

UNLV LIBRARY
MEDIA RESOURCES CATALOG
HOSPITALITY INDUSTRY
Summer 2009

The Achiever's Choice: Foodservice.

Merchandising Factory (1985)
Donated by Hotel College
Presents six interviews with people who are involved in the food services industry, one of the fastest growth industries. Develops the theme that the food services industry is marked by its potential for change, variation, growth and reward in the next 20 years period
Video Cassette (13 min.)
TX 943 A24

The Alcohol Awareness Server Training Program.

National Restaurant Assn. (1984)
Seminar for owners or managers of bars and restaurants. Educates employees about the issues of third party liability for servers of alcoholic beverages when damages are caused by intoxicated individuals served in their establishment. Provides a way to identify the drinking level of customers and techniques to handle customers who reach dangerous levels of drinking.
Video Cassette (58 min.)
Manager/Server Manual
TX 945 A42

Alcohol Related Liability for the Marketing and Trade Show Industry.

Videosyncrasy (1990)
Discusses state laws that impose liability for alcohol-related accidents on members of the hospitality industry, court imposed liabilities, preventive law which limits liability and how to recognize potential liability problems.
Video Cassette (36 min.)
TX 911.3 R57 A42

Alcohol, the Law and Your Property.

American Hotel & Lodging Educational Institute (2002)
Discusses alcohol laws and their applications in hotels and motels.
1 videocassette (16 min.)
TX911.3.R57 A43 2002

Amazing Grains.

Learning Seed (1999)
Shows why grains are good food, where they come from, and how they get from the field to the table. Covers rice, wheat, corn, barley, oats, rye, buckwheat, kashs, spelt, millet, triticale, amaranth, and quinoa.
1 videocassette (20 min.)
+ 1 study guide (12 p. : ill. ; 22 cm.)
SB189 .A43 1999

American Drinks: History in a Glass.

History Channel (2000)
History of both alcoholic and non-alcoholic drinks in the United States.
1 Video Cassette (ca. 50 min.)
TX815 .A44 2000

Anticipating Customer Needs.

Donated by Hotel College.
Provides the importance and elements of customer service and recommends going beyond customers' expectations.
Video Cassette (18 min.)
TX 945 A57

The Art of Folding Table Napkins.

Culinary Institute of America
Shows how to fold table napkins into different shapes.
Video Cassette (33 min.)
TX911.3.T32 A77 1997

The Art of Food Presentation.

Meridian Education Corp., c2007
This program demonstrates techniques used by professional chefs to create and serve food that pleases the eye as well as the taste buds.
1 videodisc (22 min.)
TX740.5 .A77 2007

ASAE Spring Convention & Exposition.

ASAE (1985)

- 1-2. Future Forces: Strategic Leadership for Association Executives in the Coming Decade
3. All the World's a Stage
4. How to Motivate Others to Action: The Essence of Management
5. Market Research to Develop a Successful Membership Promotion Campaign
6. Future Trends in Meetings and Conventions
7. Assuming Leadership through Effective Platform Skills
- 8-9. Achieving Personal & Professional Excellence through Effective Time Management
- 10-11. Enhancing Executive Leadership Through Strategic Planning
- 11 Cassettes
HD 6508 A546

ASEAN Mosaic.

Video Tape Co. (1987) Donated by Hotel College

An exploration of Thailand. Includes Bangkok, the beaches of Southern Thailand, Khmer ruins and the mountains around Chiang Mai and Chiang Rai.

Video Cassette (1 hr.)
DS 566.2 E86

ASTA World Travel 1984 Congress.

ASTA Travel News.

1. Time Magazine Panel Presentation of Political Editors
2. ARC: Question and Answer Period: What it Means to You and Your Business
3. Changing Times: You Can Win in the 80s
4. Travel Weekly's Louis Harris Survey
5. Megatrends
6. ASTA Travel Industry Honors Program
7. Education and Training Overview
8. Direct Mail: An Effective Tool for Travel Agents
9. Partners for Profit
10. Planning Small Business Meetings
11. Presenting the Ideas Powerfully
12. Selling in a Price Competitive Market
13. Supplier Default and the Travel Agent
14. Tapping the Receptive Service Market
15. Tools and Techniques for Agency Expansion
16. Winning at Negotiations
17. Discovering Your Creative Potential
18. The 1984 Crest Awards
21 Cassettes
G 154.9 A67 no. 1-21

Bases and Sauces.

Culinary Institute of America

Various chefs demonstrate how to make healthy sauces and bases for different dishes.

Video Cassette (40 min.)
TX819.A1 B34 1993

B.C.D. Safety Etching.

Donated by Hotel College.

Discusses the process of etching the surface of bathtubs so they will not be slippery. Compares this process with other ways of making tubs non-slip and discusses the maintenance program for tubs treated in this way.

Video Cassette (6 min.)
TX 911.3 R57 B33

Beans.

Landmark Media, Inc (1999)
 Discusses the types and uses of
 beans preparation.
 Video Cassette (23 min)
 QK495.L52 B42 1999

The Best Kept Secret.

Donated by Hotel College
 ARA Services personnel describe
 their jobs, providing an overview of the
 career opportunities available in contract
 food service management.
 Video Cassette (18 min.)
 TX 911.3 M27 B48

Best 10 1/4 tips For Table Manners

Career Development Software 2000
 Describes the etiquette of eating in
 social situations, providing basic tips and
 rules.
 1 videocassette (18 min.)
BJ2041 .B47 2000

Better Banquets: Basic Service Skills.

E.I. Video Prod. (1992)
 Covers banquet service in four
 sections: overview of banquet service, set
 up, serving the banquet, and clean up.
 Video Cassette (23 min.)
 Trainer's Guide (5 p.)
 Viewer's Guide (7 p.)
 TX 925 B474

The Biltmore: A Tradition Restored.

Biltmore (198?)
 Donated by Hotel College.
 Discusses the services and decor of
 the restored Biltmore Hotel in Los Angeles.
 Video Cassette (9 min.)
 TX 941 B54 B54

Breakfast, Accompaniments, and Desserts.

Culinary Institute of America
 Adhering to the adage that one
 should "eat breakfast like a king, lunch like a
 prince, and dinner like a pauper", various
 chefs give tips for breakfasts of fruit,
 pancakes, bulgur wheat and breakfast
 sausage. Also discussed are
 accompaniments of potato or bean salsa
 and desserts of fruit and dips.
 Video Cassette (48 min.)
 TX733 .B74 1998

The Broadmoor Today.

Donated by Hotel College
 Discusses the history of the
 Broadmoor Hotel, describes the five
 Broadmoor properties and their services,
 and describes activities for guests in the
 areas of the five properties.
 Video Cassette (12 min.)
 TX 941 B76 B76

Burt Wolf.

Ambrose Video Publishing (2002)
 "What we eat is a thirteen-part series
 for public television that looks at how
 Christopher Columbus and the Spanish
 conquistadors changed what people ate and
 how that fundamental shift changed almost
 everything on our planet. Burt Wolf travels
 through the Caribbean, Latin America,
 Europe, Asia, and the United States to
 commemorate the 500th anniversary of an
 era that sowed the most important seeds of
 change. With the help of some of the world's
 leading experts, he uncovers how the
 migrations of people, plants, and animals
 that started between 1492 and 1502
 continue to impact the culture, economics,
 and the diet of the world today"--
www.whatweeat.tv.

disc. 1. Milk's leap towards
 immortality -- Taking the high grounds
 -- Simple pleasures -- Here's looking
 at you, kid --
 disc. 2. The hand that stirred the pot --
 How sweet it is -- Some like it hot --
 disc. 3. When money grew on trees --
 This spud's for you -- The seed of life
 disc. 4. Domesticated bliss -- Time to
 play ketchup -- Connecting the dots
 4 videodiscs (364 min.)
TX360.A45 B87 2002 discs 1 – 4

Cafe ARA.

ARA Services (1991)
 Donated by Hotel College.
 Quarterly video newsletter.
 Video Cassette
 TX 911.3 M27 C34 vol. 6

Cafe ARA Showcase.

ARA Services (1990)
 Donated by Hotel College.
 Quarterly video newsletter
 2 Video Cassettes
 TX 911.3 M27 C343 vol. 1-2

California Summer Fruits: A Fresh Foodservice Natural.

Donated by Hotel College
 Presents information on the production, marketing and use of peaches, plums, bartlett pears, and nectarines. Serving suggestions and recipes are included.
 Filmstrip
 Manual
 TX 811 C352

Careers in Food.

Films for the Humanities & Sciences, c2007
 Introduces students to real people who have found satisfaction in their careers, overcame challenges and uncertainties along the way. Spotlights a mother and son team, Elizabeth MacAlister and Mark Gilman, who talk about the business and marketing of handmade gourmet cheeses. Dan Barber explains why he became a chef, how he ended up owning two restaurants and why he uses locally grown food.
 1 videodisc (21 min.)
 TX911.3.V62 C392 2007

Careers to Consider: The Hospitality Industry.

Meridian Education Corporation, c2008
 This program illustrates the exciting opportunities offered by the industry and shows how job-seekers with almost any skill set or educational background can find success in the field
 1 videodisc (23 min.)
 TX911.3.V62 C395 2008

Carving the Rib Roast.

National Educational Media (1967)
 Donated by Hotel College
 Illustrates how to carve a rib roast expertly. Shows how to prepare for carving, proper use of tools, and how to get smooth, even cuts.
 Film (8 min.)
 TX 885 C38

The Casino.

Ciné Fête, c2006
 "The casino promotes games of chance, but in reality, it is the one place where they leave nothing to chance. The world of gaming and gambling is growing and constantly changing. Casinos are doing everything they can to keep on top of the latest in the industry: the schemes to attract players; the technology to track them; the newest designs of slot machines; and the latest crooked scams. We learn the insider scoop and peek behind the 'employees only' doors to find out about the ever-changing and challenging world of the casino"—
 Container.
 1 videodisc (46 min.)
 HV6711 .C315 2006

A Case of Insubordination?

Roundtable Prod. (1969)
 Donated by Hotel College.
 A management and supervisory training film. Uses the different viewpoints of an employee, a supervisor, a witness, and an arbitrator on an employee grievance issue to provide practice and instruction in handling disciplinary and grievance procedures.
 16 mm reel (20 min.)
 HF 5549.5 G7 C37

Cash on the Vine.

MTI Teleprograms Inc.
 Summary in Marketing Section.
 Video Cassette (28 min.)
 HD 9371.9 M37 C37

A Century of Napa Valley Wine Tradition.

Sunset Films.
 Donated by Hotel College.
 Shows the growing and making of wine in the Napa Valley, California area through an entire season from the point of view of the people involved in the process. Includes information on the appreciation of wines.
 Film (12 min.)
 TP 557 C45

Challenge of the 90s: Innovations in Marketing.

ARA Services (1989)

A marketing program to inspire and motivate all employees of ARA Services, especially the front line managers.

Video Cassette (18 min.)

TX 911.3 M3 C43

CheckBUSTERS: The Art of Smart Selling.

Pencom Inc. (1993)

Designed to help restaurant managers and trainers show their servers creative ways to improve service and increase food and beverage sales in any type of operation.

Video Cassette (30 min.)

Guide (47 p.)

TX 925 C46

Chef's Special.

Learning Corp (1983)

Summary in Marketing Section.

Video Cassette (30 min.)

TX 911.3 M27 C53

Chef's Story (Television program)

Soho Culinary Productions, Full Plate Media, and Lemnos Development in association with The FCI, c2007

"Twenty-seven of America's greatest chefs share the history and secrets of their success in Chef's story. Each half-hour program focuses on a master chef whose life, work, and evolution as a food legend is explored in rich and entertaining detail. Personal and professional revelations, complemented by a cooking demonstration, take place before a student audience"—Container.

Todd English - TV show (27 min.) -- Full interview (56 min.) -- Bonus cooking (18 min.) -- Questions and answers (5 min.)

Tom Colicchio - TV show (27 min.) -- Full interview (58 min.) -- Bonus cooking (15 min.) -- Questions and answers (9 min.)

Bobby Flay - TV show (27 min.) -- Full interview (59 min.) -- Bonus cooking (16 min.) -- Questions and answers (7 min.)

Charlie Palmer - TV show (27 min.) -- Full interview (54 min.) -- Bonus cooking (11 min.) -- Questions and answers (9 min.)

Jean-Georges Vongerichten - TV show (27 min.) -- Full interview (52 min.) -- Bonus cooking (12 min.) -- Questions and answers (8 min.)

Daniel Boulud - TV show (27 min.) -- Full interview (63 min.) -- Bonus cooking (23 min.) -- Questions and answers (12 min.)

Thomas Keller - TV show (27 min.) -- Full interview (60 min.) -- Bonus cooking (10 min.) -- Questions and answers (10 min.)

TX649.K45 C44 2007

Chilies.

Culinary Institute of America,

Taped in the Culinary Institute's kitchens, this hands-on video shows and describes the wide variety and use of chili peppers, explains their heat rating scales, discusses their history, and demonstrates several methods of preparation.

Video Cassette (42 min.)

TX803.P46 C45 1996

China.

Republic Pictures Home Video (1985)
 Laura McKenzie tours China and Hong Kong and gives tips on hotels, restaurants, shopping, scenic and cultural attractions, etc.

Video Cassette (60 min.)
 DS 712 C42

Chinese cuisine

HUWA Publishing House 2003
 "Chinese cuisine has gone beyond the concept of simply eating for nourishment. It formed a unique culture in China: a special form of communication. This program introduces eight styles of Chinese cuisine. You will see the culinary art of great chefs and various kinds of delicacies. Here, Chinese people's emotional world melts with cooking"—
 Container.

1 videodisc (30 min.)
 TX724.5.C5 C557 2003

Chinese Garnishes.

Wei-Chuan Publishing (1986)
 Designed to teach you how to make beautiful sculptured garnishes. Basic sculpturing techniques are developed to produce more intricate patterns.

- I. Sculptured Flowers TX 740.5 A66
- II. Cutting Technique TX 740.5 A662
- 2 Video Cassettes (30 min. ea)

Chocolate Decoration Techniques with Ewald Notter.

Culinary Institute of America, 2007
 Explains how chocolate is manufactured and tempered. Demonstrates the basics of spraying and cutting out shapes, and using molds and transfer sheets.

1 videodisc (61 min.)
 TX767.C5 C475 2007

Cliff's Customer Service Adventure.

CRM Films
 Designed to teach young front-line employees how to give responsible, caring customer service.

Video Cassette (13 min.)
 Guide (22 p.)
 HF5415.5 C55 1999

Club Managers Assn. of America.

Convention Seminar Cassettes (1983)
 Seminar held March 14-18, 1983, Las Vegas, NV.

- #1 NCA Tax Seminar
 - #2 & 3 Opening Business Session
 - #4 Management of Alcoholic Beverage Service Operations
 - #5 Food Service Consultants and Equipment
 - #6 Creating Conditions to Succeed
 - #8 Ideas for Your Club
 - #9 Understanding Your Club Directors
 - #10 Economic Trends
 - #11 After All Else, We Are in the People Business
 - #12 Energy Management
 - #13 Overview - Wage and Hour Compliance
 - #14 Outlook for Seafood for Private Clubs
- HD 29 C62 no. 1-6, 8-14

The Colonel Comes to Japan.

Learning Corp. (1983)
 Summary in Marketing Section.
 Video Cassette (30 min.)
 TX 945.5 K45 C64

Competitive Edge: Sales Strategies for Small Properties.

Educational Institute of the American Hotel & Lodging Association (2005)
 Discusses how to make a hotel/motel property more profitable by actively marketing it. Shows how to identify curb appeal and strengths over competitors, how to create an effective sales packet, how to target and approach specific local markets, how to overcome objections and close the sale, and how to build and maintain profitable community relations.

1 videodisc (ca. 27 min.)
 TX911.3.M3 C653 2005

Composed Salads

Culinary Institute of America
 Presents the components, fundamentals, and categories of making salads which are carefully arranged, rather than tossed.

Video Cassette (21 min.)
 TX807 .C64 2000

Consommé.

Food & Beverage Institute
Presents a highly-detailed explanation of consommé ingredients, including the purpose of each and the procedure for making consommé.

Video Cassette (3/4", 12 min.)
TX819.S8 C65 1998

Convention/Expo Suit. (1990)

University of Nevada Las Vegas (1990)
Crystal Ball Panel Summit I
(1 hr. 7 min.) TX 911 C78
The Evolution of Convention Service
Dept. (45 min.) TX 911.2 E96
Effective Use of Trade Shows as a
Marketing Opportunity (39 min.) T 396 E33
Marketing Destinations as to Meeting
Planners (39 min.) TX 911.3 M3 M374
Alcohol Related Liability for the
Marketing and Trade Show Industry
(36 min.) TX 911.3 R57 A42
The Exposition: A Vital Part of the
Convention (37 min.) T 396 E96
6 Video Cassettes

Cooking Methods.

Culinary Institute of America
Various chefs demonstrate methods to make healthy, tasty, and creative dishes.
Video Cassette (36 min.)
TX652 .C72 1993

Courtesy is the Answer.

Donated by the Hotel College
Emphasizes the importance of courtesy in hotel/tourism occupations and demonstrates how to be courteous while greeting people, handling complaints, and working with others.

Video Cassette (17 min.)
TX 911.3 C8 C68

Courtyard by Marriott: Designing a Hotel Facility with Consumer Based Marketing Models.

Institute of Management Sciences (1990)
A project that led to the creation of Courtyard by Marriott by designing a hotel facility with consumer-based marketing models.

Video Cassette (45 min.)
TX 911.3 M3 D47

Crisis Communications Management

American Hotel & Motel Association
(1996)

Teaches the basic steps lodging operators can use to effectively manage a crisis situation and work with the media.

1 videocassette (30 min.) + 1 guide
(29 p.)

TX911.3.M27 C756 1996 + guide

Crystal Ball Panel: Where is the Industry Going.

Videosyncrasy Video Prod. (1990)
Discusses small company meetings, how the service contractor fits into the overall scheme, how to increase the profit margin in the exposition industry and education in the industry.

Video Cassette (1 hr. 7 min.)
TX 911 C78

The Culinary Institute of America.

Learning Resource Center (1988)
Braising (12 min.) TX 686 B732
Broiling/Grilling (16 min.)
TX 687 B752
Deep Fat Frying & Pan-Frying (22 min.) TX 689 D44
Poaching & Steaming (15 min.)
TX 691 P62
Roasting (25 min.) TX 690 R732
Sautéing (10 min.) TX 689 W38
Mise En Place (13 min.)
TX 652 M572
Knife Skills (11 min.) TX 689 W38 C2
Stocks: Brown, White & Fish (35 min.)
TX 819 S8 M33

Curt Carlson.

Syber Vision (1986)
Carlson is chairman and sole owner of Carlson Companies, Inc., which includes Radisson Hotels, TGI Friday's, Country Kitchen Restaurants, Ask Mr. Foster, P. Lawson Travel Agencies, and the Carlson Marketing Group. Carlson talks about the principles of achievement that guided his rise to success.

Video Cassette (45 min.)
HD 2731 C87

Delivering Exceptional Service.

Donated by Hotel College

This training program for foodservice workers emphasizes the importance of service to satisfying and keeping customers.

Video Cassette (18 min.)
TX 945 D44

Developing and Conduction Training for Foodservice Employees.

American Dietetic Assn. (1992)

Gives guidance for the design and implementation of high quality employee training programs in foodservice facilities. Step-by-step guidelines for employee orientation, job training, and in-service training.

Cassette (1 hr.)
Study Guide (28 p.)
TX 943 D483

The Di Leonardo Difference.

Donated by Hotel College

Discusses Di Leonardo International, Inc., a company which does interior design for the hospitality industry. Also discusses how design is used to attract customers to restaurants, casinos, etc., the design process, and includes statements from owners of properties for whom they have done the interior design.

Video Cassette (9 min.)
NK 2195 H6 D54

Discipline: A Matter of Judgment.

National Educational Media (1973)

Donated by Hotel College

Uses a courtroom setting to dramatize the trial of a supervisor who took disciplinary action against three employees. Stresses the need for objectivity and impartial judgment at all levels of discipline, from issuing a reprimand to terminating an employee.

Film reel
HF 5549.5 L3 D55

Discipline Today: A Positive Approach.

E.I. Video (1990)

Intended for anyone responsible for disciplining employees at a lodging property. Includes the four myths of discipline and a step-by-step approach for conducting three discipline sessions.

Video Cassette (28 min.)
Viewer's Guide (9 p.)
TX 911.3 T73 D57

Diversity Works.

American Hotel & Lodging Educational Institute (2005)

Helps define diversity, explain why it's important, and showcases the proper skills and attitudes to embrace it.

1 videodisc (24 min.)
HF5549.5.M5 D58 2005

Don't Pull the Trigger.

Portion Pac Chemical Corp. (199?)

Donated by Hotel College

Discusses safety hazards of working as a custodian and how to avoid those hazards.

Video Cassette (23 min.)
HD 9999 B882 D65

The Economic Implications of Tourism.

Institute of Certified Travel Agents (1972)

From the Travel Executives

Management Review Course conducted at ICTA's Chicago classroom.

Cassette (2 hr.)
G 155 AI M195

Effective Media Training.

National Restaurant Association (1998)

Discusses how the management of a restaurant can communicate successfully with the media in a crisis.

Video Cassette (13 min.)
TX911.3.P77 E34 1998

Effective Use of Trade Shows as a Marketing Opportunity.

Videosyncrasy Video Prod. (1990)

Discusses use of trade shows in marketing products and services.

Video Cassette (39 min.)
T 396 E33

Egg Handling and Safety.

Donated by Hotel College

Discusses how to store, handle, prepare and serve eggs in a safe and wholesome way in a food service environment. Tests viewer's current knowledge and demonstrates three dangerous mistakes in handling eggs.

Video Cassette (11 min.)

TX 745 E33

Episodes in Kitchen Safety.

E.I. Video (1991)

Features six TV show parodies that focus on vital safety practices that can prevent injuries.

1. Burns & Kitchen Fires

2. Cuts & Machine Injuries

3. Slips, Falls, & Strains

3 Video Cassettes (20 min.)

Supervisor's Guide

6 Posters

TX 911.3 S24 E65 tapes 1-3

Europe.

Parade Video (1994)

Donated by Hotel College

Explore four fabulous playgrounds: magnificent London, city of parks, pubs, palaces, and double-decker buses; enchanting Ireland, land of the Blarney Stone, Guinness, green pastures, and rolling hills; romantic Paris, the City of Light; and, captivating Scotland, land of golf courses, ancient fortresses, and the Loch Ness monster.

Video Cassette (23 min.)

D 967 E87

The Evolution of the Hotel Convention Service Dept.

Videosyncrasy Video Prod. (1990)

Discusses how the hotel convention service dept. has evolved and what it does within the hotel.

Video Cassette (45 min.)

TX 911.2 E96

The Executive Voice.

Time-Life Audio (1972)

Donated by Hotel College

Summary online.

7 Cassettes

HD 30 E84

Exotic Thailand.

Travelview Int. (1992)

Donated by Hotel College

An exploration of Thailand. Includes Bangkok, the beaches of Southern Thailand, Khmer ruins and the mountains around Chiang Mai and Chiang Ra.

Video Cassette (1 hr.)

DS 566.2 E86

Eye of the Supervisor.

National Educational Media (1971)

Donated by Hotel College.

Summary online.

Film (11 min.)

HF 5549.5 R3 E84

Eyes on the Fries: Young Workers in the Service Economy.

Center for Labor Research and Education, [2004]

While good jobs in high tech and manufacturing are increasingly hard to find, companies like Subway, Starbucks, and Blockbuster are opening stores at a pace of one a day. This film examines the rise of the low wage service sector and what it means for a generation of young Americans whose lives depend on it.

1 videodisc (21 min.)+1 booklet (46 p)

HD6273 .E93 2004

Fast Food.

Landmark Media (1999)

Discusses the socio-economic origins of food to go, or fast food, and its impact on lifestyles.

Video Cassette (23 min.)

TP451.C6 F37 1999

Fast Food Women.

Appalshop Film & Vide (1991)

Examines the working conditions of women employed in fast food restaurants in eastern Kentucky.

1 Video Cassette (29 min.):

TX945 .F37x

Fast Sandwich Making.

National Educational Media (1969)
Donated by Hotel College.

Stresses the importance of planning, organization, and teamwork in efficient cold-sandwich production. Demonstrates sandwich-making techniques which do not sacrifice quality for quantity, and shows proper use of sandwich-making tools.

Film (9 min.)
TX 818 F37

Fifty Ways to Manage Service That Sells!

Pencom (1994)

How restaurant workers can increase profitability and business success through learning to treat customers the way they want to be treated.

Video Cassette (2 hr.)
Guide (19 p.)
TX 911.3 M27 F53

Fire at the MGM Grand.

NFPA (1981)

Chronicles the fire that took 85 lives. Provides information on the problems of survival in a high-rise fire.

Video Cassette (16 min.)
TH 9445 H75 F57

Fire Safety: Prevention and Response for the Lodging Industry.

Educational Institute of the American Hotel & Motel Association (2000)

Presents ways to prevent hotel fires and demonstrates effective measures to deal with fires when they occur.

Video Cassette (23 min.)
Guide (14 p.)
TH9445.H75 F575 2000

Fold-Along Napkin Art.

NUVO (1991)

Easy to follow demonstrations for folding wonderful napkin shapes to enhance every occasion. A special section for children shows how to fold eight animal faces.

Video Cassette (1 hr. 20 min.)
TX 879 F64

Food and Beverage Suggestive Selling.

E.I. Video Prod. (1988)

Shows that suggestive selling is a technique that can help you make your guests more satisfied and your establishment more profitable. The techniques shown can be applied from deli counters to fine dining.

Video Cassette (24 min.)
Server's Guide (4 p.)
Supervisor's Guide (3 p.)
TX 925 F65

Food-Borne Diseases: How to Avoid Food Poisoning and Contamination.

Donated by Hotel College

Describes the causes and prevention of food diseases, including proper storing and handling of food, and the sources and methods of avoiding contamination.

Designed for students planning to become food service professionals.

Video Cassette (36 min.)
RA 1258 F67

Food Processing.

Penn State (1992)

Cheese Production (21 min.)
SF 271.5 C44

Frankfurter Production (21 min.)
TS 1974 S3 F73

The Baking of Bread (12 min.)
TX 769 B72

The Brewing of Beer (16 min.)
TP 570 B74

The Processing of Tomatoes
(16 min.) TP 371.3 P77

The Spraydrying of Milk (18 min.)
SF 259 S67

Trout Aquaculture & Spraying
(12 min.) SH 167 T86 T76

7 Video Cassettes

Food Service Handling and Evaluation of Seafood Products.

National Fisheries Institute

Training for food service professionals: handling seafoods and guidelines for recognizing and maintaining quality.

Video Cassette (21 min.)
TX 911.3 S3 H35

The Food Service Video Trainer.

Montage Productions
Shows how a waiter or waitress should take an order and serve a meal.
Video Cassette (51 min.)
Notebook
TX 925 F66

Fred Harvey and the American West.

OneWest Media (1985)
Summary in History section.
Video Cassette (58 min.)
HE 2771 A172 F73

Front Desk Courtesy.

National Educational Media (1980)
Donated by Hotel College
Gives examples of both good and poor front desk courtesy in a variety of challenging situations. Explains how front desk employee's attitudes and courtesy influence guests.
Film (11 min.)
TX 911.3 M27 F754

Front office skills

American Hotel & Lodging Educational Institute (1999)
Guest relations presents five positive guest contact techniques for hotel front desk personnel. Sales explains the sales role of hotel front desk personnel. Full service operations covers hotel front desk service procedures for greeting the guest, registration, room assignment, discussing payment, and check-in options. Economy operations covers the full-range of front-office skills in the context of economy lodging.

Library has volumes 2-3

[v. 2] Sales: a winning formula (18 min.)

[v. 3] Full service operations: at your service (25 min.)

2 videocassettes + 2 guides
TX911.3.F75 F778 1999 v. 2-3 + guides

Go Quick Service Young Man and Woman!

PepsiCo, Inc. (1990)
Donated by Hotel College
Wayne Calloway, chairman & CEO of PepsiCo, Inc. talks about future trends in PepsiCo's restaurant chains and why college business students should go into quick service work.
Video Cassette
TX 945 G62

Going International Safely.

Copeland Griggs Prod. (1987)
Designed to give travelers good, basic security awareness information. Provides a security philosophy and general principles which apply to most international travel situations. Alerts the traveler to the most likely dangers, shows them how to reduce risk, and what to do in the event of emergency.
Video Cassette (30 min.)
User's Guide
G 156.5 S2 G65

Great Chefs Series.

Culinary Institute of America

Rick Bayless - Guajillo Sauced Shrimp with Quick Fried Cactus.
(45 min.) TX716.M4 B294 1997

Ed Brown Steamed Chilian Sea Bass with Spinach, Asian Black Bean Sauce.
(46 Min.) TX 715 B757 1997

Jeffrey Buben - Sauteed Shrimp with Creamed Grits and Caramelized Onions.
(58 min) TX715 .B88 1995

David Burke Wild Mushroom Flan with Warm Oysters, Sweet Corn and Mushroom Chips.
(55 min.) TX 715 B955 1995

Julia Child & Markus Faringer
Cardonal slice
(60 Min.) TX 773 c54 1996

Patrick Clark Crab Crusted Maine Halibut with Sweet Corn, Fava Succotash and Corn Coulis
(52 Min.) TX 715 C5783 1997

Richard Czack - Pork Tenderloin Sauté, Hashed Brown Potatoes with Apples, and Asparagus Beurre Noisette.
(47 min.) TX715 .C98 1998

Christian Delouvrie Terrine de Foie Gras
(72 min.) TX 719 D44 1998

Rocco DiSpirito- Foie Gras Cru with Fennel Marmalade and Almonds, and Taylor Bay Scallops with Uni & Mustard Oil
(60 min.) TX715 .D587 2000

Jonathan Eismann - Steamed Pacific Halibut with Crushed Tomatoes, Lemon Grass & Fresh Coriander; and Golden Shrimp Dashi Consommé with Peeky Toe Crab and Botrytis Semillon Gelée.
(60 min.) TX715 .E353 2000

Dean Fearing - - Grilled Barbecued Glazed Quail with Tortilla Salad and Roast Corn-Molasses Vinagrette.
(58 min) TX715.2.S69 F437 1994

Great Chefs Series. (con't)

Susan Feniger - Grilled Skirt Steak, Swordfish Ceviche, Avocado Corn Relish and Fideo Soup.
(65 min.) TX715.2.C34 F45 1994

Larry Forgione - Sauteed Shrimp with Watercress Grits Cakes and Baked Goat Cheese in Country Ham with ramps and morels.
(55 min.) TX715 .F66 1996

Hans Haas - South Carolina Pigeon Breast on Articoke Bottom with Celery Puree.
(57 min.) TX715 .H12 1997

Karlheinz Hauser Pigeon Breast Souffled with Herbs on Polenta with Cepes, Finger Carrots, Sauce of Balsamic Vinegar.
(53 min.) TX 723.5 A1 H38 2000

Remy Funrock- Spiced Bittersweet Chocolate Mousse Cake with a Bourbon Vanilla Mousseline filling and Chocolate Tuile. (60 min.) TX773 .F85 2000

Hans Haas - South Carolina Pigeon Breast on Articoke Bottom with Celery Puree
(57 min.) TX715 .H12 1997
Culinary Institute of America

Gunther Heiland - Chocolate Truffle Cake with Ganache, which involves Bourbon/Pecan Parfait, Caramelized Pecans, Red Currant Sauce, Vanilla Sauce, and Almond-Filled Apricots.
(31min) TX773 .H37 1999

Graham Kerr Roast Ostrich Tenderloin with Tart Cherry Cabernet Sauce, Buttermilk Mashed Potatoes with Butter Sauce, Creole Quinoa Mev, Balinese Avocado Sauce or Dip.
(67 min.) TX 725 A4 K44 1996

Otto Kock - Falsche Prinzregententort and Marow on Mashed Potatoes.
(43 min.) TX721 .K93 1996

Gray Kunz - Crisped Goujonettes of Black Bass, Curried Remoulade.
(65 min.) TX715 .K95 1995

Richard Leach Raspberry Tartlett with Lemon Thyme Sabayon Sauce.
(47 min) TX 773 L373 1998

Michael Lomonaco - Whitefish Fillets with Morels and Asparagus.
(43 min.) TX715 .L842 1996

Emily Luchetti- Chocolate Zabaglione Trifle.
(53 min.) TX773 .L788 2000

Great Chefs Series. (con't)

Jamie Mammano Mistral's Sushi Grade Tuna Tartare with Crispy Wontons, Ginger & Soy, Salmon Torte. (54 min.) TX 715 M332 1999

Reinhold Metz Baumkuchen, vanilla Bavarian cream, vanilla sauce, crème patissier filling, yogurt cream filling, cocunut mousse filling, and chocolate mousse filling. (75 min.) TX 721 M47 1997

Rokusaburo Michiba Carpaccio of Red Snapper, Sugata-Age of Red Snapper, Chef Michiba's Sesame Sauce, Ara-Daki of Red Snapper (66 min.) TX 724.5 J3M52 1997

Rick Moonen Jumbo Lump Crab Cakes, Cucumber Carrot Salad, Chipolte Sauce. (52 Min.) TX 715 M655 1997

Sara Moulton How to bone chicken, Apricot Souffle. (66 min.) TX 715 M926 1999

Wayne Nish Spit Roasted Saddle of Rabbit with Bitter Escarole & Baby Carrots. (77 min.) TX 715 N67 2000

Bradley Ogdgen- Old Fashioned Pot Roast with Herb Onion Dumplings and Winter Vegetable Garni (72 min.) TX715 .O35 1996

Caprial Pencee- Steamed Mussels with Spicy Lime Broth, Rack of Lamb with Hazelnut Crust and Mustard Seed Vinaigrette (48 min.) TX715.2.P32 P4598 1996

Alfred Portale- Tuna Tartare with Herb Salad and Ginger Vinaigrette (31 min.) TX715 .P67 1998

Eric Ripert - Seared Tuna with Truffled Herb Salad. (58 min.) TX747 .R62 1996

Marcus Samuelsson - Oven-Steamed Black Sea Bass with Warm Citrus-Beet Juice and also cooks Lobster Roll. (33 min.) TX722.A1 S22 1998

Charles Saunders Oven-roasted Squab, Breast Coupled with Confit of the Le, Shelling Beans, Seasonal Mushrooms, Black Turffle Laced Jus. (48 min.) TX 714 S288 1998

Siegfried Schaber Loin of Fallow Deer Wrapped in Savory Cabbage, Duxelles, Juniper Cream Sauce, Potato Sausage, Red Wine Cider Shallots & Pears. (42 min) TX 721 S32 1996

Great Chefs Series. (con't)

Ernst-Ulrich Schassberger Venison Loin in Herb Coat with Lingonberries, Schupfnoodles, Hard Cider-Honey Sauce. (65 min.) TX 721 S33 1997

Chris Schlesinger Spice Crusted Black and Blue Tuna with Aromatic Mango Relish, Chile Ginger Sambal (44 min.) TX 715 S2966 1997

Gunter Seeger Sturgeon in Country Bacon, Moscato Sauerkraut and Smoked Salmon Vinaigrette. (49 min.) TX 715 S46 1995

Jamie Shannon - Salt Crusted Fish and Seafood Gumbo with Okra. (65 mi.) TX715.2.L68 S53 1998

Karl Schahmacher – Strudel (50 min.) TX773 .S32 1997

André Soltner - Saumon en Croûte, Mousseline, and Choron. (53 min.) TX719 .S633 1996

Great Chefs Series (con't)
Culinary Institute of America

Jasper White - Lobster-stuffed Cabbages, Lobster Forcemeat. (50 min.) TX715.2.N48 W45 1995
24 Video Cassettes

Guest relationships: Aiming to Please.

American Hotel & Lodging Educational Institute (2005)

This program presents positive guest contact techniques for hotel front desk personnel. Includes sections on exceeding guest expectations; professional appearance and behavior; picking up on clues with a positive response; serving guests with special needs, including international guests, senior travelers, persons needing wheelchairs, and hearing and visually impaired guests; and using complaints as opportunities for improvement.

1 videodisc (23 min.)
TX911.3.F75 G84 2005

Handling Complaints.

National Educational Media (1974)
Donated by Hotel College.

Presents a series of dramatic vignettes which illustrate the basic principles involved in handling customer complaints.

Film (12 min.)
HF 5415.5 H25

Handling Money.

National Educational Media (1974)

Donated by Hotel College

Presents episodes involving methods to be used by cashiers and clerks in counting money, making change, and avoiding errors commonly caused by interruptions. Shows how to spot marked, altered, or counterfeit money and illustrates the artifices of the shortchange artist.

Film (12 min.)

HG 221.3 H35

Handling Problems and Conflict.

American Hotel & Lodging Educational Institute (2005)

Discusses how supervisors in the hospitality industry can evaluate problem situations as they arise, resolve them efficiently, and implement them as part of a team effort.

1 videocassette (10 min.)

TX911.3.M27 H35 2005

Heidelberg.

Film + Videoproduktion M. Bosch (198?)

The area of the Odenwald, the River Neckar, and the history and culture of Heidelberg are assembled in beautiful pictures.

Video Cassette (45 min.)

DD 901 H57 H45

The History of American Cuisine.

Learning Zone Express (2000)

An introductory overview considers the regions of the United States, explaining how regional cuisines developed in response to geography (which determined what foods were available) and ethnology (the traditional foodways of the regions immigrant ethnic groups). A narrator, executive chef, and historian weave together a story of food history in the United States from 1519 until the present.

1 videocassette (22 min.) + 5 p. of worksheets in folder

TX715 .H5748

History of American Cuisine.

Learning ZoneXpress, c2006

An introductory overview considers the regions of the United States, explaining how regional cuisines developed in response to geography (which determined what foods were available) and ethnology (the traditional foodways of the regions' immigrant ethnic groups). A narrator, executive chef, and historian weave together a story of food history from 1519 until the present.

1 videodisc (22 min.) + 1 guide (5 p.)

TX715 .H66 2006

Hospitality & Tourism Education: A Capital Investment.

CHRIE (1990)

Donated by Hotel College

Speakers at the opening session discuss the future of the hospitality industry.

Video Cassette (39 min.)

TX 911 H56

Hospitality, or, How I Learned to be Courteous - and Loved it.

Barton Prod. (1975)

Donated by Hotel College

Depicts a fictitious company that is producing an advertising campaign dealing in hospitality.

Film (15 min.)

TX 911.3 C3 H67

Hospitality Sales: Closing the Sale and Following-Up.

Educational Institute (1989)

Offer a close look at the strategies the pros use. Helps staff apply insider's techniques to clinch a deal by dramatizing how to accurately read closing signals from the prospect, when to attempt a close and when not to, closing the sale to your satisfaction and the client's, follow-up to ensure happy clients and encourage repeat business.

Video Cassette (27 min.)

TX 911.3 M3 H674

Hospitality Sales: Making the Sales Call.

Educational Institute (1988)

Examines the crucial step that links the client with everything a property has to offer. Demonstrates a variety of proven sales call techniques, focusing on how to: organize information, gain trust, and present a professional image, open and make a presentation, build rapport and discover clients' needs, and translate property features into benefits for the client.

Video Cassette (24 min.)

TX 911.3 M3 H672

Hospitality Sales: Overcoming Objections.

Educational Institute (1989)

Helps sales people develop the skills needed to respond to any type of sales resistance by showing how to anticipate objections to the product, service, or price, understand the client's perspective and react positively, show benefits or proof that the objection can be overcome, turn an objection into an opportunity to close the sale.

Video Cassette (18 min.)

TX 911.3 M3 H673

Hospitality Sales: Preparing for the Sale.

Educational Institute (1989)

Outlines a creative approach to becoming a valuable consultant to the client. Illustrates how to make sales information easy to understand and retain, strengthen product knowledge, compete effectively, develop and qualify leads, and set specific objectives for organizing sales activities.

Video Cassette (27 min.)

TX 911.3 M3 H67

Hosting International Guests.

AHMA (1995)

Designed to help line-level, guest contact employees serve international guests more effectively. Addresses the importance and diversity of international guests, how to develop an international service style, and how to handle common situations successfully.

Video Cassette (19 min.)

Manager's Guide (15 p.)

Employee Handbook (24 p.)

Seminar Leader's Guide (62 p.)

TX 911.3 M27 H6626

Hotel and Facility Contracts.

Chesapeake Audio/Video Comm. (1992)

Discusses how hotels and convention facilities should negotiate contracts for conventions and meetings.

Video Cassette (1 hr. 55 min.)

TX911.3 M27 H6628

Hotel Security.

National Educational Media (1982)

Donated by Hotel College

Demonstrates specific principles and procedures designed to enhance hotel security. Key control, protection of hotel property, and protection of guests and hotel workers are highlighted through interviews and dramatizations.

Film (26 min.)

TX 911.3 S4 H663

Housekeeping. Communications and Motivation.

Donated by Hotel College

Host Margaret Kappa discusses the role of housekeeping in the overall communication between different departments to ensure a satisfied guest.

Video Cassette (20 min.)

TX 928 H682

Housekeeping. Professional Guestroom Cleaning.

Donated by Hotel College

Shows supervisors the importance of communication and motivation in hotel housekeeping.

Video Cassette (22 min.)

TX 928 H6832

How to Attract the Japanese Guest to Your Hotel.

HSMIA Foundation (1993)

Discusses the importance of the Japanese market to U.S. hoteliers, successfully tapping the Japanese market, and Japanese business etiquette.

Cassette

Handbook (18 p.)

TX 911.3 M3 D485

How to Do it All -- On Time: A Time Management Workbook for Hotel Sales Executives.

Foundation of the Hotel Sales & Marketing Asso. (1986)
 Workbook (70 p.)
 Cassette
 TX 911.3 M3 B76 1986

How to Give Exceptional Customer Service.

Career Track (1989)

1. How to Build Your Service Image and Customer Loyalty. Gives 5 dos and don'ts of exceptional customer service and the real reason behind most customer dissatisfaction. Tells how to cool off an angry customer. (1hr. 7 min.)

2. How to Satisfy Even Your Most Difficult Customers. Addresses the new basics of service and how to handle the difficult customer. Gives specific techniques that build rapport and how to enforce unpopular policies so customers cooperate. (1hr.28 min.)

3. More Ways to Make Customer Contacts Positive and Profitable. Tells how to turn stress into positive energy and how to handle tough situations with savvy. (1hr. 20 min.)

3 Video Cassettes
 HF 5415.5 F65 vol. 1-3

How to Implement NRA's Video Training.

Natl. Restaurant Assn. (1993)
 Demonstrates how the NRA's series can be used in training, specifically for your restaurant.

Video Cassette (16 min.)
 TX 911.3 T73 H677

How to Make Every Trade Show a Marketing Success.

Trade Show Learning Systems (1986)
 Presents the marketing, planning, and implementation aspects of trade shows.

6 Cassettes
 T 396 D34

How to Open a Restaurant.

National Public Radio (1980)
 Using one couple's experience, takes you step-by-step through the stages of starting a restaurant. Includes a list of "21 things everyone should know".

Cassette (40 min.)
 TX 945 H69

How to Sell to Meeting Planners.

Convention Cassettes (1989)
 Cassette
 AS 6 H697

How to Train with Video.

E.I. Video (1992)
 Discusses how to use videocassettes in training employees.

Video Cassette (17 min.)
 Viewer's Guide (18 p.)
 TX 911.3 T73 H68

Improving Communication Skills.

E.I. Video Prod. (1991)
 Divided into four sections: Overview of Communication in the Hospitality Industry, 3 Steps of Effective Speaking & The Three Steps of Active Listening, Effective Speaking, and Active Listening.

Video Cassette (18 min.)
 Trainer's Guide (4 p.)
 Viewer's Guide (5 p.)
 TX 911.3 T73 I45

Insights on Global Cuisine.

CHIPS (1992)
 Discusses international culinary competitions, cuisines from around the world, and shows food presentation for competition.

1. Culinary 1990 World Cup (79 min.)
 2. American Culinary Classic (66 min.)
 3. Philosophy & Techniques of Culinary Team USA (1 hr.)
- 3 Video Cassettes
 TX 740.5 I57 vol. 1 no. 1-3

Intoxication Control Trainer.

Montage Productions

Shows how the server should act responsible by looking for the signs of intoxication, taking steps to prevent intoxication, and implementing cut off procedures and transportation alternatives when faced with an intoxicated guest.

Video Cassette (30 min.)

TX 950.7 I57

Introduction to Food Safety.

The Educational Foundation (1994)

Explains why food safety is important, identifies the causes of foodborne illness, defines contamination, discusses time and temperature abuse.

Video Cassette (10 min.)

Guide (12 p.)

TX 911.3 S3 I57

The Invisible Industry.

PBS (1992)

Interviews and information about the industry are combined with life story features that follow attendees, meeting planners and hospitality industry employees whose lives intersect. Details the economic impact and educational purpose of travel and meetings.

Video Cassette (1 hr.)

TX 911.2 I587

Island of Lana'i Sales Video.

Manele Bay Hotel (1994)

Donated by Hotel College

Advertisements for the hotels The Lodge at Koele, Manele Bay Hotel and the Lana'i Conference Center on the Hawaiian island Lanai. Also discusses what tourists can do on Lanai.

Video Cassette (12 min.)

TX 941 M35 I75

Jack Carter in Vegas.

Donated by Hotel College

Comedian Jack Carter and his wife stay at the Alexis Park Resort in Las Vegas, Nevada, and give a tour of the hotel and of other places to visit in the Las Vegas area such as Mount Charleston, the Green Valley Athletic Club, and Lake Mead.

Video Cassette (6 min.)

HD 9999 G254 A44

Kemmons Wilson.

Syber Vision (1986)

Kemmons Wilson, founder of Holiday Inn, talks about the principles that enabled him to develop a vision and see it through to phenomenal success.

Video Cassette (45 min.)

HD 9981.95 W54 K45

Kiele Golf Course at Kauai Lagoons: Westin Lauai Resort.

Backstage Prod. (198?)

Donated by Hotel College

Promotional video for the Kiele Golf Course, which was designed by Jack Nicklaus, at Kauai Lagoons at the Westin Kauai Resort, Kauai, Hawaii.

Video Cassette (9 min.)

TX 911.3 M3 K53

Kimchi : The Taste of Korea

Korean Overseas Culture and Information Service (1999)

The story of kimchi, a Korean dish made of pickled cabbage

1 Video Cassette (19 min.)

TX806 .K54 1999

Kitchen Safety: Preventing Falls, Burns and Machine Injuries.

Vocational Media Assoc. (1989)

Donated by Hotel College

Shows how to prevent common injuries, such as, falls, burns and machine injuries, in commercial kitchens and what to do when accidents do occur.

Video Cassette (30 min.)

TX 911.3 S24 K57

Laminating Dough; The Basic Steps of Baking Bread.

Culinary Institute of America, 2007.

"Laminating dough" demonstrates different methods of folding dough, and shows how to cook puff pastry. "The basic steps of baking bread" demonstrates the straight dough method for baking crusty, lean dough breads. Discusses proper use of bakeshop tools and equipment, the critical time-temperature relationship, ingredient function, dough handling, and characteristics of well-prepared finished bread.

1 videodisc (63 min.)

TX769 .L35 2007

Laughlin: Boomtown in the Nevada Desert.

Real to Reel (1982)

Takes a look at Laughlin, which is Nevada's least-known and fastest growing resort area.

Video Cassette (30 min.)

F 849 L38 L36

Let Us Educate You: A Live Stage Production.

AHMA (1988)

Donated by Hotel College

Musical to promote the services of the Educational Institute of the American Hotel & Motel Association.

Video Cassette (12 min.)

TX 901 A44

Loews Miami Beach Hotel.

Cambridge Educational (2005)

"As the CEO of the luxury Loews Hotels chain, Jonathan Tisch knows status. So do his employees, who uphold the corporation's reputation every day of the year ... Watch John get retrained by his workers, most of whom earn their living on the ground floor at his famed Loews Miami Beach Hotel. From bellman to line cook, from room service to pool concierge, from front desk to housekeeping, he faces a barrage of challenges that require more stamina than status. Managers observe Jon's on-the-job performance, critiquing each physical mishap and verbal slip- and there are many"—Container.

1 videodisc (45 min.)

TX941.L64 L64 2005

Luxor: A New Vision for Las Vegas.

Luxor (1993)

Shows construction of the Luxor, how the motion rides were designed and constructed. Discusses the beam of light at the top of the Luxor.

Video Cassette (5 min.)

HD 9999 G254 L88

The Maid: Cleaning The Bathroom.

Donated by Hotel College

Demonstrates proper procedures carried out by a maid in cleaning a bathroom. Points out the importance of providing necessary supplies, using correct detergents and other chemicals, and reporting malfunctioning plumbing or electrical equipment.

Video Cassette (10 min.)

TX 928 M34

The Maid: Making up the Room.

Donated by Hotel College

Describes responsibilities of a maid, emphasizing thoroughness in cleaning. Demonstrates proper techniques for making a bed, changing linens, and dusting, and shows proper guest relations

Video Cassette (10 min.)

TX 928 M343

Making the Most of Your Menu.

National Restaurant Assoc. (1994)

Series focuses on restaurant menus, and creating ones that are easy to understand, profitable and take guests' dietary needs seriously.

1. Nutrition and your menu (11 min.)
2. Creating a menu that sells (22 min.)
3. Guiding guests through your menu (13 min.)

3 Video Cassettes

3 Booklets

TX 911.3 M45 M35 v. 1-3

Managing a Convention Hotel.

Videosyncrasy Video Prod. (1990)

Discusses management of a convention hotel.

Video Cassette (57 min.)

TX 911.3 M27 M34

Managing Food Safety: A Practical Approach to HACCP.

Educational Foundation (1993)

Topics covered: HACCP system, Identification of critical control points, Monitoring critical control points, accurate records.

Video Cassette (20 min.)

Guide (14 p.)

TX 911.3 S3 M35

Map Outlines: Europe.

Milliken Publishing Co. (1972)

Contains 20 maps designed as aids in the teaching of the geography of Europe. Each map is given in two forms; a transparency, and a duplicating master.

20 Maps
GA 130 M36

Marketing Destinations to Meeting Planners.

Videosyncrasy Video Prod. (1990)

Discusses marketing strategies for the convention industry.

Video Cassette (39 min.)
TX 911.3 M3 M374

Marketing Services: Lakeway Resort-A Case Study.

Dryden Press (1989)

Examines the role of the Dolcey Management Group in the successful revitalization of a declining Texas resort into a competitive center for meetings. Plans to establish Lakeway as a "World Class Resort" are explored, including discussions of target markets and promotional, pricing, and personal selling strategies.

Video Cassette (16 min.)
TX 911.3 M3 C37

Marriott Newslines.

Donated by Hotel College

Discusses how the Marriott Corporation dealt with the problems of the economy in 1990. Also J.W. Marriott, Jr., chairman, president & CEO of Marriott Corporation, discusses what he sees when he visits Marriott employees and management in bad economic times.

Video Cassette (34 min.)
TX 941 M37 M37

Marriott: The Spirit of Success.

Donated by Hotel College

Discusses the history of the Marriott hotel and food service chain and the Marriott Corporation today and its management philosophy.

Video Cassette (23 min.)
TX 941 M37 M377

Martha Johnson's Party Planner Secrets.

Snow-Savasta/ C.H.I.P.S.

Martha Johnson demonstrates methods for cutting fruits and vegetables into various shapes, such as flowers. She shows how color contrasts improve a platter's appearance and how to fold and display meats and cheeses.

Video Cassette (29 min.)
TX740.5 .M37 1992

Menu for Profit.

Donated by Hotel College

Each segment concentrates on a specific area of the menu program guiding the viewer through menu design, menu content development, profit and computer foodservice management.

1. Menu design and layout
2. Menu content development
3. Profit & computer foodservice management

3 Video Cassettes (25 min ea.)

Workbook
TX 911.3 M45 M45

Modern Meat.

PBS Video (2002)

A recent study by the Centers for Disease Control found that a single fast-food hamburger contained beef from more than 100 cows. In the last few decades, American meat production has become a highly mechanized and centralized industry, bringing about significant changes not only in the way meat is produced but also in the way Americans eat. "These changes have forced the U.S. Department of Agriculture to institute a new meat inspection process, which gives far greater control to the powerful meat industry. In this program, FRONTLINE investigates the modern meat industry and the safety of our current meat supply."--PBS website

1 Video Cassette (60 min.)
HD9415 .M63 2002

A Most Remarkable Man.

Donated by Hotel College

Discusses the life and personality of J. Willard Marriott, founder of the Marriott hotel chain, through historical footage and commentary from people who knew him.

Video Cassette (20 min.)
TX 910.5 M333 M67

Mt. Fuji: The Beauty of a Classic Symbol.

Japanese Information Service (1972)

Seeks to show how this mountain has been admired and loved by the people of Japan throughout history.

Video Cassette (3/4", 25 min.)

PL 767 K32

New South Wales: Slot Machines of the 21st Century : A Look Into the Future.

Donated by Hotel College

New South Wales is silent with a musical sound-track and some title screens. It includes scenes from New South Wales, Australia, of casinos and their restaurants, shows, and recreational facilities; slot machines; and sporting events. Slot machines of the 21st century shows a slot machine prototype which has a flat video display, is touch-operated, can transfer money from the player's bank account, can be programmed by the player to set the stakes and to change the type of game, and can show sporting events such as horse races and place the player's bets on such events.

Video Cassette (17 min.)

HD 9999 G253 N497

No more bets, please!

Guilford Publications, 2008, c2003

"Offers essential information on how problem gambling develops, its damaging impact on individuals and families, and how it can successfully be treated. Through candid first-hand accounts from four recovering gamblers, along with illuminating commentary from mental health experts, the program shows gamblers, their families, and professionals"—Container.

1 videodisc (40 min.)

RC569.5.G35 N7 2008

Nutritional Cooking Methods.

Culinary Institute of America (1991)

Chef Robert Briggs demonstrates low-fat cookery in modules covering sauces, forcemeats, vegetables, soups, desserts, etc.

2 Video Cassettes (1 hr. each)

RM 237.7 N87 pt. 1-2

An Olympic Experience: 1992 Culinary Team USA.

(1992)

Discusses the selection process to competing in the IKA '92, commonly known as the "Culinary Olympics".

Video Cassette (37 min.)

TX 740.5 O48

Palace Station Sales Video.

Donated by Hotel College

Discusses the history of the Las Vegas hotel-casino Palace Station and also promotes Palace Station.

Video Cassette (8 min.)

HD 9999 G254 P352

PATA Japan Skills Programme.

PATA NZ (1989)

Aims to establish foundation skills among the tourist industry that meet the needs of Japanese visitors.

Video Cassette (36 min.)

Cassette

Facilitator's Guide (25 p.)

Workbook (100 p.)

G 155 N5 P37

The Perfect Match: Wine & Food.

Culinary Institute of America, 2007

Helps restaurant servers understand the elements of good wine service, including how to recommend wines that will complement specific types of foods or circumstances and techniques for serving wine.

1 videodisc (25 min.)

TX925 .P465 2007

Performance Appraisal and Coaching.

Educational Institute AHMA (1991)

Demonstrates the systematic approach to performance and appraisal management and shows the benefits of properly handled appraisals.

Video Cassette (22 min.)

2 Guides

HF 5549.5 R3 P472

Personal Hygiene.

Educational Foundation (1994)

Explains why personal hygiene is important to food safety, demonstrates proper hand washing techniques, identifies proper attire, and demonstrates other personal habits that follow personal hygiene guidelines.

Video Cassette (10 min.)

Guide (12 p.)

TX 911.3 S3 P47

Perspectives in Travel.

Institute of Certified Travel Agents (1974)

Describes unhealthy trends and unrealistic priorities in the travel industry; urges more personalized, individual-oriented approaches to the travel market.

Cassette (2 hr.)

G 155 AI F77

Planning for Emergencies.

Educational Institute of the American Hotel & Motel Association, (2000)

Explains how the management of hotels and motels can develop and implement emergency plans, and how to monitor and possibly prevent emergency situations.

Video Cassette (24 min.)

Guide (14 p.)

TX911.3.S24 P53 2000

A Portrait of Germany.

Quantum Communications (1987)

Experience the presence of ancient Rome: amphitheaters, Roman baths, and fortified towns. Take a river trip down the Rhine Valley and take time to stroll through tiny Dinkelsbuhl. Experience life in a preserved medieval city complete with moat, bastions, gates, towers, and swans. Complete the tour by attending a live candlelight concert in the castle music room where Mozart entertained aristocracy.

Video Cassette (1 hr.)

DD 43 P67

Practical Cookery.

Hodder Education, c2008

This DVD-ROM include: every page of the book is available 'on screen' and backed up with further resources, easily accessed by clicking on the page; over 100 videos of key techniques demonstrated by John Campbell, executive chef of The Vineyard, Stockcross and holder of two Michelin Stars; all photographs and diagrams from the student book; PowerPoint presentations to support teaching in both theory and practical lessons; worksheets for students; and additional text ensures complete coverage of NVQ and VRQ units.

1 DVD-ROM + 1 booklet (23 p.) + 1 guide (7 p.)

TX820 .P73 2008

Preparation, Cooking, and Service.

Educational Foundation (1993)

Explains how to prevent contamination and cross-contamination, implement proper food handling procedures, monitor cooking temperatures to prevent bacterial growth, demonstrate proper procedures for serving food, and the proper procedures for hot and cold handling.

Video Cassette (14 min.)

Guide (13 p.)

TX 911.3 S3 P74

Preparing Foie Gras

Culinary Institute of America

Demonstrates techniques for preparing foie gras: sautéing, grilling, baking, and braising. Includes details for cleaning and poaching and the use of trimmings in a monté. Includes recipes at end.

Video Cassette (32 min.)

TX750.5.D82 P74 1998

Preventing Employee Theft.

National Educational Media (1972)

Donated by Hotel College

Shows managers ways to reduce employee pilferage and embezzlement, including reducing temptation, limiting opportunity, establishing controls and maintaining communication.

Film (12 min.)

HF 5429 P74

Preventing Waste.

National Educational Media (1969)
 Donated by Hotel College
 Discusses the importance of preventing waste in food production. Explains some of the practices that can contribute to significant waste.
 Film (7 min.)
 TX 357 P74

The Production of Foie Gras.

Culinary Institute of America
 Yanay Izzy and Michael Ginor of the Hudson Valley Foie Gras Farm show farming and industrial processing methods involved in the production of foie gras. Includes brief but graphic scenes from a duck slaughterhouse.
 Video Cassettes (20 min.)
 TX750.5.D82 P73 1998

The Professional Short Change Artist.

TrainingInGaming.com, c2008
 Discusses methods, techniques, and scams used by professional short change artists, who can be either customers or employees of a business.
 1 videodisc (ca. 45 min.) + 1 CD-ROM + 1 sheet
 HV6768 .P76 2008

Proper Cleaning and Sanitizing.

Educational Foundation (1993)
 Topics covered: Cleaning and Sanitizing by Immersion or Dishwasher, Cleaning and Sanitizing Fixed Equipment, Spills and Clean Floors, Disposal of Garbage and Waste.
 Video Cassettes (11 min.)
 Guide (12 p.)
 TX 911.3 S3 P76

Providing Professional Bell Service.

Donated by Hotel College
 Illustrates the main responsibilities of professional bell service. Covers greeting the guests, taking guests to their rooms, other duties, and guest departure.
 Video Cassette
 TX 926 P76

Push-button Cookery.

Nelson Industries (1977)
 Donated by Hotel College. Summary online..
 12 Cassettes
 Guide (30 p.)
 TX 725 A1 P75

Puttin on the Glitz.

AME (1989)
 Donated by Hotel College.
 Vincent Price, actor and gourmet cook, instructs listeners in the preparation and serving of seventy-five recipes. Each cassette features recipes, from hors d'oeuvres to desserts, and from a particular international culture.
 Video Cassette (7 min.)
 TX 911 U55

Quality + Price = Value: Evaluating Canned Fruit Purchases.

The Service (1990)
 Donated by Hotel College
 This video explains how to evaluate needs, quality, and price in purchasing canned fruit through examination of color, size, texture, defects, odor and flavor.
 Video Cassette (11 min.)
 TX 356 Q34

Receiving and Storage.

Educational Foundation (1993)
 Topics covered: Package Temperatures, Accepting or Rejecting a Shipment, Types of Storage, Storage of Chemicals.
 Video Cassette (13 min.)
 Guide (13 p.)
 TX 911.3 S3 R42

Recipe Costing: The Bottom Line.

Culinary Institute of America
 Examines the components of successful recipe costing, such as the importance of recipes and portion size, the principles behind total recipe costs, an explanation of yields, and using a standardized costing form.
 Video Cassettes (32 min.)
 TX911.3.C65 R43 1998

Recipe Costing-- The Bottom Line.

Culinary Institute of America, 2007
Examines the components of successful recipe costing, such as the importance of recipes and portion size, the principles behind total recipe costs, an explanation of yields, and using a standardized costing form.

1 videodisc (32 min.)
TX911.3.C65 R43 2007 1-3

Recipe For Success: The Culinary Arts in High Schools.

Cambridge Educational (2006)
Profiles careers in the culinary arts program, a groundbreaking curriculum that teaches students the craft of fine cuisine and important life skills along the way. Visit the Queens school where this teaching trend began.

1 videodisc (22 min.)
TX361.H53 R43 2006

Restaurant Economics.

Culinary Institute of America, 2007
Focuses on the interplay among the three key activities of a restaurant (marketing, operations, and finance) and the people who support them (management, guests, and owners) to better understand the business of a restaurant. Examines the basic fundamentals of restaurant economics and teaches how to read and interpret financial statements (the balance sheet, statement of income (P&L), and statement of cash flow), review financial measures and prepare corresponding statements, communicate the financial condition of a restaurant, and drive a well executed business plan.

1 videodisc (120 min.)
TX911.3.M27 R457 2007

Retail Meat Cut Identification and Technology.

ITCS Instructional Materials, University of Illinois, c2003

Slides for identifying meat cuts, slides with questions about meat cuts, quizzes on identifying meat cuts, and information on cooking meat.

1 CD-ROM
TX373 .R473 2003

Rice Cookery.

Food & Beverage Institute
A primer on the basic techniques for preparing rice. Reviews various types of rice and tips on storage and handling. Includes step-by-step demonstrations on boiling, pilaf, and risotto methods of preparation.

Video Cassette (21 min.)
TX809.R5 R52 1998

Roasting.

National Educational Media (1972)
Donated by Hotel College
Demonstrates professional procedures for roasting meats, using racks, pans, and ovens. Explains the importance of using a meat thermometer and gives tips on quantity roasting, basting, time, and temperature.

Film (10 min.)
TX 690 R733

The Romance of Vienna.

Quantum Collection (1986)
Observe Austria's national holiday, Corpus Christi Day and join the procession to the Church of St. Peter. Spend quiet moments in Vienna's enchanting gardens and parks. Tour the Hapsburgs' imperial palaces. Visit the Spanish Riding School, the Vienna Woods and the Blue Danube.

Video Cassette (1 hr.)
DB 855 R65

Sanitation: Conquering Kitchen Germs.

Donated by Hotel College
Teaches kitchen workers about sanitation, focusing on washing hands with soap and water, avoiding the food temperature danger zone, and protecting against cross-contamination.

Video Cassette (18 min.)
TX 911.3 S3 S33

Sanitation Is Not an Option.

Culinary Institute of America

Discusses the sources of food borne illness, the importance of personal hygiene among foodservice workers, and proper food handling to ensure safety.

I. When Nobody's Looking

II. The Spoilers

III. From Dock to Dish

IV. The Scene of the Grime

Video Cassette (32 min.)

TX537 .S25 1998

Sanitation: Rules Make Sense.

Donated by Hotel College

Presents information concerning sanitation for kitchen workers. Discusses specific rules governing heating, washing, cleaning, refrigerating, storing, and handling of potentially hazardous foods.

Film (8 min.)

TX 945 S25

Security.

American Hotel & Lodging Educational Institute (2005)

Dramatizes a variety of security situations that may arise involving hotel/motel personnel. Designed to stimulate discussion among employees.

segment 1. Security has become very important to the lodging guest (from Spotlight on security for lodging) –

segment 2. Don't forget, you're the first line of defense (from Stay safe: awareness training for housekeepers)

segment 3. Achieving a balance between security and guest satisfaction (from Spotlight on security for lodging)

segment 4. An emergency plan is absolutely essential (from Planning for emergencies)

segment 5. Know your property's emergency procedures (from Workplace violence: addressing workplace violence in the lodging industry)

segment 6. You need to control information going out to the media (from Crisis communications)

1 videodisc (19 min.)

TX911.3.S4 S42 2005

Security Awareness.

American Hotel & Motel

Association Educational Institute (1997)

Employee training film

(without dialog) which illustrates how to understand the need for concern about guest safety and security, how to observe and prevent problems, the proper handling of unwelcome visitors, teamwork, and the reporting of problems.

1 videocassette (16 min.)

TX911.3.S4 S43 1997

Security: Employee Awareness and Problem Prevention.

E.I. Video Productions (1987)

Shows how important all employees are to a property's security effort. Presents some security practices that you can make a regular part of your job.

Video Cassette (16 min.)

Employee's Manual (5 pg.)

Supervisor's Guide (3 p.)

TX 911.3 S4 E46

Security: Handling Disturbances.

E.I. Video (1987)

Illustrates how to tactfully and firmly take control of a situation, contain, defuse, and end a disturbance, handle an intoxicated guest, limit a property's liability, and protect other guests and staff.

Video Cassette (17 min.)

TX 911.3 S4 H35

Security: Key Control and Guest Privacy.

E.I. Video (1987)

Covers: security as every employee's job, guest expectations, key control, and protecting guest privacy.

Video Cassette (16 min.)

Employee's Manual (4 p.)

Supervisor's Manual

TX 911.3 S4 K48

Security: Protecting Your Property and Guests.

E.I. Video (1987)

Employee training film illustrating proper procedures for recognizing and approaching suspicious visitors and the handling of guest theft problems.

Video Cassette (20 min.)

TX 911.3 S4 P76

Seminar for Absentee Owners of Hotels and Motels.

The College of Hotel Administration,
University of Nevada, Las Vegas, and
Motel/Hotel "Insiders" (1977)

12 Cassettes

Booklet

TX 911.3 A2 U57

Service.

National Restaurant Assoc. (1985)

Donated by Hotel College

Covers the essential steps in
extending hospitality during meal service:
preparation, greeting the customer, taking
the order, serving the meal, maintaining
service, presenting the check, and saying
farewell.

2 Video Cassettes (32 min.)

TX 925 S47 pt. 1-2

Service That Sells! The Art of Profitable Hospitality.

Pencom (1994)

Explores the basics of service
excellence and suggestive selling. Directs
you down the path to better service, higher
sales, lower costs and more profits.

Video Cassette (30 min.)

Guide (50 p.)

TX 925 S48

Services and Human Resources Management--Lakeway Resort: A Case Study.

The Dryden Press (1989)

Looks at the management team of the
Lakeway Resort & Conference Center,
located on the outskirts of Austin, TX.
Examines the management team's
strategies to reestablish Lakeway as a first-
class regional resort for Texans and to
position it as a nationally recognized center
for meetings.

Video Cassette (18 min.)

TX 911.3 P4 C37

Serving the Allergic Guest.

Food Allergy Awareness Institute

Discusses how restaurants can keep
customers with food allergies safe and how
they can attract and retain guests with food
allergies and diners with other special
dietary needs.

Video Cassette (12 min)

1 text (128 p.)

1 guide (35 p.)

TX945 .S47 2000

Serving the Allergic Guest.

Food Allergy Awareness Institute (2000)

Discusses how restaurants can keep
customers with food allergies safe and how
they can attract and retain guests with food
allergies and diners with other special
dietary needs.

1 videocassette (ca. 12 min.) + 1 text
(128 p.) + 1 guide (35 p.) + 1 set of masters
for handouts or transparencies

TX945 .S47 2000

Serving with Dignity.

U of CA Extension Center for Media and
Independent Learning (1996)

Describes the lives of three women
who work as waitresses, the different types
of waitressing, and how they feel about their
jobs.

Video Cassette (30 min.)

TX 925 S49

ServSafe.

National Restaurant Association
Educational Foundation (2007)

Provides visual reinforcement of the concepts presented in ServSafe essentials (4th ed.) and ServSafe coursebook (4th ed.)

[pt.] 1. Introduction to food safety =
Introducción a la seguridad de los alimentos
(11:57 min.)

[pt.] 2. Overview of foodborne
microorganisms and allergens = Resumen
de microorganismos asociados a los
alimentos y sustancias alergénicas (24:42)

[pt.] 3. Personal hygiene = Higiene
personal (14:52 min.)

[pt.] 4. Purchasing, receiving, and
storage = Compra, recepción y
almacenamiento (21:04 min.)

[pt.] 5. Preparation, cooking and
serving = Preparación cocción y servicio
(18:52 min.)

[pt.] 6. Facilities, cleaning and
sanitizing, and pest management =
Instalaciones, limpieza y sanitización y
manejo de plagas (37:54 min.)

6 videodiscs (ca. 130 min.)

TX911.3.S3 S46 2007

ServSafe Alcohol: Responsible Alcohol Service.

National Restaurant
Association Educational Foundation (2005)

Provides visual reinforcement of the concepts presented in ServSafe essentials (4th ed.) and ServSafe coursebook (4th ed.)

[pt.] 1. Alcohol law and your
responsibility (9:30 min.)

[pt.] 2. Recognizing and preventing
intoxication (18:05 min.)

[pt.] 3. Checking identification (15:25
min.)

[pt.] 4. Handling difficult situations
(13:25 min.)

[pt.] 5. Evaluating real-world
scenarios (37:54 min.)

5 videodiscs (ca. 130 min.)

TX950.7 .S472 2005 1-5

Share the Sun.

Hyatt Intern. Corp. (197?)

Donated by Hotel College

Promotional video for world wide

Hyatt International hotels.

Video Cassette (3/4", 11 min.)

HD 9999 G254 H9522

Sharing Knowledge.

Culinary Institute of America

Dean Fearing, who is the executive
chef at the restaurant in the Mansion on
Turtle Creek hotel in Dallas, Texas, which
serves Southwestern cuisine influenced by
Thai, Cajun, and Mexican cooking, prepares
Grilled Barbecued Glazed Quail with Tortilla
Salad and Roast Corn-Molasses Vinagrette.

Video Cassette (58 min.)

TX715.2.S69 F437 1994

The Sheraton Management Training Program.

Sheraton corp. (1986)

Donated by Hotel College

Discusses the Sheraton hiring
process and management training program
and opportunities in the corporation.

Video Cassette (14 min.)

TX 911.3 P4 S56

Some Like it Hot.

Landmark Media, Inc. (1999)

Discusses spicy foods and their
appeal.

Video Cassette (23 min)

TX406 .S64 1999

Start Supervising.

Educational Institute of the American
Hotel & Motel Assn.

A self-paced training program for
middle managers, using a variety of
exercises in conjunction with taped lessons
to teach methods of problem solving,
communication, employee review and
discipline, and so forth.

4 Cassettes

8 Lessons

Booklet

HD 30.412 S72

Strategies for Motivating a Casino Staff.

Performance Unlimited (1997)

Discusses why motivational factors in
a casino environment are different from
other businesses and how to handle on-the-
job stress.

Video Cassette (1 hr. 25 min.)

Workbook (96 p.)

HV 6711 S74

The Superliners: Twilight of an Era.

National Geographic Society (1980)
Take a nostalgic voyage on the Queen Elizabeth II, the only luxury liner still in transatlantic service.

Video Cassette (59 min.)
HE 566 025 S86

Tailspin.

Learning Corp. (1983)
The former president of the first bankrupt airline tries to put Braniff together again.

Video Cassette (30 min.)
HE 9803 B7 T2

Teamwork.

National Restaurant Asso. (1985)
Donated by Hotel College
Emphasizes the cooperation and teamwork necessary for a restaurant to run smoothly.

Video Cassette (13 min.)
TX 925 T42

The 10 Minute Trainer Video.

AHMA Educational Institute (1992)
Front Office: seven short segments represent common front office situations. Issues covered include positive attitudes, check-in, handling complaints guest safety, and quality service. (15 min.)
TX 911.3 F75 F76 (2 copies)

Housekeeping: six segments address concerns about attitudes, product knowledge, emergency situations, quality guest service, and offering special assistance. (20 min.) TX 928 H68

Security: seven segments increase security awareness in all departments. Issues covered include key control, safety, prevention, theft, suspicious activities, emergencies, and guest service. (15 Min)
TX 911.3 S4 S42

3 Video Cassettes

The Time Game.

Donated by Hotel College
Teaches time management with the analogy of a card game in which the stakes are managerial success and the chips are segments of time. Stresses keeping a personal time log, controlling crises, and establishing priorities.

Film (14 min.)
HD 38 T54

Together, The Future is Ours.

Donated by Hotel College
Discusses the benefits to members of the hospitality industry of membership in the American Hotel & Motel Association and in state hotel and motel associations.

Video Cassette (11 min.)
TX 901 T63

Tomatoes.

Landmark Media, Inc. (1999)
Discusses the origins of tomatoes, the varieties of tomatoes, growing them, whether they are fruits or vegetables, foods that are made with them, and their health benefits.

Video Cassette (23 min)
SB349 .T64 1999

Tourific Destinations.

Craig Roberts Comm. (1991)
Donated by Hotel College
Shows Commodore Cruise Lines' cruise along the shores of Nova Scotia and through the St. Lawrence Seaway and an O.A.R.S. (Outdoor Adventure River Specialists) rafting expedition on the Snake River through Grand Teton National Park.

Video Cassette (22 min.)
G 156.5 M3 T68

Touring Japan.

Japanese Information Service (1971)
A tour of Tokyo, Nara, Kyoto, Nagasaki, and Hokkaido. Offers a panorama of Japan's geography and history.

Video Cassette (3/4", 27 min.)
DS 811 T68

Tourism is Your Business.

Carleton Prod. (1986)
Donated by Hotel College
A marketing management series prepared for small and medium sized tourism-related businesses.

5. Marketing Evaluation: Which Strategies Worked Best
6. Pricing: How Much Should You Charge
7. Programming and Packaging: Enhancing your Product's Marketability
8. Travel Trade: How to Make it Work for You

3 Video Cassettes (5 hrs. 25 min.)
G155 A1 T5923 programs 5-8

Tracking the Super Trains.

Time-Life Video (1982)

Examines the development of high-speed trains in Europe and Japan and the possible use of these trains in the United States.

Video Cassette (3/4", 1 hr.)

TF 573 T72

Train the Trainer:**Conducting One-On-One Training.**

EI Video Prod. (1988)

Demonstrates how to make sure the message is understood and retained, hold attention and encourage progress through gentle correction and praise, motivate employees to want to do better, promote teamwork by explaining the "whys" behind tasks.

Video Cassette (17 min.)

TX 911.3 T73 T73

Train the Trainer: Leading Group Training.

EI Video Prod. (1988)

Includes how to grab and hold attention through a well-structured session, give a dynamic presentation, get employees actively involved, and leave the audience motivated.

Video Cassette (17 min.)

TX 911.3 T73 T732

Train the Trainer: Preparing for Training.

EI Video Prod. (1988)

Covers how to save time in the training process, prepare content that holds interest, get trainees to buy into training, and reduce nervousness and improve performance.

Video Cassette (17 min.)

TX 911.3 T73 T733

The Training Memorandum.

Donated by Hotel College

Points out to the supervisor benefits of training, not only to himself, but to his workers and his company. Focuses on the and methods of modern training.

Film (12 min.)

HF 5549.5 T7 T668

Travel Trade.

Eastern Audio Assn. (1985)

1. Preparing an Effective Corporation Proposal & Follow-Up Conference.
 2. Creating Your Own Business Marketing Lab.
 3. Developing/Designing/Operating an Incentive Travel Program.
 4. How to Uncover, Solicit, & Service Corporate Accounts.
 5. Networked Accounts: Selling, Implementing, & Managing.
 6. How to Raise Community Awareness of Your Agency.
 7. Fee Based Pricing-The Alternative to Rebating & Discounting.
 8. How to Develop a Corporate Hotel Program.
 9. Realistic Guidelines for Costing-Out Group Meetings.
 10. Successful Business Travel Sales Techniques-Sharpening Your Sales Skills.
 11. Prospecting for, Selling, Organizing & Profiting from Groups.
 12. Establishing a Business Travel Department in Your Agency.
- 12 Cassettes
HF 5444 C7 B87

Travel Trade BTS/AU Sept. 9-12, 1987.

The Conference Cassette Co.

- 1-2. Everything You Ever Wanted To Know About Improving Your Own Selling Abilities HF 5438.25 D35 pt. 1-2
3. Incentive Travel Programs
G 154 K38
4. Everything You Ever Wanted To Know About The Travel Agent Business.
G 154 K38
5. How To Use Advertising/Public Relations/Newsletters HF 6161 T63 K35
5 Cassettes

Travel Trade Leisure Travel & Cruise-athon.

Conference Cassette Co. (1987)

Donated by Hotel College

Summary online

25 Cassettes

G 154.9 T75 v. 1-25

Troubled Paradise.

CrossCurrent Media (1992)

A celebration of the richness of Hawaiian culture and a look at the social and political problems facing its indigenous population. Offers four stories about Native Hawaiians fighting for the survival of their culture. Features performances by the islands' musicians and dancers and footage of recent volcanic eruptions.

Video Cassette (56 min.)

Transcript (25 p.)

DU 624.65 T76

Turtle Island (Figi).

Donated by Hotel College

Discusses Turtle Island, an exclusive resort in Fiji, what makes it special, and what services and activities it offers.

Video Cassette (1 hr. 4 min.)

TX 941 T87 T87

2020: PATA Vision for the Future.

PATA (1994)

Discusses what tourism will be like in the future, particularly in the Pacific Asia region.

Video Cassette (20 min.)

G 155 P16 A22

Valuing Diversity: A Business Challenge for the Nineties.

University of Delaware (1991)

Donated by Hotel College

A panel of students and hospitality industry personnel discuss issues affecting minorities in the workplace. Topics include the distinction between service and servitude, advancement, lost cultural identity, and management's expectation of employee performance.

Video Cassette (59 min.)

TX 911 V27

Vegetable Preparation.

Culinary Institute of America

Chef Bruno Ellmer demonstrates the proper use, handling, and cleaning of vegetables such as cauliflower, broccoli, mushroom, and potato.

Video Cassette (16 min.)

TX801 .V38 1998

The Vineyards of Italy.

Behr Entertainment (1999)

Profiles of twelve major wine producing regions of Italy.

v. 1. Trentino, Friuli, Veneto

v. 2. Piedmont, Lombardy, Emilia Romagna

v. 3. Tuscany, Marches, Lazio

v. 4. Puglia, Sicily, Sardinia

4 Video Cassettes (5 hrs 36 min)

TP559.I8 V55 1999

Watching You: Nevada Gaming Control.

Real to Reel (1984)

Discusses why and how gaming is regulated by the Nevada Gaming Commission and its enforcement and investigative arm, the Nevada State Gaming Control Board. Also discusses the make-up of the Commission and the Board, and how slot machines are checked to make sure they are working correctly.

Video Cassette (30 min.)

HD 9999 G253 N387

The Way We Eat: What Food Means.

Learning Seed (2001)

Explores what role food plays in our lives. Discusses food as fuel, convenience, medicine, and social bond. Also looks at food and moods, food alienation, and future food.

Video Cassette (19 min.)

Guide (16 p.)

TX355 .W38 2001

Welcome to France '88.

Air France (1988)

Donated by Hotel College

Shows different things tourists can do and gives information on hotels in Paris, on the Riviera and in other areas of France.

Video Cassette (24 min.)

DC 16 W44

Welcome to Marriott Management Services.

Donated by Hotel College

Training film for new Marriott employees that discusses the kind of people Marriott hires, the Marriott management philosophy, and the history of the Marriott hotel chain.

Video Cassette (8 min.)

TX 941 M37 W44

What is Marriott?

Donated by Hotel College
Discusses what the Marriott Corporation does, its philosophy, what the future of Marriott is, the future of hotels, careers in the food service and hospitality industries, and what to look for in an employer.

Video Cassette (55 min.)
TX 911.3 V62 W43

Whistler Resort: Where Else in the World!

Victoria Tours (1994)
Donated by Hotel College
Advertisement for Whistler Resort near Vancouver, British Columbia.

Video Cassette (8 min.)
TX 941 W45 W45

A Wok-in-Progress.

Filmakers Library (2000)
Paul Kwan, a Vietnamese immigrant, tells his story of finding a new life in San Francisco while maintaining his cultural connection through cooking, eating and sharing the rich and varied food of his native land. Includes a distillation of sensory perceptions surrounding food and its preparation.

Video Cassette (56 min.)
E184.V53 W63 2000

Winning Tips.

National Restaurant Asso. (1985)
Donated by Hotel College
Demonstrates the art of suggestive selling and emphasizes the importance of menu knowledge.

Video Cassette (14 min.)
TX 925 W55

Workplace Violence: Addressing Workplace Violence in the Lodging Industry.

Educational Institute of the American Hotel & Motel Association (2000)

Discusses effective measures to take when confronted by problem employees and/or other unbalanced persons threatening the safety of hotel guests and/or staff. Also discusses how to identify potentially violent personalities, prevent robberies through environmental controls, and reduce internal conflicts.

Video Cassette (22 min.)
HF5549.5.E43 W66 2000

World of Many Faces: An Introduction to the Profession of Travel & Tourism.

Travelmedia (1994)

A summary about the industry and the qualities and skills needed to become a successful part of it.

Video Cassette (3 min.)
Workbook (49 p.)
G 155.5 W67

Yield Management.

Educational Institute (1990)

Deals with increasing revenue in the hospitality industry. Tape 1 covers the four basic steps to Yield Management with the major focus on forecasting.

TX 911.3 M27 Y54

Tape 2 concentrates on the operational step: Strategies and Tactics.
TX 911.3 M27 Y542

2 Video Cassettes (1 hr.)