



The Internationale



School of Hotel, Food and
Travel Services

WELCOME

to the "INTERNATIONALE"

Published for the students, faculty
and staff of the School of Hotel,
Food and Travel Services.

MARCH 1973

Frank Go - Editor
Ken Priest - Assistant Editor
Kathy O'Brien - Secretary
Carmen Piniella - Art Director
Gail Diachenko - Travel News
Timm Martens - Sports Writer

Address:

School of Hotel, Food and Travel
Services
Florida International University
Tamiami Trail
Miami, Florida 33144
Phone: 223-2300 ext. 2591

CONTENTS

Chairman's Report
Vis-a-vis with Charlie Beeler
Marriott on the move
Hospitality Industry and Job market
trends

Marriott

ON THE MOVE

Future Food Service Trends, an interesting topic discussed by Mr. Angus Cotton, Vice President, Marriott on February 23, 1973. Mr. Cotton: "Picture Julius Caesar transferred into our world today, he would have been lost, right? Things in general have changed so much! However, Caesar's cook would have had a job right away. Marriott realizes that the hotel, restaurant field is quite a bit behind and they are working on it. Marriott is aware of the fact that they are dealing with an ever-changing market: Change in population size and composition, increase in affluence and leisure time, technological progress resulting in convenient and faster transportation and creation of new competition. This is where Marriott steps in, studying trends and adapting to new habits, customs and ways of life.

Value Initially, Marriott was in the restaurant, airline, in-flight service and hotel business. Early in 1972, Mr. J.W. Marriott Jr., President of the corporation led his business into a broader range of leisure-time activities, announcing: A new World Travel Division, plans for a hotel-sports-resort complex near Chicago...acquisition of the Greek-based Sun Line Cruise Ships...plans for a giant family entertainment complex between Washington, D.C. and Baltimore. A philosophy the corporation has recently gotten into is the so-called value for money concept. It is in fact a code for professional integrity, which will satisfy the public and in turn, increase the company's profits, something McDonald's has done for a long time. In order to discover what the public deems of value, Marriott does extensive thinking, discussing and researching to provide for the needs of away from home markets and new exciting experiences.

Growth Probably the major factor in-

fluencing life styles in the change in age distribution. Between 1965 and 1980 there will be a significant increase in the American population of the 25-34 age group. In 1975 the center of this group will be 22 years. The people making up this new life style are characterized by individuality, non-conformism, openness, they like to be part of the action, and like to do their own thing. This requires an entirely different approach in business and that's what Marriott is all about, providing people involvement.

HOSPITALITY INDUSTRY AND JOB MARKET TRENDS

A recent article in the "Hospitality Industry Report" published by the Hotel, Restaurant, and Institutional Management Division of Southwest Minnesota State College, Marshall, Minnesota, offered some very interesting statistics.

"In today's economy the demand for a good, capable manager for a foodservice or lodging operation is at an all-time high. The demand is strong across the entire country.

Rapidly-expanding family restaurant chains need the most help. A manager of one such unit can start at \$14,000 plus bonus, making total earnings of \$18,000.

There is also great demand for dietitians. In New York, a dietitian starts at \$10,700. A school lunch dietitian can expect to earn \$13,000, and hospitals pay up to \$16,000. The best paid dietitian is the traveling dietitian for a management firm, earning up to \$17,000 plus expenses.

Companies want students so badly they pay to discourage them from continuing for a higher degree. According to Florida State, of 115 graduates last year all have jobs, 95% with major hotel, motel, or restaurant chains. The starting salary with no experience was about \$8,500. The students receive an average of three to five job offers.

Cornell reported that the average student receives 4 or 5 job offers with salaries ranging from \$8,500 to \$11,000 to start.

JOB OPPORTUNITIES

Commodore Cruiseline is looking for 10 part-timers to assist passengers during embarkation (1PM to 5PM on Saturdays) Wage rate is \$2.00 per hour.

Annual Reports from several food and lodging companies are available in the office of Prof Conrad & Ilvento. Why don't you get your copy?

chairman's corner

As we conclude another quarter at FIU, many of us face our last quarter of education. The coming quarter will be a very important one in many instances. It will be important to those of us interested in not only our education, which is our primary concern, but also the perpetuation and stability of F.I.H. To date, the general feeling is that F.I.H. has been a great success. This feeling is shared not only by students and faculty, but by many of our local industry leaders.

As many of you already know, F.I.H. is planning two major events for the Spring quarter; the Educational Seminar and the University-wide student/faculty picnic to be held April 15th at Crandon Park. The importance of the success of these events cannot be over emphasized. F.I.H. hopes to involve as many university students as possible in what will be the first major function involving the entire student body. We need your support and your attendance.

Have a good vacation. I hope to see you all next quarter.

Greg Perry

FREE BUS TO AIRPORT SCHEDULED

Persons going on the trip to Mexico will be able to take advantage of a park-and-ride system made available through T.R.I.P. By parking at the University parking lot at 11am March 22, campus security will watch your car and you will save \$2.00 a day parking fee at the airport. At the end of the trip to Mexico, the bus will meet you at the airport and return to your car at the University. A valid parking decal is required for this service.

VIS-A-VIS WITH CHARLEY BEELER

Charley Beeler has been working on a university-wide picnic. Here is what it's all about...

Q:What is the picnic all about?

A:Well,we are planning an old-fashioned,open-pit Barbeque. It's going to be a total effort to get the entire university involved, and it will take the cooperation of every FIH member.

Q:When and where will this event take place?

A:On Sunday, April 15, 1973 food will be served from noon to 5:00 P.M. Place: Crandon Park, pit #7.

Q:What is the purpose of this picnic?

A:To get everybody together in one big event at least once a year. We thought that FIH was the organization to promote, sponsor and cater the event because of their experience and expertise in the food business.

Q:How many people do you expect?

A:I don't see why we cannot accommodate at least 1000 people.

Q:To whom is the picnic open?

A:For all members of the university community and their family+friends.

Q:What does the menu consist of?

A:Barbeque chicken,baked potatoes, baked beans,potato salad,rolls and all the beer you can drink.There is a special children's menu.

Q:What is the price per person?

A:Adults pay \$2.50;children \$1.50.

Q:Will there be any entertainment?

A:Tentatively we have booked a Band. Frank Howard our Chairman of entertainment is working out some other surprises. Everybody is welcome to bring their guitar.

Q:If any FIH student wants to get involved,what does he do?

A:Any FIH member who has not been assigned to any committee and who wants to get involved should see me, catch me in class, or call me #223-0927.

Q:If people like to purchase tickets,who do they see?

A:Tickets will be on sale within the next few weeks.We will have walking and standing ticket booths. People involved in the affair can be recognized by the colorful armbands they will wear.

Q:Will it be possible to purchase tickets at Crandon Park on the day of the BBQ event.

A:NO.People will have to purchase in advance.Police prohibits any sale within the park.

HOPE TO SEE YOU ALL AT FIU BBQ[



DISNEY VERSUS COMPETITION

In addition to the competition Disney will face from Marriott Corporation in Washington, D.C. it will have an overseas competitor in England. A European group called MECCA is planning a multi-million pound complex called "Merrie England". The initial investment is 50 million pounds. The project will include hotels, motels and restaurants. The entertainment park will depict Britain's past and future and will be located on 500 acres 18 miles from Birmingham with 500 additional acres next to the original tract.

THE INTERNATIONALE
Student Newsletter of the
School of Hotel, Food and Travel Services
Florida International University
Tamiami Trail, Miami, Florida 33144

Education Through Communication