

# The hotel business: Classification and development

## Lesson Outline

<b>Goal</b>	Introduce students to some of the ways in which a hotel may be classified
<b>Objectives</b>	At the end of this lesson the student will be able to: <ul style="list-style-type: none"> <li>• Identify several classification categories</li> <li>• Identify characteristics of each classification</li> </ul>
<b>Length</b>	30 minutes
<b>Content outline</b>	<ul style="list-style-type: none"> <li>➤ <b>Ways to classify a hotel</b> <ul style="list-style-type: none"> <li>i. <b>Location</b></li> <li>ii. <b>City Center</b></li> <li>iii. <b>Freeway Hotel/Motel</b></li> <li>iv. <b>Airport Hotel</b></li> <li>v. <b>Resort Hotel</b></li> <li>vi. <b>All-Suite</b></li> <li>vii. <b>Casino</b></li> <li>viii. <b>Level of Service</b> <ul style="list-style-type: none"> <li>1. <b>Economy</b></li> <li>2. <b>Full-Scale</b></li> </ul> </li> <li>ix. <b>Vacation ownership</b></li> </ul> </li> </ul>
<b>Learning Activities</b>	<ol style="list-style-type: none"> <li>1. Identify two of each type of hotel from the current market.</li> <li>2. Research other ways of classification</li> </ol>
<b>Evaluation Strategy</b>	The learner's mastery of this content can be evaluated through quizzes and the research activity.