

Chapter 3 Outline

The Origins of the European Lodging Industry
 The Grand Tour
 The Professional Hotelier
 Early Hotel Schools
 New Era—New Markets
 Decades of Difficulties
The Early History of Hotels in the United States
 The Colonial Period
 1794–1900
 New Developments
 1900–1930
 The 1930s: The Depression
 The 1940s: World War II and Its Aftermath
 The 1950s and Early '60s
Independents and Chains
 The Growth of Chain Operations
Lodging Industry Developments in the 1960s
 Referral Organizations
American Resorts
 Summer Resorts
 Year-Round Resorts
 Cold Winter Resorts
 Warm Winter Resorts
 Other Developments
International Resorts
The Early History of Caribbean Hotels

Competencies

1. Trace the origins of the European lodging industry and describe the roles of the grand tour, professional hoteliers, and early hotel schools. (pp. 43–45)
2. Characterize the transit, vacation, and grand hotel types that were produced in the first move toward “market segmentation” in Europe. (pp. 45–46)
3. Outline the history of U.S. hotels from the colonial period to the early 1960s, and identify developments that significantly affected the lodging industry. (pp. 46–53)
4. Identify characteristics that distinguish independent hotels from chain-affiliated hotels. (pp. 53–60)
5. Describe referral associations and consortia, and identify their purposes. (pp. 60–62)
6. Identify four basic types of resorts, and cite reasons for the growth of international resorts and the development of the hotel industry in the Caribbean. (pp. 62–69)