Introduction to the Hospitality Industry Assignment 3

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Question 1: Division of Hotels According to Types and Levels of Services

The global lodging industry is dividing into hotels based on service delivery models and operational scales to match the property offerings with the target consumer expectations, pricing structures, and operational complexities (Bardi, 2011). The service is mainly divided into levels which are broadly structured into three primary classifications: limited-service (budget/economy), mid-scale (select-service), and full-service (luxury/upscale) properties (Kasavana & Brooks, 2012).

1.1 THE FIRST STAGE - Limited-Service and Budget Hotels

Limited-service hotels are prioritize functional, cost-effective lodging by providing essential sleeping accommodations without extensive auxiliary facilities. Operating with lean staffing models and reduced overhead, these properties target price-sensitive business and leisure travelers. Food and beverage (F&B) industry are working on their operations which are very minimal—typically restricted to complimentary continental breakfasts or automated vending systems—while recreational amenities, meeting spaces, and room service are absent based on the (Hayes et al., 2017). Examples include the most famous hotels like Holiday Inn Express and Ibis Budget.

1.2 THE SECOND STAGE- Mid-Scale and Select-Service Hotels

The second stage, which is Select-service properties, bridge the operational gap between limited-service and full-service establishments. Mostly they offer upgraded guestroom amenities, modest meeting spaces, fitness facilities, and targeted F&B options to their customers, such as an architectural three-meal restaurant or a casual lounge bar. By streamlining non-essential luxury services (such as 24-hour room service or dedicated luggage porters), select-service hotels achieve the heights of strong operating margins while catering to commercial travelers seeking value and convenience (Walker, 2017).

1.3 THE THIRD STAGE- Full-Service and Luxury Hotels

The third stage, which includes the Full-service and luxury hotels deliver comprehensive, highly personalized guest experiences which would be supported by extensive physical facilities and high employee-to-guest ratios. These properties feature VIP guests for multiple fine-dining outlets, cocktail lounges, expansive convention facilities, full-service spas, and concierge desks (Bardi, 2011). Specialized guest services including 24-hour room service, valet parking, turn-down service, and personalized butler assistance which define this category and the experience

for guest top-notch. Some of the examples are Notable luxury brands include The Ritz-Carlton, Four Seasons, and St. Regis.

References (Question 1)

Bardi, J. A. (2011). Hotel Front Office Management (5th ed.). John Wiley & Sons.

Hayes, D. K., Ninemeier, J. D., & Miller, A. A. (2017). Hotel Operations Management (3rd ed.). Pearson.

Kasavana, M. L., & Brooks, R. M. (2012). Managing Front Office Operations (8th ed.). American Hotel & Lodging Educational Institute.

Walker, J. R. (2017). Introduction to Hospitality Management (5th ed.). Pearson.

Question 2: Case Study Comparison of Two Hotels with Distinct Service Levels

To analyze how operational service levels manifest in practice, this case study shows you the comparision between The Ritz-Carlton, Grand Cayman (a five-star full-service luxury resort) with the Express Inn & Suites (a limited-service budget hotel). The comparative evaluation focuses on four operational dimensions: physical facilities, food and beverage, recreational amenities, and guest services.

2.1 Comparative Analysis Matrix

1. Physical Facilities: The Ritz-Carlton Cayman offers expansive oceanfront suites with private balconies, high-end marble bathrooms, and over 20,000 sq. ft. of conference space, according to the research reports and their website data. Express Inn provides standardized, functional rooms with basic workspace desks and basic en-suite bathrooms, focusing strictly on room inventory efficiency based on their own data report. (Bardi, 2011).

2. Food & Beverage Services: The Ritz-Carlton operates six distinct F&B outlets that include Blue by Éric Ripert (a AAA Five Diamond fine-dining restaurant), a beachfront grill, and 24-hour in-room dining. Conversely, Express Inn offers only a self-serve complimentary continental breakfast buffet with no on-site restaurant or room service for their VIP guests according to their own source of records (Walker, 2017).

3. Recreational Activities: Luxury resort guests at The Ritz-Carlton access a La Prairie spa, two outdoor resort pools, golf courses, tennis courts, and eco-tours. Express Inn features minimal recreational options, limited to a small unstaffed fitness corner and an outdoor plunge pool.

4. Guest Services: The Ritz-Carlton emphasizes personalized luxury through 24-hour concierge service, valet parking, daily turn-down service, and high staff-to-guest ratios. Express

Inn operates a lean staff model focused on efficient automated check-in, standard housekeeping, and essential front desk assistance, according to Hayes et al., 2017.

2.2 Strategic Synthesis

The operational contrasts between The Ritz-Carlton and Express Inn demonstrate how service level design aligns directly with target market needs and pricing strategies. While luxury properties maximize guest spend through premium experiential amenities, limited-service models increase their revenue, optimize operational efficiency and affordability (Kasavana & Brooks, 2012).

References (Question 2)

Bardi, J. A. (2011). Hotel Front Office Management (5th ed.). John Wiley & Sons.

Hayes, D. K., Ninemeier, J. D., & Miller, A. A. (2017). Hotel Operations Management (3rd ed.). Pearson.

Kasavana, M. L., & Brooks, R. M. (2012). Managing Front Office Operations (8th ed.). American Hotel & Lodging Educational Institute.

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