

The Lodging Industry

- **The Industry Structure**
- **Classification**
 - By size
 - By target market
 - Commercial
 - Airport
 - Suite
 - Extended Stay
 - Residential/Time Share/Condominium
 - Resort
 - B&B
 - Casino
 - Conference Centers/Convention
 - Cruise
 - By Level of Service
 - AAA --- 5 diamond systems
 - Mobil Travel Guide --- 5 star system
 - By Ownership and Management Structure
 - Independent
 - Chain/management contract/franchise/referral grp.
- **Current Lodging Management Issues**
 - Globalization of management and service
 - Labor force diversity
 - Automation
 - Quality Control