

CHAPTER 7

Accommodations

A guest never forgets the host who had treated him kindly.

—HOMER

LEARNING OBJECTIVES

After you have read this chapter, you should be able to:

1. Explain the importance of accommodations to the tourism industry.
2. Identify and describe the major classifications of accommodations.
3. Identify and describe the primary ownership patterns of lodging properties.
4. Describe the basic organizational structures in lodging properties.
5. Describe the differences between front-of-the-house and back-of-the-house operations.
6. Identify and describe key marketing, management, and financial considerations in lodging operations.
7. Demonstrate knowledge of basic accommodation terminology.

CHAPTER OUTLINE

Expect the Unexpected

Introduction

Oh, So Many Choices!

- No Two Are Exactly Alike
- Living Like a Local
- Same Time, Same Place?
- Living, Learning, and Leisure
- Enjoying the Great Outdoors

Rooms, Rooms, and More

- Making Sense of Classifications and Ratings Systems
- Lodging Lexicon

Operating Structures

- Going It Alone
- Franchising
- Management Contracts

Chain Operations

Strength in Numbers

It All Begins with Marketing

- Providing a Home Away from Home
- Organizing for Success
- Meeting Guests' Needs
- Achieving Profitable Operations

Summary

You Decide

NetTour

Discussion Questions

Applying the Concepts

Glossary

References