

Chapter 1 Outline

Globalization and the Business World
 The Dissolution of Borders
 Tourism in the Global Environment
 Defining the Transnational Hotel Company
The Tourism Industry
 The Economic Impact of Travel and Tourism
 The Geographic Distribution of Tourism
 Travel Demand Determinants
The International Lodging Industry
 Global Distribution and Structure
 Global Hotel Performance
 Types of Hotel Products
 Hotel Guests
Challenges of the Globalized Lodging Industry

Competencies

1. Summarize the factors that have contributed to globalization and a global economy, define the term *transnational* as applied to a hotel company, and cite competitive advantages of transnational hotels. (pp. 3–6)
2. Describe the tourism industry, including tourism’s economic impact and geographic distribution, and discuss travel demand determinants. (pp. 6–13)
3. Describe the international lodging industry, explain its global distribution and structure, and summarize global hotel performance. (pp. 13–16)
4. Identify types of hotel products, discuss types of hotel guests, and summarize some of the challenges faced by the global lodging industry. (pp. 17–20)