

## Chapter 12 Outline

Historic Perspectives  
Fundamentals of Classification Systems  
    Criteria  
    Use of Symbols  
    Classification Authority  
    Objective Assessments  
Problems and Issues of International  
    Hotel Classification  
    Subjectivity  
    Quality and Quantity of Service and  
        Facilities  
    “Let the Market Rule”  
    Obstacles to International Agreement  
    Cost  
    Industry Objections  
    Government Perspective  
    Cultural Influence on Standards and  
        Service  
    Variations in Facilities  
    Harmony Versus Homogeneity  
    Advantages and Positive Attributes  
Selected Classification Systems in Practice  
    *Guide Michelin*  
    *Mobil Travel Guide*  
    American Automobile Association  
    Britain’s Harmonized Classification  
        System  
    Ireland’s Classification System  
    Spain’s Regional Approach  
    Other Classification Systems  
Toward Worldwide Standards  
World-Class Service Standards

## Competencies

1. Describe the forces that have led to the establishment of various national and international hotel classifications and standards. (pp. 369–370)
2. Identify five important purposes of hotel classification and distinguish between registration, classification, and grading. (pp. 370–372)
3. Describe the issues involved in setting criteria and choosing symbols for, and operating, a classification scheme. (pp. 372–373)
4. Identify and describe several problems and issues surrounding the development of an international classification scheme. (pp. 374–376)
5. Describe the basic differences between official and commercial classification systems. (pp. 376–380)
6. Identify and briefly describe several classification systems in use today. (pp. 380–388)
7. Describe the role played by the World Tourism Organization with regard to setting international standards, define what is generally meant by “world-class,” and cite several guidelines for attaining world-class status. (pp. 388–390)