE)

Students receive:

Student materials include a participant workbook and certification exam scan sheet. Students who successfully complete the 30-question exam can earn the designation of Certified Guest Service Professional (CGSP) and receive a lapel pin, certificate, and congratulatory letter. (06500WKP01ENGE)

eye on awareness™

HOTEL SECURITY AND ANTI-TERRORISM TRAINING

Eye on Awareness— Security and Anti-terrorism Training™ Online Course

Hotel bombings in Baghdad, Jakarta, and Morocco—hospitality properties have become popular targets for terrorism in recent years. Not surprisingly, a majority of today's guests list safety and security as their most important concern when planning a hotel stay. Hotels must ensure a sense of security and still offer a welcome and inviting environment for guests. A property's front-line employees may well be the most crucial, yet often overlooked, element of effective hotel security.

Developed in partnership with international security experts, hospitality leaders, and the U.S. Department of Homeland Security's *If You See Something, Say Something™* campaign, *Eye on Awareness—Hotel Security and Anti-terrorism Training™* provides the skills and knowledge essential for hotel employees to recognize, report and react to suspicious situations at their property. This program can be a valuable addition to any hospitality management course from front office and housekeeping to supervision and, of course, security and risk management.

The online course focuses your students on the following:

- See Something – Recognizing Suspicious Activity
- Say Something – Reporting Suspicious Activity
- Do Something – Responding to Crisis Situations

For additional information on using *Eye on Awareness™* in your classroom, call 800-344-4381 or 517-372-8800, or visit www.ahlei.org/eyeonawareness.





Create your own book!

With the Customized Textbook option offered by the American Hotel & Lodging Educational Institute (AHLEI), you can choose the chapters you want from AHLEI's extensive line of hospitality management textbooks and combine them to create a unique book that matches your course needs perfectly.

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- Add your own (non-copyrighted) materials
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with a little help from AHLEI!**

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