

## Chapter 1 Outline

The Hospitality Industry  
Classifying Hotels  
    Size  
    Target Markets  
    Levels of Service  
    Ownership and Affiliation  
Classifying Guests  
    Business Travelers  
    Pleasure/Leisure Travelers  
    Group Travelers  
    International Travelers  
Buying Influences on Travelers  
    Blogging and Social Networking  
The Green Hotel  
    LEED Certification and the Energy  
    Star Program  
    Green Meetings  
Summary

## Competencies

1. Explain how the travel and tourism industry can be categorized, and classify hotels in terms of their size and target markets. (pp. 3–13)
2. Classify hotels in terms of their levels of service, and ownership and affiliation. (pp. 13–20)
3. Describe characteristics of business, pleasure/leisure, group, and international travelers. (pp. 20–22)
4. Identify factors that influence travelers' buying decisions. (pp. 22–25)
5. Describe how hotels can become more ecologically responsible and the incentives they have to do so. (pp. 25–29)