

T.C. ÇAĞ UNIVERSITY
FACULTY OF ECONOMICS & ADMINISTRATIVE SCIENCES
DEPARTMENT OF TOURISM MANAGEMENT

Course Name:
**HOTEL SERVICES
MANAGEMENT (THM108)**

1

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Content

1. Introduction to the accommodation sector
 - A. Classification Of Hotels On The Basis Of Size
 - B. Classification Of Hotels On The Basis Of Service System
 - Hotel Classifications
 - Grading in Turkey
 - C. Classification Of Hotels On The Basis Of Location
 - D. Classification Of Hotels On The Basis Of Ownership
2. Introduction to the Hotel Operations
 - 2.1. Organization of Hotel Departments
 - 2.2. A. Revenue Centered and Cost Centered Departments
 - B. Front-of-the-House and Back-of-the-House Departments
3. The Accommodation Product
 - 3.1. Types of Room
 - 3.2. Room Rates
 - a) Types of Room Rates
 - b) Meal Options Included in the Room Rate
 - c) Other Related Products and Services
 - 3.3. Types of Hotel Guests
 - 3.4. Types of Guest Requests

2

Introduction to the Accommodation Sector

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.

```

graph TD
    Accommodation --> Non-commercial
    Accommodation --> Commercial
    Non-commercial --> Private["Private  
e.g. Private House"]
    Non-commercial --> Non-profit["Non-profit  
e.g. Shelter"]
    Non-commercial --> Institutional["Institutional  
e.g. University"]
    Commercial --> Hotels
    Commercial --> ServiceApartments["Service Apartments"]
      
```

Accommodation structure

3

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.

4

Hotels can be classified by:

```

graph TD
    HCF[Hotel Classification Factors] --> Function["Function  
e.g. meeting and convention"]
    HCF --> Location["Location  
e.g. city centre"]
    HCF --> Price["Price  
e.g. budget or luxury"]
    HCF --> MS["Market Segment  
e.g. leisure travelers"]
    HCF --> HS["Hotel Size  
e.g. no. of rooms"]
    HCF --> SRR["Staff to Room Ratio  
e.g. 1 staff serving 2 rooms"]
    HCF --> Design["Design  
e.g. exterior / interior design and features"]
    HCF --> Rating["Rating  
e.g. 5-star hotels"]
    HCF --> DOP["Distinctiveness of property  
e.g. all-suite hotels"]
      
```

Hotel Classification Factors

5

1. Introduction to the Accommodation Sector

Classification ways of Accommodation Establishment

Classification= Sorting items into categories to make them easier to analyze and understand.

- 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**

6

- 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.

7

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.

8

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.



9

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.

10

Hotel Classifications

Turkish Hotel Classifications

Hotels	American Hotel Classifications	European Hotel Classifications
<ul style="list-style-type: none"> Five star hotels Four star hotels Three star hotels Two star hotels One star hotels 	<ul style="list-style-type: none"> Commercial/full-service hotels Airport hotels Conference centers Economy/limited service properties Suite or all-suite hotels Extended-stay hotels Convention hotels Residential hotels Casino hotels Resort hotels Bed and breakfast hotels Boutique hotels 	<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> Holiday villas <ul style="list-style-type: none"> Five star (1 class) Four star (2 class) Bungalows Apart hotels Boutique hotels Special licensed hotels (S) Healty life centers Country Inns Pansiyons Campings Hostels Special (S) 		

11

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 class.
- 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 sınıf) or second class (2 sınıf).
- There are other establishments registered with local authorities, and these too correspond to a certain standard in regard to facilities and services. There is also a national hotel association, TUROB (<http://english.turob.com>) which has comprehensive listings of accredited hotels.

12

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 heart 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.
- 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 roteles. 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.

14

D. CLASSIFICATION OF HOTELS ON THE BASIS OF OWNERSHIP

- Independent Ownership
- Chain ownership
- Management Contract
- Company-owned and operated
- Franchise-licensed

15

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.

16

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.

17

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

18

	once a week) in a regular basis.
Smoking / Non-Smoking Room	Many hotels provide both smoking and non-smoking rooms for their guests. In order to minimize the effects of secondhand 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.

25

Activity



26

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.

27

- 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.

28

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:

29

- (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.

30

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- **(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 rate.
- **(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.

31

[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 on-property 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 on-property benefits and services.

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

[Activity]

ACTIVITY 2.14- Different Types of Rate

Match up the guests to the most suitable room type

Type of Rate	Description
1. Rack rate	A. is applied to one person, e.g. single occupancy and plans who need accommodation during their travels
2. Corporate rate	B. is a discount rate enjoyed by staff of business partners who visit infrequently
3. Commercial rate	C. equals to standard rate and with no rate
4. Family rate	D. is a discount rate enjoyed by guests who have their kids together in their family stays
5. Group rate	E. is a discount rate signed by a hotel and an enterprise of numerous number of rooms nights is guaranteed in contract per year
6. Children's rate	F. is a discount rate enjoyed by a hotel, open to representation through bulk purchase
7. Package rate	G. can be provided to those top management of work purpose
8. Complimentary rate	H. is a discount rate offered to guests, normally in low season, with transfer of other products / services included in the rate

33

[b) 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 dinner. Afternoon tea is also included in some hotels

■ Table — Meal Options in Room Rate

34

[c) 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.
- | | |
|--|--|
| <input type="checkbox"/> Wake-up call service; | <input type="checkbox"/> Bell service; |
| <input type="checkbox"/> Safe deposit box; | <input type="checkbox"/> In-room complimentary food and beverage items (e.g. tea and coffee bags); |
| <input type="checkbox"/> Free internet and Wi-Fi access; | <input type="checkbox"/> Express check-in service; |
| <input type="checkbox"/> Room cleaning service; | <input type="checkbox"/> Free access to executive lounge; |
| <input type="checkbox"/> Turn down service; | <input type="checkbox"/> Complimentary newspapers; or |
| <input type="checkbox"/> Swimming pool; | <input type="checkbox"/> Welcome drinks at bars or lobby lounge, etc. |
| <input type="checkbox"/> Gymnasium; | |
| <input type="checkbox"/> Valet parking; | |
| <input type="checkbox"/> Free shuttle service; | |

35

[d) 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.

36

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

37

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 allowance.

38

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.

39

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

40

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.

41

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 location of meals.

42