

Chapter 1 Outline

- A Historical Perspective—The Growth of Industry Brands
- A Marketing Perspective of the Industry
- A Consumer Perspective of the Industry

Competencies

1. Identify the major sectors of the hospitality industry. (p. 3)
2. Describe the rise of brands within the hospitality industry. (pp. 3–6)
3. Identify the many different audiences marketing must address and explain how marketing activities in the hospitality industry address the needs of many different types of buyers. (pp. 6–7)
4. Explain why a consumer’s perspective of the hospitality industry changes in relation to the purpose for venturing away from home. (p. 7)