

2025

KAREEM MOHAMED  
YOU CAN... IF YOU WANT



# TOURISM

## FOURTH YEAR

### MID-TERM REVISION



01223283664

Business Administration  
(Kareem Mohamed)



البارك مدعم بشرح صوتي



Kareem Mohamed -

## Mid-Term Revision

1

### Tourism and Hospitality

#### تعليمات الريجين

\* الريجين كافية جداً، ومش محتاج ترجع للسلالات / المحاضرة او اي مصدر اخر

\* امتحانك هيكون مكون من 3 محاضرات

\* امتحانك مقالى باشكال الاسئلة التالية

Write the Suitable terminology" question" \* \*

Mention" or " explain briefly" question" \* \*

كتابة كلام لحد كذا... وبالا ببابا



#### Part 1 : Write the Suitable terminology" question

اصحي معايا : مهم جدا انك تتركز على الـ **Keywords** المعمولة عندكم بالـ

1★☆☆-the processes, activities, and outcomes arising from the relationships and the interactions among tourists

2-the **activities** of persons travelling to and staying in places outside their usual environment for more than one day but Not more than one consecutive year

3-persons who travel to a country other than that in which they have their usual residence but outside their usual environment for a period not exceeding twelve months

4★☆☆-an individual who leaves his normal place of residence for a period of more than one night and less than 1 year

5-Movement from one place to another, typically involving a change in scenery and experiences

- 6-someone who moves between different geographic locations for any purpose and any duration  
 7-a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any purpose other than to be employed in the place visited  
 8★★-Travel from one country to another  
 9★★-Travel is within the country  
 10★★-Refers to tourists entering a country  
 11★★-Refers to tourists leaving their country of origin for another  
 12-Unlike physical goods, tourism products and services are mostly intangible  
 13★★-Unlike a manufactured product, unused hotel rooms or empty seats on airplanes cannot be stored and sold later  
 14★★-Tourist demand fluctuates significantly throughout the year, peaking during holidays and specific seasons  
 15★★-Tourism products and experiences are highly diverse, catering to various interests, budgets, and travel styles  
 16-The quality of your experience heavily depends on the interaction between staff, fellow travelers  
     =Production and consumption of tourism services often occur simultaneously  
 17-Tourism relies heavily on human interaction and service quality  
 18-tourism industry involves a network of interconnected businesses, including : transportation, accommodation, activities, restaurants, and retail  
 19★★-Balancing tourism's economic benefits with environmental and social responsibility for long-term viability  
 20★★-Uncontrolled tourism can strain resources, exacerbate pollution, and disrupt local communities



### Answer

1	2	3	4	5
Tourism	Tourism	Visitor	Tourist	Travel
6	7	8	9	10
Traveller	Visitor	International Tourism	Domestic Tourism	Inbound
11	12	13	14	15
Outbound	Intangibility	Perishability	Seasonality	Heterogeneity
16	17	18	19	20
Inseparability	People-Oriented	Complex Value Chain	Sustainability	Overtourism

### Part 2: "Mention" or " explain briefly" question

#### 1- Characteristics/attributes of Tourism Industry

##### 1)-Intangibility:

- ⊕ Unlike physical goods, tourism products and services are mostly intangible
- ⊕ You can't physically touch, inspect, or try out a vacation before you experience

##### 2)-Perishability:

Unlike a manufactured product, unused hotel rooms or empty seats on airplanes cannot be stored and sold later

**3)-Seasonality:**

Tourist demand fluctuates significantly throughout the year, peaking during holidays and specific seasons

**4)-Heterogeneity:**

Tourism products and experiences are highly diverse, catering to various interests, budgets, and travel styles

**5)-Inseparability:**

Production and consumption of tourism services often occur simultaneously

**6)-People-Oriented:**

Tourism relies heavily on human interaction and service quality

**7)-Investment and Immobility:**

Significant investments are often required to set up infrastructure like hotels, resorts, and attractions

**8)-Global Industry:**

Tourism is a global phenomenon, with travelers crossing borders for diverse experiences

**9)-Complex Value Chain:**

The tourism industry involves a network of interconnected businesses, including: transportation, accommodation, activities, restaurants, and retail

## **2- What is The Importance of Tourism??**

**Economic impact:**

- ⦿ Tourism contributes significantly to GDP, creates jobs, and generates foreign exchange in many countries
- ⦿ It plays a vital role in economic development and regional growth

## **3- What is Tourism Definitions??**

as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments

, host communities, and surrounding environments that are involved in the attracting and hosting of visitors

**End of lec**

## **2**

### **NEW TRENDS IN HOSPITALITY**

#### **Part 1 : Write the Suitable terminology" question**

1-The hospitality products cannot be seen, tasted, felt, heard or smelled before they are purchased

2-In most hospitality services, both the service provider and the customer must be present for the transaction to occur

3-Services are highly variable because their quality depends on who provide them and when and where they are provided

4★★-Services cannot be stored

5) **Changes in business, employment Or buying patterns which occurs predictably at given times of the years**

6) **fluctuations of demand or supply in the tourism industry which are affected due to weather conditions, public and school holidays**



### Answer

1	2	3	4	5	6
Intangibility	Inseparability	Variability Or heterogeneity	Perishability	Seasonality	Seasonality

## Part 2 : "Mention" or " explain briefly" question

### The characteristics of the hospitality industry

#### 1)-Intangibility:

The hospitality products cannot be seen, tasted, felt, heard or smelled before they are purchased

#### 2)-Inseparability:

In most hospitality services, both the service provider and the customer must be present for the transaction to occur

#### 3)-variability Or heterogeneity:

Services are highly variable because their quality depends on who provide them and when and where they are provided

#### 4)-perishability:

- Services cannot be stored
- Vacant rooms are perishable

#### 5)-Fixed supply:

- Supply of rooms in a hotel is fixed

#### 6)-High Operating Cost:

- Unlike manufacturing industries, which offset labour with large capital investments, hotels are both capital and labour intensive

#### 7)-Seasonality:

changes in business, employment Or buying patterns which occurs predictably at given times of the years

End of lec



### 3

## NEW TRENDS IN HOSPITALITY

### Part 1 : Write the Suitable terminology" question

- 1★☆-Hotels Located in the heart of the city, generally within a walking distance of the business centre, shopping areas
- 2★☆-Hotels Located in the suburbs of the main city
- 3★☆-Hotels Located in the hills Or at beaches and It is mainly patronized by vacationers
- 4★☆-Hotels float on the water, Very common example is a cruise liner
- 5★☆-Hotels that Consider Ideal for transit guests who are in the city only a few hours
- 6★☆-Hotels Located principally on highways and Provide lodging to highway travellers
- 7-Plan that provide room only
- 8-Plan that provide room and continental breakfast
- 9-Plan that provide room rate, breakfast, lunch and dinner
- 10-Plan that provide room , breakfast , lunch or dinner
- 11★☆-Guest can stay for a day Or even for few hours, airport hotels could be termed thus
- 12★☆-Guests stay for a minimum period of one month
- 13★☆-Incorporate the features of both the transient and residential hotels
- 14-Small properties are owned by one person & operated by his family members
- 15★☆-Buyers can occupy the properties of the company for a stipulated days, every year for which they make onetime payment
- 16★☆-Persons who have finance but do not have the expertise to manage a hotel
- 17★☆-The franchisor who owns the trademark, product allows the franchisee who gets the right to do the business under the franchisor's name to do the business which is mutually beneficial to both
- 18-who owns the trademark
- 19-who gets the right to do the business under the franchisor's name
- 20★☆-Offer a wide range of facilities and amenities
  - =There will be, in comparison to budget/economy properties, more public space and meeting/function space
  - =Business travelers and leisure travelers, with groups, contract sales
- 21★☆-At the top of the price category
  - =Featuring upscale decor and furnishings that may be unique to the particular hotel
  - =Several food and beverage outlets, including : a gourmet or fine-dining restaurant, banquet facilities, and full 24 hours room service
- 22★☆-budget" Or "economy" hotels
  - =offer guest rooms only
  - =Little or no public space, no meeting Or function space , No or very limited food and beverage facilities
- 23★☆-Should have all the facilities like overhead projector, DVD player, television
  - =least large as generally the outstation participants are accommodated in the same hotel



## Answer

1	2	3	4	5
Downtown Hotel	Suburban Hotel	Resort Hotel	Flootel	AirPort Hotel
6	7	8	9	10
Motels	European plan	Continental plan	American plan	Modified American plan
11	12	13	14	15
Transient hotels	Residential hotels	Semi-residential hotels	Proprietary ownership	Timeshare
16	17	18	19	20
Management contract	Franchise	franchisor	franchisee	Full-Service Hotels
21	22	23		
Luxury Hotels	Limited-Service Hotels	Convention/conference hotel		

## Part 2 : "Mention" or " explain briefly" question

### 1-Classification of Hotel Properties...(**Exam**)

- 1)-Star    2)-price    3)-location    4)-Type of plan
- 5)-Type of guest    6)-Length of stay    7)-ownership

### 2-Classification by Star

- 1)-One-Star Hotels    2)-Two-Star Hotels    3)-Three-Star Hotels
- 4)-Four-Star Hotels    5)-Five-Star Hotels

### 3-Classification by Price

- 1)-Limited-Service Hotels    2)-Select-Service Hotels
- 3)-Full-Service Hotels    4)-Luxury Hotels

### 4-Classification by Location

- 1)-Downtown Hotel    2)-Suburban Hotel    3)-Resort Hotel
- 4)-Flootel    5)-Airport Hotel    6)-Motels

### 5-Classification Type of Plan

- 1)-European plan    2)-Continental plan
- 3)-American plan    4)-Modified American plan

### 6-Classification by Type of Guest

- 1)-Group hotels    2)-Commercial hotels
- 3)-A family hotel    4)-Convention/conference hotel

### 7-Classification by Length of Stay

- 1)-Transient hotels    2)-Residential hotels    3)-Semi-residential hotels

## 8-Classification by Ownership

- 1)-Proprietary ownership
- 2)-Timeshare
- 3)-Management contract
- 4)-Franchise

End of lec

Trial exam

ملحوظة مهتم جداً بال "Trial-Exam" شامل كل الأجزاء التي الدكتور حداها...نفهم بـ جداً

### Part 1 : Write the Suitable terminology" question

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=Services cannot be stored
- 8-Tourist demand fluctuates significantly throughout the year, peaking during holidays and specific seasons  
=changes in business, employment Or buying patterns which occurs predictably at given times of the years  
=fluctuations of demand or supply in the tourism industry which are affected due to weather conditions, public and school holidays
- 9-Tourism products and experiences are highly diverse, catering to various interests, budgets, and travel styles
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16	17	18	19	20
AirPort Hotel	Motels	Transient hotels	Residential hotels	Semi-residential hotels
21	22	23	24	25
Timeshare	Management contract	Franchise	Full-Service Hotels	Luxury Hotels
26	27			
Limited-Service Hotels	Convention/conference hotel			

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Tourism is a global phenomenon, with travelers crossing borders for diverse experiences

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### 2- Importance of Tourism

#### Economic impact:

- ⌚ Tourism contributes significantly to **GDP**, creates jobs, and generates foreign exchange in many countries
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### 3- What is Tourism Definitions??

as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments

, host communities, and surrounding environments that are involved in the **attracting and hosting of visitors**

### 4-The characteristics of the hospitality industry

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**7)-Seasonality:**

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## 5-Classification of Hotel Properties

- 1)-Star      2)-price      3)-location      4)-Type of plan
- 5)-Type of guest      6)-Length of stay      7)-ownership

**End of exam**

**End Of Mid-Revision**

وطلا وصلت للصفحة دي ماتنساش تقول الدعاء (اللهم اني أستودعك  
ماقررات وماحفظت، وماتعلمت، فرده عند حاجتي اليه، اترك على كل  
شيء قدير، حسبنا الله ونعم الوكيل)



  
Kareem

- ♦ Thus a high percentage of occupancy is needed just to break even
  - ♦ The result is hight fixed costs, which continue whether or not the hotel has business

ويمان الفنادق بيتطلب نسبة عالية من العمالة، هايرتب عليه ان الفندق هايتتحمل تكاليف تشغيلية ثابتة و مرتفعة.. والتكاليف دي هايتتحملها الفندق سواء كان الفندق عليه اقبال من العملاء او لا

## **(7)- Seasonality :**

- ◆ Seasonality: means changes in business, employment Or buying patterns which occurs predictably at given times of the years  
صناعة السياحة/الضيافة: تعتبر موسمية ودا لان مستوي الطلب على خدمات الضيافة في الفنادق متغير علي حسب التوقيت في السنة وبما انها موسمية وبالتالي بتحتفل ايضا علي حسب التوقيت نسبة العمالة الموجودة في الفندق ابسطها لالك : في موسم الصيف . الطلب يزيد علي الفنادق والمنتجعات السياحية . وبالتالي الفندق يمكن تعين عماله اضافية . اما في فصل الشتاء الطلب يقل وممكن الفندق يستغني عن العمالة الزائدة عن احتياجه في الشتا
  - ◆ On a business site, seasonality is defined as seasonal fluctuation in economic Or business activity which occurs again and again regularly during a year as a result of changes in climate, holidays and vacations  
Seasonality indicates the subject matter of fluctuations of demand or supply In the tourism industry which are affected due to weather conditions, public and school holidays

© History of Hospitality Industry □

هنا بنتكلم على تاريخ صناعة الضيافة وتطورها عبر الزمن

- (1)- Development of the hospitality industry**
  - (2)- Hospitality in the ancient Egyptian Empire**
  - (3)- Hospitality among the ancient Greeks**
  - (4)- Hospitality among the Romans**
  - (5)- Hospitality of the ancient Arabs**
  - (6)- Hospitality in Islam**

#### **(1)- Development of the hospitality industry**

- \* Hospitality businesses probably began with the Sumerians
  - \* In 4000 BC, the Sumerians lived near the Persian Gulf where grains were grown, which they turned into alcoholic beverages
  - \* They built taverns and served beer; these taverns represented the first form of hospitality
  - \* Early merchants traveled from region to region trading in spices, gold, and other exotic goods
  - \* They needed places to sleep and eat while traveling
  - \* People built inns and taverns along trade routes, To serve tired, hungry and thirsty travelers



## **(2)- Hospitality in the ancient Egyptian Empire**

هنا بنتكلم على بداية ظهور صناعة الضيافة في مصر القديمة

- \* Ancient Egypt began the tourism industry
- \* About 2700 BC
- \* The Pharaohs built the pyramids

بدأت صناعة الضيافة في مصر القديمة عندما بني الفراعنة الأهرامات من حوال 2700 عام قبل الميلاد

- \* Which attracted visitors with its beauty, luxury and majesty, and of course these visitors needed places to eat and sleep

وكانت الأهرامات بتجذب الزوار بجمالها وفخامتها . واكيد الزوار كانوا محتاجين أماكن للنوم والطعام مما شجع على انشاء أماكن للضيافة زي الفنادق والمطاعم وغيره

- \* Sheltering places in the form of inns were built in locations where trade caravans passed, due to the caravans' need for rest and water
- بالاضافة الى بناء مراكز الضيافة في الواقع اللي كانت بتمر عليها قوافل التجار . نظرا لاحتياج هذه القوافل الى الراحة والماء
- \* There were guards to guard commercial convoys from bandits and thieves and to secure their routes

وايضا كان هناك فرق حراسة مكلفة بحماية قوافل التجار من الحرامية . ولضمان سلامتهم طريقهم

- \* Thus, the history of hotel accommodation is linked to the history of trade exchange, ونتيجة منطقية لكل مasicic : نقدر نقول ان
- ان تأثير اقامة الفنادق مرتبطة بتاريخ تبادل التجارة . ودا بيعود الى الاف السنين

## **(3)- Hospitality among the ancient Greeks**

**Ancient Greece has a role in tourism through two important contributions include :**

وايضا كان لليونان دور مهم جدا في صناعة الضيافة/السياحة من خلال مساهمتين اساسيتين وهما كالتالي

- (A)-The Greek language became a universally accepted language of international trade
- ان اللغة اليونانية أصبحت لغة مقبولة عالميا في التجارة الدولية

- (B)-Greek money became the standard of exchange
- وايضا كانت العملة اليونانية معيار التبادل التجاري ودا ساهم في تطوير العلاقات التجارية وتسهيل التجارة الدولية
- بالبلدي : كانت العملة اليونانية زي الدولار دولتي كذا

- ✿ The Greeks were interested in hospitality, as they believed that the stranger was the messenger of the god Zeus and that the happiness of the guest constituted a source of happiness for his host

بالاضافة الى ذلك كان لليونان دور كبير في صناعة الضيافة . حيث كان اليونانيون عندهم اعتقاد خاص بالضيافة وهو ان الشخص الغريب يمثل رسول من الاله زيوس . ويعتبروا سعادة الضيف مصدر سعادة لصاحب المنزل

اصحى معايا : الحضارة اليونانية القديمة كان عندهم الاله اسمه زيوس . وكان من ضمن معتقدات الاله دا هو الضيافة الجيدة لاي شخص غريب وكانوا اليونانيون بيمؤمنوا بالمبدا ويكونوا لطفاء جدا باي شخص غريب اعتقاد منهم بأنه رسول من الاله زيوس

ومع زيادة اعداد المسافرين . بعض الاشخاص فكروا انهم يخصصوا اماكن للإقامة وبدأت الفكرة تنتشر تدريجيا حتى انتشرت في الفنادق العامة في لندن

### ◎ Improvement in the United States

- ▲ Improvement in the United States has made significant contributions to the hospitality sector تحسن الاوضاع في الولايات المتحدة . ساهم في تطوير الاوضاع هناك
- ▲ With the development of each new mean of transportation, hospitality businesses من ضمن مظاهر تحسين الاوضاع في الولايات have opened along the route or at stations المتحدة هو ظهور وسائل نقل جديدة . يتقدم خدمات الضيافة على طول الطريق او في المحطات مثل : الولايات المتحدة اصبح عندها مطاعم بتقدم خدمات الضيافة على طول خطوط السكك الحديدية
- ▲ In the 17 th century, horse drawn wagon roads were established in the United States, and inns were built along the roads, where travelers ate and slept في القرن السابع عشر . انشئت طرق للعربات المسحوبة بالخيول . وايضا انشئت فنادق صغيرة علي طريق السفر لتصبح مكان اقامه للمسافرين ويتناولوا فيها الطعام
- ▲ During the 19th century, rail travel became widespread, and this was more convenient than traveling by horse drawn wagon ومع مرور الوقت . في القرن التاسع عشر انتشرت رحلات السفر بالقطار بشكل واسع . وكان هذا اكثر راحه من السفر بعربات مسحوبة بالخيول
- ▲ Travel time also decreased...A trip of 110 miles, which used to take 11 hours by horse drawn wagon, now took two and a half hours by train Inns and restaurants were built near the railway station ونتيجه منطقه ان مع انتشار رحلات السفر بالقطار . مدة السفريه اكيد هاتقل ..لو رحلة بمسافة 110 ميل كانت بتاخذ 11 ساعه بالعربات المسحوبة بالخيول . حاليا بتستخدم ساعتين ونص فقط بالقطار



### ◎ Tremont House Hotel in Boston 1828

- ★ During the railroad boom, America's first large hotel offering luxury accommodations was built واثناء فترة ازدهار السكك الحديدية في الولايات المتحدة . تم بناء اول فندق تريمونت هاوس في بوسطن عام 1828 كبير يقدم اقامه فاخرة وهو فندق تريمونت هاوس
- ★ The hotel owner was the manager
- ★ The hotel had 4 floors, and elevators had not yet been invented, which caused problems for guests وفندق تريمونت كان بيكون من 4 طوابق . ولكن في الفترة دي كان لم يتم اختيار المصاعد(الاسانسير) يعني . ودا كان بيسبب مشكله لنزلاء الفندق
- ★ The hotel owner overcame this problem by creating a new position, "bellhop When he heard the bell, he come to help the guests and carry the heavy luggage upstairs وتم التغلب على مشكله عدم وجود اسانسير . من خلال وظيفه جديده انشأها صاحب الفندق والوظيفه دي تسمى "البيلهوب" ودي فكرتها ان فيه شخص مسئول عن حمل شنط النزلاء والشخص داماً بيسمع الجرس . بيشيل شنط النزلاء ويوصلها الى الادوار العاليه



## ① In England

- In England, the Industrial Revolution that began in the middle of the 18th century led to changes in work methods
- The era of invention began with the development of the steam engine  
الثورة الصناعية اللي حدثت في إنجلترا في منتصف القرن الثامن عشر ادت إلى تغيرات في أساليب العمل مثل بسيط : الثورة الصناعية، جعلت مصانع النسيج تستخدم البخار في تشغيل الآلات ودا ساهم في زيادة الانتاج وتقليل تكاليف الانتاج
- The Industrial Revolution was accompanied by economic prosperity  
ودا يوصلنا لاستنتاج ان الثورة الصناعية كانت مصحوبة برخاء اقتصادي
- The need for accommodation and the construction of hotels at stations arose as a result of the emergence of a railway network in Britain in the middle of the 19th century بعد ظهور شبكات السكك الحديدية في بريطانيا في القرن التاسع عشر . اصبح هناك احتياج الي اقامة فنادق في محطات السكك الحديدية
- The construction of railways also had a significant impact on the development and construction of beach resorts to receive the increasing numbers of visitors  
بناء السكك الحديدية كان لها تأثير على تطوير وبناء المجتمعات الساحلية لاستقبال الاعداد المتزايدة من الزوار بالبلدي بقى : وجود خطوط سكك حديدية تسهل المسافات على المسافرين ، وبالتالي وجود قرية/منتجع سياحي هايجدب العديد من الزوار لها لأن مش هايقي عندهم مشكلة في المواصلات
- This growth in the hospitality industry continued until World War I 1914-1918 and the hospitality industry did not resume its growth until after World War II استمر نمو صناعة الضيافة حتى الحرب العالمية الاولى . ثم توقفت بسبب الحرب ولم تعود 1939-1945 لوضعها حتى بعد نهاية الحرب العالمية الثانية بالبلدي بقى : ان من ضمن العناصر اللي بتؤثر علي صناعة السياحة هي الحروب والصراعات السياسية

## ② Luxury hotels in Europe

- The Savoy in London and the Ritz in Paris enjoyed high levels of distinction and luxury, as the latter was the first hotel which have a private bathroom, built in wardrobes, and telephones in the rooms هنا بنتكلم على الفنادق الفاخرة الموجودة في أوروبا زي فندق : سافوري في لندن ، وفندق الريتز في باريس .. فنادق تتمتع بمستويات عالية جداً من التميز والفاخامة وكان فندق الريتز أول فندق يحتوي على حمام خاص وخزائن مدمجة وهواتف في الغرف

## ③ Return to the United States

- In the United States, hotel industry leaders were developing hotel chains في الولايات المتحدة ، كان رواد صناعة الفنادق بيهذفوا تطوير سلاسل فنادق جديدة
- In the early 1900 s, Ellsworth Statler developed his chain of Statler hotels, and the room had a telephone, full sized closets, modern plumbing, radios, and a free morning newspaper في بداية القرن العشرين . قام السوورث ستاتلر بتطوير سلسلة من فنادق ستاتلر . وكانت غرف الفنادق دي مجهزة بتليفون وخزائن كبيرة الحجم . وانظمة صحية حديثة وصحيفة صباحية مجانية واجهزة راديو