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## Interview with Rich Nachazel

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INTERVIEW WITH  
RICH NACHAZEL

BY

GINA CARDI

ABSTRACT

Rich Nachazel has worked for a Chamber of Commerce as a convention director and in the hospitality industry. His current employment is as a manager of a Holiday Inn in Toledo, Ohio. He can compare and contrast both viewpoints to give a perspective, especially about issues of development.

INTERVIEW WITH  
RICH NACHAZEL

Question 1: What is the most important factor concerning operations in the hospitality industry?

Answer: Customer satisfaction in relation to providing quality program and facilities. Another important dimension is convenience services, especially of a leisure nature, so that the customers feel they are obtaining an experience that is worth the amount of money they are spending.

Question 2: What is the most important factor in obtaining a major convention in an area like Toledo?

Answer: The political considerations as well as leadership provided by the local sponsoring organization. It is important to know who the decision-makers are and what will attract them and, then, provide positive incentives. Other techniques include marketing the area and program uniquenesses effectively. Another important dimension for attracting a convention to a city like Toledo is the location, it is located near two major highways which provide easy access, and the costs tend to be 15-20 percent less than most other areas.

Question 3: What are the differences between working as a convention director and hospitality manager?

Answer: The convention director and hospitality manager have to work together. The hotel and motel industry cannot depend upon the convention business alone. It (hospitality industry) must possess a true "salesperson" philosophy, for in these economic times, only those that are most aggressive and innovative will survive. Therefore, the people who submit the convention bids, as well as those in the hospitality industry must be aggressive in selling their area in terms of its uniquenesses and the advantages that it can provide, not only to conventions but to other businesses as well. Another important factor is diversification of programs and facilities which in conjunction with a strong sales force, will reach a greater number of audiences. Reaching these new audiences is a key to

successfully maintaining a high level of occupancy. A third dimension that the convention and hospitality industry must face is the competitive environment. The best way to remove this obstacle is to provide unique convenience services. Although services are important, care must be taken to avoid overprogramming and overcommitting facilities. This may minimize profits because of increased fixed costs.

Question 4: What is the source of most of the profits in the industry?

Answer: Most of the profits come primarily from the rooms and not from convenience services. Even though in certain phases of the industry, convenience services are the most important element in revenue generation. The margin of profits is contingent upon the quality of services.

Question 5: What is the role of the hotel and motel industry in community development?

Answer: It is a significant part because when a manager purchases products and services, he/she is adding money that will turn over at least five times.

Question 6: What is the quality that you value most in employees?

Answer: The quality that is most valued in employees is loyalty and being people oriented in providing customer services.

Question 7: What is the future of the industry?

Answer: At the present time, it is not growing as much as it was but it is still in a steady rate of growth. This is especially true for those who are competing more effectively and being more aggressive in their sales and diversification of markets.

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