

Chapter 14 Outline

Packaging in the Hospitality Industry
Packaging Benefits
Packaging Participation
Types of Packages

Competencies

1. Define “packaging,” and explain packaging benefits to consumers and hospitality firms. (pp. 191–192)
2. Summarize some questions hospitality businesses should ask themselves before participating in a package. (pp. 192–193)
3. List and briefly describe common types of travel packages. (pp. 193–198)