

EIIT
ASSIGNMENT

Student Name: Ramit
Student ID: PMH26007
University: EIIT
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1. Berlin attracts millions of visitors that want to learn about history, culture, shopping, enjoy museums and a lot of conventions and events. How do Hotels Help Berlin's Economy? Jobs, revenue and business are created by hotels. Employment: All kinds of jobs in hotels, front office, porters, management, cleaner, kitchen, waiters, security, maintenance and many others. They also produce jobs indirectly that involve services including transport, laundry, food and cleaning... Revenue: Through rooms, food and beverages (restaurants and bars), conference and banqueting. Tourists generate income from their spending in stores, eateries, entertainment venues, and museums. A study on tourism published in 2023 calculated out that people who traveled to Berlin spend a total of up to €15.1 billion and this makes the industry very vital to the local economy. Developments: building and restoring hotels will stimulate new investments into both facilities and buildings resulting in a more contemporary and efficient hotel. Hotels can also implement energy saving technologies and they can open up their doors to visitors and the local population. Help local business: Hotels buy their food, drinks, furniture, cleaning things from local suppliers. They suggest local destinations and eateries and tour guides, so that more money from tourism is spread around the city. Tourism can also lead to increased air pollution, congestion, the pressure on housing and use of resources. Hotels can help counteract these impacts by operating sustainably.
2. Resort Hotel vs City Centre Hotel Both types of hotel are places to stay but they are in different locations and cater to different types of tourists. Location: resort hotels tend to be located on a beach, a lake, in mountains or on a large site in the countryside where there are views of natural beauty; city centre hotels tend to be located in the heart of the city centre near shopping, attractions, museums and public transport. Audience: resorts mainly cater for leisure visitors, especially families, couples or honeymooners who book for a longer period of time and are using the facilities and activities on site while city centre hotels mainly appeal to business travellers, conference delegates and sightseers who have a much shorter stay. Facilities: resort hotels offer facilities such as swimming pools, children's activities, entertainment, spas, sports facilities and several restaurants with different levels of service and many resorts are all inclusive with food and drink available at additional charges. City centre hotels offer comfortable rooms, conference and meeting rooms, Wi-Fi, restaurants, business facilities and some upmarket hotels will also provide gyms, bars and restaurants, spas and other leisure facilities. For example a resort hotel may be located on lakes and golf courses with a range of sports facilities while a city centre hotel may have business facilities and have good access to sight-seeing attractions.