



Classification of Accommodation Establishment There is no generic rule for classifying accommodation establishments globally. One method is to divide accommodation into two main groups: Non-commercial; and Commercial. Pervase e.g. Private e.g. Private e.g. Stabilist Institutional e.g. Chartenity Accommodation structure

Hotels and Their Classifications As Hotel is the predominant type of commercial accommodation, we, therefore, will discuss in depth about how hotels can be classified. The Hotel Proprietors Ordinance Chapter 158 provides a clear definition of a hotel: "Hotel" means an establishment held out by the proprietor as offering sleeping accommodation to any person presenting himself who appears able and willing to pay a reasonable sum for the services and facilities provided and who is in a fit state to be received. A hotel is classified as a commercial establishment providing accommodations, meals and other guest services.



1. Introduction to the Accommodation Sector Classification ways of Accommodation Establishment There is no generic rule for classifying accommodation establishments globally. But they can be classified in the following ways: A.ON THE BASIS OF SIZE B.ON THE BASIS STAR SYSTEM C.ON THE BASIS OF LOCATION D.ON THE BASIS OWNERSHIP

- Through classification, the characteristics of different hotels can be highlighted which provide travelers a brief idea about different options available and make comparison before their reservation. Let's see the following example:
- Regal Airport Hotel is located near the airport. Its major target groups include transient guests, business travelers and air crews. It is a 5-star rating hotel and has a hotel size of above 1,100 guest rooms available for sale.

A. CLASSIFICATION OF HOTELS ON THE BASIS OF SIZE

Size refers to the number of rooms. various categories on the basis of size are:

- Small hotel- a hotel with 25 rooms or less is called a small hotel.
- > Average hotel- a hotel with 26 to 99 rooms is called an average hotel.
- Above average hotel- a hotel with 100 to 299 rooms is called above average hotel.
- Large hotel- a hotel with more than 300 rooms is classified as large hotel.

B. CLASSIFICATION OF HOTELS ON THE BASIS OF STAR SYSTEM

- It is often a surprising fact that there is no entire certification system for the hotels in the world.
- Though, the attempts to combine the existing ratings into a common system have been made repeatedly.
 - For example, the World Tourist Organization developed a document with detailed instructions for the certification of the hotels rated from 2 to 5 << stars>>.
- Today, the hotels often use literal and symbolic denotation to determine their status
 - In Sweden today as a symbol of class <<key>> is used instead of <<star>>, in Britain - <<crown>>, and the hotels on the coast of Goa receive points.

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Turkish Hotel Cla

Pansiyons

Campings

Hostels Special (S)

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Star Award and Diamond **Award Rating Systems**

Two examples of commercially-oriented hotel rating systems are developed by the Mobil Travel Guide (rebranded as Forbes Travel Guide in 2009) and the American Automobile Association (AAA).

These two key organizations give ratings to hotels according to objective criteria such as facilities, scales and staff to room ratios.

The Mobil Travel Guide introduced the 'star-award' system and the AAA has also applied a similar concept - 'diamond-award' which are used for rating those participating hotels under a five-point scale from 1 to 5 in a regular basis. The assessments of hotels are conducted by 'mystery shoppers' which usually consist of industry professionals and frequent travelers. Comparatively, visitors worldwide are more familiar with the ratings of private bodies which act as standard indicators of hotels' quality for visitors' references.

Hotel Classifications

Resort hotels

Boutique hotels

Bed and breakfast

Hotels Holiday villas Airport hotels Conference centers Economy/limited Bungalows service properties Apart hotels Suite or all-suite hotels Boutique hotels Extended-stay hotels Special licensed hotels Convention hotels (S) Residential hotels Healty life centers Casino hotels Country Inns

American Hotel Classifications European Hotel Commercial/full-service

Classifications Grand or deluxe hotels Four-star business

- hotels Economy business hotels
 - Resorts (mountain, sea, lake, and spa) Airport hotels
 - Country inns Grand tour operators' hotels

Grading in Turkey

The standard of hotel accommodation in Turkey is very high.

>Hotels are inspected, found to comply with the criterion required by the Ministry of Tourism and awarded their star rating accordingly.

>Hotels must provide a range of services and facilities depending on their

➤ Hotels registered with the Ministry of Tourism are graded from 1 star to 5 stars. There are also unclassified hotels that have no stars which can range from poor to acceptable.

>Motels and holiday villas are first class (1 sinif) or second class (2 sinif).

>There are other establishments registered with local authorities, and flese too correspond to a certain standard in regard to facilities and services. There is also a national hotel association, TUROB (http://engish.turob.com) which has comprehensive listings of accredited hotels.

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Grading in Turkey

- Recognizing that some unique hotels did not fit its standard star classification system, Turkey's Ministry of Culture and Tourism created 'S' (Special) Class to designate hotels and inns that may not meet all the technical requirements for a certain star rating, such as number of guest rooms or restaurant seats, but that had other advantages, such as character, historical interest, and/or charm.
 - Special Class hotels are smaller than the standard 4- and 5-star luxury hotels, with fewer staff whom you'll get to know more easily.
 - Each has special charms or advantages.
 - Most are as comfortable as any modern hotel rating three or four stars. 13

C. CLASSIFICATION OF HOTELS ON THE BASIS OF LOCATION

- CITY/DOWNTOWN/COMMERCIAL HOTEL: These hotels are located in the heat
 of the city
- of the city.

 SUBURBAN HOTELS: These hotels are located in the suburb of cities, moderately priced and are of mostly medium, large or small size.
- moderately priced and are of mostly medium, large or small size.

 AIRPORT HOTELS: These are Hotels located near the Airports, especially international airports.
- MOTELS: Motels are also called Motor Hotels or transit hotel and are located alongside the highways.
- RESORT HOTELS: A resort located in the tourist interest places like hills, forests, beaches, on an island, or in some other exotic location away from crowded residential areas.
- ROTELS: The hotels which rotate on wheels are called rotels. It is also called
 motel on wheels. It is a luxurious train, fully air-conditioned, well-furnished with
 attached restaurant and bar. The fare is inclusive of train ticket, food, alcoholic
 beverages and sight seeing.
- FLOATELS: The hotels which floats on water are called floatels.
- BOATELS: These are luxury boats/yachts which can ferry people from one place to another

D. CLASSIFICATION OF HOTELS ON THE BASIS OF OWNERSHIP

- 1) Independent Ownership
- 2) Chain ownership
- 3) Management Contract
- 4) Company-owned and operated
- 5) Franchise-licensed

-3. The Accommodation Product

Accommodation is the core product of a hotel and is always one of the largest revenue sources in a hotel operation.

Accommodation products refer to rooms and other related products or services that hotel guests will consume during their stays.

 Front line staff, especially receptionists and reservation staff, should be equipped with product knowledge which enables them to recommend or explain to their guests what is being offered by the hotel.

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3. 1. Types of Room

Room types of hotels can be numerous which vary in their grading, features and functions.

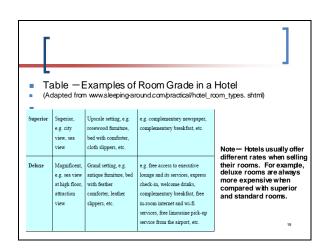
 Receptionists and reservation staff should be familiar with all different room types and their characteristics so that a perfect guest-to-room fit can be achieved.

a) Differences in Room Grading

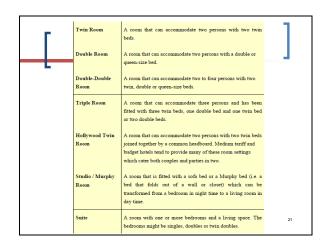
The grading of rooms is generally divided into 3 categories.

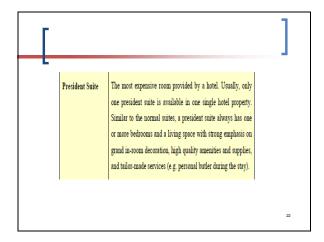
 Table above illustrates an Example of how different rooms are graded in a typical hotel.

Grade	View	Furniture / Amenities / Supplies	Extra services / products
Standard	Average, e.g. garden view, car park view	Basic setting, e.g. pine furniture, bed with blanket only, disposable paper slippers, etc.	Nil

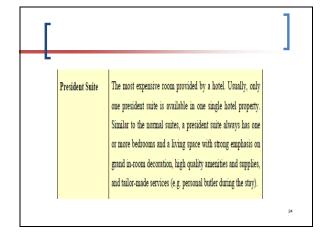


Descriptions A room that sleeps only one person and has been fitted with a single, double or queen-size bed. Table shows a comprehensive list of room types which are commonly provided by hotels worldwide.

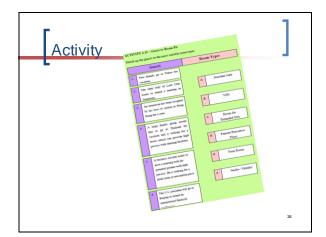




Villa A special form of accommodation which can be found in some resort hotels. It is a kind of stand-alone house which gives extra privacy and space to hotel guests. A fully equipped villa contains not only bedrooms and a living room but a private swimming pool, Jacuzzi and balcony. It is suitable for couples, families and large groups. Accessible Room This room type is mainly designed for disabled guests and it is required by law that hotels must provide certain number of accessible rooms to avoid discrimination. The room setting of an accessible room is different from other standard rooms for guests' conveniences. Common features include safety bars and emergency buttons in the bedroom and bathroom, touch floor lamps, fire alarm lights, and outward opening door for bathroom, etc. The rooms should always be located at ground or at lower floors and should be near to the elevators for easier accessibility of disabled guests. Besides, this room type is also 23



	once a week) in a regular basis.
Smoking /	Many hotels provide both smoking and non-smoking rooms
Non-Smoking	for their guests. In order to minimize the effects of secondhand
Room	smoke exposure on non-smoking guests, some hotels group all
	smoking rooms in certain floors and separate them from
	non-smoking rooms.
Adjacent Room	Rooms close by or across the corridor, but are not side by side.
Adjoining Room	Rooms that are side by side, but do not have a connecting door between them.
Connecting Room	Two rooms that are side by side and have a connecting door between them.



3.2. Room Rates

- A guest who books accommodation receives more than just a room with a bed. It includes the facilities and services provided by the hotel staff.
- Since guests in general cannot examine the hotel product before purchase, front office staff must have a clear understanding of the accommodation product and describe it accurately and clearly to the guest.
 Examples include:
- Room rates;
- □ Size of beds;
- ☐ Frequent-guest programme; or
- Other services provided to the guest.

- Front desk personnel need to know how the room rates are derived. The following criteria will influence the room rate charged to the guests:
- Type, size, décor and location of room;
- Meal plan;
- ☐ Season and seasonal events;
- □ Kind of guest; and
- Length of stay and day of the week.

a) Types of Room Rates

The room rate categories have variations in all hotels. Many hotels offer a number of different room rates to attract different guests who will provide repeat business and help ensure full occupancy.

Examples of different room rates are as follows:

(i) Rack Rate: The standard rate charged for the room only.

- (ii) Corporate Rate: Room rate offered to executive personnel who
 are regular guests or employees of a corporation that has a contract
 rate with the hotel which reflects all businesses from that corporation.
- (iii) Commercial Rate: Room rate offered to executive personnel of an enterprise who have infrequent visit.
- (iv) Airline Rate: The rate agreed between an individual airline and the hotel as determined by the volume of business the hotel obtains from the airline.

(v) Group Rate: Room rate given to bookings for a large group of people made through a travel agent or professional organisation.

- (vi) Children's Rate: Each hotel has a specific age limit for the child to stay with their parents in the same room free of charge or at a nominal
- (vii) Package rate: Room rate, which includes goods and services and the rental of a room, is developed by the hotel to attract guests in during low sales periods.
- (viii) Complimentary rate (Comp): Guest is assessed no charge for staying in a hotel. The management of the hotel may grant comp rooms for guests who are tour directors, local dignitaries, executives from the hotel's head office and so on.

-Additional Information -Frequent-guest program

Hotels build guest profiles, often called the guest history record, that keep track of preferences of guests and enable the hotels to provide customized guest services.

Loyalty programs let the most valuable guests be recognized onproperty and have been at the core of how chain hotel brands attract and retain their best guests.

The loyalty program is a strong factor in persuading hotel owners to become franchisees or give a particular hotel brand the management contract to run their property. Some studies found that members wanted a streamlined reward redemption process, and points that did not expire.

The most important features of a hotel program were room upgrades and airline miles, followed by free hotel stays, and a variety of onproperty benefits and services.

However, no amount of miles or points is ever going to replace a warm $_{\infty}$ welcome and being recognized by the hotel as a loyal guest.



rb) Meal Options Included in the Room Rate

 Some hotels offer meal options to guests when they reserve rooms. Four common meal options are described in Table below.

Meal Options	Description
European Plan (EP)	Room only
Continental Plan (CP)	Room with breakfast
Modified American Plan (MAP)	Room with 2 meals, usually breakfast and dinner
American Plan (AP)	Room with 3 meals, i.e. breakfast, lunch and dinne Afternoon tea is also included in some hotels

■ Table - Meal Options in Room Rate

rc) Other Related Products and Services

- It is assumed that a guest who pays a room charge is not only provided with the right to stay in a guest room but to use other related products and services. Following shows some common examples of products and services which can be included in the room rate.
- ☐ Wake-up call service;
- □ Safe deposit box;
- ☐ Free internet and Wi-Fi access;
- Room cleaning service;
- ☐ Tum down service;☐ Swimming pool;
- Gymnasium;
- □ Valet parking;□ Free shuttle service;
- □ Bell service;
 □ In-room com
 - In-room complimentary food and beverage items (e.g. tea and coffee bags);
- □ Express check-in service;
- Free access to executive lounge;Complimentary newspapers; or
- ☐ Welcome drinks at bars or lobby
- lounge, etc.

rd) Hotel Brochures and Tariffs

- Hotel brochures and tariffs are sales and marketing tools used by the hotel to provide information on the room rate (rack rate) charged and the facilities and services provided to the guests.
- In general, the brochures contain pictures of guest rooms, restaurant outlets and other facilities.
- Tariffs are usually printed separately as an insert, as the price may change every season or year.

3.3.Types of Hotel Guests

Hotel guests can be classified according to their:

- ☐ Trip purpose pleasure or business travelers
- Numbers independent or group travelers
- Origin local or overseas travelers

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1. Leisure Travelers

 They are individuals who travel to engage in leisure activities, outdoor recreation, relaxation, visiting friends and relatives or attending sports or cultural events.

2. Corporate Business Travelers

They are individuals whose frequent bookings are usually made by enterprises with reduced room rates. Business travelers travel to conduct business, attend business meetings or workshops, and engage in selling or purchasing products.

3. Free Independent Travelers (FITs)

They are sometimes referred to as "foreign independent travelers".
 FITs are international tourists who purchase their own accommodation and make their own travel arrangements.

4. Group Inclusive Tours (GITs)

 Tourists who travel together on package tours with accommodation and sometimes meals which are booked through travel agents.
 Group tourists tend to spend less and budget their spending

5. Domestic Tourists

 They are local residents who stay at a hotel for special occasions and functions.

6. Conference Participants

 Individuals who travel to attend conference and whose accommodation is usually reserved by himself/ herself, his/her enterprise or a conference organiser before their arrival.

7. Very Important Persons (VIPs)

 Very important persons may include celebrities, frequent-stay guests, guests in expensive rooms, guests with security risks and top executives from enterprises.

8. Incognito

 They are guests who stay in a hotel with concealing identities so as to avoid notice and formal attention.

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3.4. Types of Guest Requests

1. Guests with Special Needs

- Wheelchair; and
- Facilities for the disabled

2. Business Travelers

- Broadband Internet service;
- □ International direct dialing (IDD) service;
- □ Local & international newspapers;
- □ Laundry/valet service;

location of meals.

- Shoes polishing service;
- Other business facilities, e.g. business centre, executive floor, fax machine, laptop computer, conference and meeting facilities.

3. Leisure Travelers and Holiday Makers

Rollaway bed/ baby cot;
Connecting rooms;
In-room movies;
Sports facilities, e.g. gymnasium, swimming pool;
Spa facilities for beauty and health treatments, e.g. massage, hydrotherapy, facials and intensive foot and hand therapies;
Baby sitting service.

4. Other Requests In-room dining (Room service); Doctor service; Smoke-free guest room; Room make-up service; Alteration & mending service; Repair and maintenance service; Food & beverage enquiries, e.g. hours and