

# The hotel business: Classification and development

## Lesson Outline

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| <b>Goal</b>                | This presentation provides a brief overview of the history of the hotel/lodging industry.  |
| <b>Objectives</b>          | At the end of this lesson the student will be have an understanding of: <ul style="list-style-type: none"> <li>• The history of hotels</li> <li>• The typical hotel guest</li> <li>• Characteristics of the lodging industry</li> <li>• Challenges facing the lodging industry</li> </ul>  |
| <b>Length</b>              | 45 minutes   |
| <b>Content outline</b>     | <ul style="list-style-type: none"> <li>➤ <b>Brief History</b> <ul style="list-style-type: none"> <li>i. <b>History of the word “Hospitality”</b></li> <li>ii. <b>Early hospitality</b></li> <li>iii. <b>16<sup>th</sup> and 17<sup>th</sup> Centuries</b></li> <li>iv. <b>The New World (19<sup>th</sup> Century)</b></li> </ul> </li> <li>➤ <b>Lodging Sector</b> <ul style="list-style-type: none"> <li>i. <b>Lodging organizations</b></li> <li>ii. <b>Typical lodging guests</b></li> <li>iii. <b>Industry characteristics</b></li> </ul> </li> <li>➤ <b>Challenges</b> <ul style="list-style-type: none"> <li>i. <b>Operating</b></li> <li>ii. <b>Marketing</b></li> <li>iii. <b>Technological</b></li> </ul> </li> </ul> |
| <b>Learning Activities</b> |  |
| <b>Evaluation Strategy</b> | The learner’s mastery of this content can be evaluated through quizzes.  |