

Name: _____

Hospitality & Tourism Standard 2 Notes

- *Standard 2: The students will develop an understanding of the lodging industry and destination marketing.*
- Objective 1: The students will understand market segmentation for the lodging industry.
- Hotel Classifications:

4 Main Types

1. Guest Type
 - Business
 - Leisure
 2. Price
 3. Location
 4. Style & Function
- Guest Types
 - Business Guests
 - Traveling for means of _____ work
 - Leisure Guests
 - Traveling for means of _____ for pleasure
 - Price
 - Budget (_____)
 - _____ with limited services
 - Examples: Comfort Inn, _____
 - Mid Price
 - More services than budget
 - Examples: Holiday Inn Express, Courtyard _____
 - Upscale (_____/Premium)
 - Offered in great locations, many services & amenities
 - Examples: Grand America, Hyatt Regency

- Room Rate Variables
 - Room size & amenities
 - _____ of the room
 - # of people staying in the room
 - Group, corporate or _____ rate
 - Taxes, resort & service fees
 - _____
 - Quality of services
 - Currency _____
- Location
 - Airports
 - _____ access
 - Downtown (bigger cities)
 - _____ Centers
- Style & Function
 - All Suites
 - Large & spacious rooms, with a _____ room
 - _____ Stay
 - Similar to a _____ but includes a kitchen, generally guests stay 1 week or more
 - Bed & Breakfast
 - Few rooms, personal service & breakfast included, unique _____
 - Spas
 - _____ & fitness centers, stress reduction activities, etc.
 - Vacation Properties (_____)
 - Own a lodging location for a period of time
 - Boutique Hotels
 - Unique properties with _____ designed rooms
 - Retreat Centers

- Often _____ and lacks modern conveniences
 - Attracts travelers who want a _____ location
- Yield Management:
 - Setting different _____ for goods and services in an effort to _____ revenue when a limited capacity is a factor.
 - Hotels will use various _____ to calculate their rates.
- Yield Management Pricing:
 - Average Daily Rate (ADR)
 - Total _____ or Revenue / Rooms Sold
 - Occupancy Percentage (OCC%)
 - Rooms Sold / Total # of Rooms
 - Revenue per Available Room (RevPAR)
 - Total Sales or _____ / Total # of Rooms
- Hotel Room Rates:
 - Rack Rates
 - _____ price of a room
 - _____ in rate
 - Weekend Rates
 - Generally more _____
 - High travel days
 - Frequent-Guest Incentives
 - Reward _____ for each nights' stay
 - Earn _____ for free nights
- Objective 2: The students will understand the concept of destination marketing.
- Basic Terms:
 - Destination
 - A place to which one _____ to (town, city, region, attraction)

- Destination Marketing
 - The process of communicating with potential _____ to influence their destination preference, intention to travel and ultimately their final destination and product _____.
- Resorts
 - A hotel with _____ facilities that appeal to those traveling for pleasure. The location will include accommodation, entertainment, recreation _____, food, etc.
- Timeshares
 - Own a _____ location for a period of time
- Commission
 - An amount of money paid to an employee for _____ something
- Seasonality
 - The peaks & valleys of _____ for a destination & its' facilities.
 - Peak Season
 - When a destination is most _____
 - Utah ski resorts during _____
 - New Orleans during Mardi Gras
 - Low/Shoulder Season
 - When a destination is _____ desirable
 - Utah ski resorts during _____
 - Cancun during hurricane season (June-November)
 - How can resorts increase demand during its low/shoulder season?
 - _____ rates
 - Host business _____
 - Special promotions
 - Offer different activities
- Supply & Demand Concept
 - Supply
 - The amount of _____ or services available at a given price & time.

- Price & supply move in the _____ direction.
- Demand
 - The amount of goods or services consumers want and are willing and able to buy at a given price and time.
 - Price & demand move in _____ directions.
- Elasticity of Demand
 - The variation of the change in price affects the change in demand.
 - Elastic (_____)
 - Demand will decrease as prices rise
 - Demand will increase as prices _____
 - Examples: Airline Tickets, Automobiles, Furniture, Professional Services
 - Inelastic (_____)
 - Demand will _____ move as prices change
 - Examples: Toilet Paper, _____, Food, Clothing
- Loyalty Programs
 - A rewards program offered by a company to customers who _____ make purchases.
- 4 P's of Marketing & Lodging
 - Product
 - Benefits & _____ of a hotel & room
 - Hotel can conduct Primary Research by surveying guests for improvements
 - Price
 - What _____ are expected to pay for a hotel room
 - Place/Placement
 - How a hotel or room will be provided to the customer
 - Promotion
 - Marketing _____ strategies & techniques a hotel uses
 - Advertising, sales promotions, _____ offers & public relations

○ Objective 3: The students will be able to identify basic hotel operations.

○ Hotel Operations

○ Front-of-the-House

○ Departments that deal directly with _____ guests

○ Service, front office, accounting, credit, office management,
_____, advertising, sales, executive management

○ Back-of-the-House

○ Operations that seldom deal with hotel _____

○ _____, food, engineering

○ Concierge

○ _____ hotel guests

○ Restaurant _____, booking hotels, arranging spa
services, recommending nightlife, booking transportation,
_____ arrangements & tours, etc.

○ Room Division

○ _____ number of employees

○ Generates the largest amount of _____

○ Two departments

○ Housekeeping

○ Front Office (heart of a hotel)

○ Food & Beverage

○ Operations (daily hotel functions)

○ Restaurant _____, contract food-service manager, food &
beverage director

○ Productions (daily _____ & producing of quality food items)

○ Purchasing director, receiving manager, _____

○ Service (providing food in a prompt & efficient way)

○ Catering, _____, convention managers and banquet server