

HOSPITALITY INDUSTRY ANALYSIS: HOTEL CLASSIFICATIONS AND CASE STUDY COMPARISON

Introduction to the Hospitality Industry
Assignment : 3

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Hotel Classification According to Types and Levels of Services :

Hotels are classified globally to help travelers understand the standard of accommodation, amenities, and level of service they can expect. This classification typically relies on two main frameworks: service tiers and functional types.

Service-Level Classifications (The Tier System):

- Economy/Budget Hotels: Designed for cost-conscious travelers, offering clean, functional rooms with minimal public spaces, limited food and beverage (F&B) options, and self-service amenities (e.g., Ibis).

- Midscale Hotels: Provide comfortable, standardized lodging with added conveniences such as breakfast areas, casual dining, fitness rooms, and business corners, appealing to both families and corporate travelers.

- Upscale & Luxury Hotels: Characterized by high staff-to-guest ratios, sophisticated interior design, multiple fine-dining restaurants, extensive wellness and spa facilities, concierge services, and 24-hour room service (e.g., Ritz-Carlton, Four Seasons).

Functional/Type Classifications:

- Commercial/City Hotels: Located in urban centers, catering primarily to business travelers, conference delegates, and short-stay tourists.
- Resort Hotels: Situated in scenic vacation destinations (beach, mountain, or countryside), focusing heavily on leisure, recreation, and entertainment.
- Extended-Stay Hotels: Designed for guests needing long-term accommodation, featuring in-room kitchenettes and apartment-style layouts.

Case Study Comparison of Two Hotels with Different Service Levels :

To illustrate how service levels shape hotel operations, this case study compares two prominent properties located in Cologne, Germany: ibis Hotel Köln Dom (Economy/Midscale) and Excelsior Hotel Ernst (Five-Star Luxury).

- Facilities: The ibis Köln Dom offers compact, functional rooms with essential furnishings, a 24-hour lobby bar, and underground parking, focusing on efficient utility. In contrast, Excelsior Hotel Ernst features historic grandeur, opulent suites adorned with classic European decor, private meeting salons, and high-end retail boutiques on-site.

- Food & Beverage (F&B) Services: ibis provides a standard continental breakfast buffet and grab-and-go snacks. Meanwhile, Excelsior Hotel Ernst operates multiple high-end dining venues, including a Michelin-starred restaurant (Taku) and a traditional lounge, offering gourmet dining, afternoon tea, and personalized 24-hour room service.

- Recreational Activities: ibis does not offer dedicated recreational or wellness facilities, relying instead on the hotel's central urban location near the Cologne Cathedral for guest sightseeing. Excelsior Hotel Ernst provides an exclusive fitness suite, sauna facilities, and bespoke wellness treatments, alongside curated private cultural tours for guests.

- Guest Services: ibis utilizes streamlined, tech-forward check-in kiosks alongside a front desk team focused on quick inquiries. Conversely, Excelsior Hotel Ernst employs a traditional, highly personalized concierge team capable of handling complex requests, private transport, luggage handling, and tailored VIP guest services.

References

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ibis Koeln Am Dom - Vibrant economy hotel, open to everyone. https://all.accor.com/hotel/0739/index.en.shtml

A WARM WELCOME TO THE EXCELSIOR HOTEL ERNST. https://www.excelsiorhotelernst.com/wp-content/uploads/2026/07/Pressetext_Excelsior-Hotel-Ernst-ENG.pdf