# CHAPTER 1 – Discussion Questions

**Overview of the Meetings Profession**

Following are key points to guide student discussion. These are not intended to be imposed as “right or wrong” answers to the discussion questions provided at the end of the chapter, but rather reminders/prompts for the instructor of the key content points from the reading.

**Q1) You are collecting data about the economic vitality of your local community. How would you define the service, hospitality, and meetings industries in your area? Where will tourism fit into your descriptions?**

***Service:*** The service industry is a sector of the economy that primarily consists of business providing service, rather than tangible products. This industry also includes retail, transportation, distribution, food services, health care, and rentable facilities.

***Hospitality:*** The hospitality industry is a sector in the service industry that includes businesses which provide solutions to temporary needs, such as transportation to a distant destination (ground, air, or sea), food provision, venues, and overnight lodging. The hospitality industry is typically seen as a provider of services, while the meetings profession utilizes those services.

***Meetings:*** The meetings industry is a complex sector in most economies throughout the world. They include large gatherings of people for business, sports, or entertainment. Meetings rely on suppliers who are a part of the service or hospitality industry.

***Tourism*** is the over-arching theme for selecting a destination. Includes cultural attractions, such as museums, sports, recreation, shopping, and the general excitement of a given destination. Sometimes a quantitative data cannot be collected on the perception of a destination.

**Q2) Corporations are run as for-profit organizations and associations are run as non-profit organizations. Which is more likely to have meetings that lose money (i.e., the organization has to subsidize the cost because the meeting makes little or no income to offset those costs)? Why?**

Corporate meetings, specifically internal meetings that are considered the cost of doing business are more likely to break even or lose money. All expenses are paid by the company – there are no registration fees or sponsorship.

Q3) Government agencies run meetings with special parameters that are not experienced by most corporations or associations. What might those parameters be?

Mandated caps on hotel room rates, *per diem* (daily set amount) for meals, and even meeting space rental per day. Government *per diem* amounts will depend on whether the meeting sponsor is federal, state or municipal and the state or region where the government meeting is held.

Q4) Ask your local chamber of commerce (or a chamber near your location) for a calendar of meetings for the next twelve months. Try to identify from this information if an association, corporation, government agency, or another type of organization hosts the meetings.

This is more of an activity than a discussion. If there is convention center in your location, students can also check the facility’s calendar to identify conventions, trades shows (business and consumer) and other types of meetings held throughout the year.