Maslow’s Hierarchy of Needs in Hospitality and Tourism (Key)

Complete each section of the pyramid with the basic needs. Include examples of needs customers may have.

- **Self-actualization**: Concern and caring for the well-being of others
- **Self-esteem**: A sense of pride from accomplishments. To be considered as adequate, worthy and deserving of respect
- **Love and a Sense of Belonging**: Acceptance, warmth, affection and approval from others
- **Safety and Security**: Protection from harm or injury and for security from threats
- **Basic Physical Needs**: Food, water, shelter, warmth and physical activity