

Introduction to the Hospitality Industry

European Institute of Innovation, Entrepreneurship and Technology
Lessingstraße 79, 13158 Berlin, Germany

Mahmoud Abdou| Berlin



**Lessingstraße 79,
13158 Berlin, Germany**
Phone: +49 30 233618555
Fax: +49 30 233618556
Email: info@eiiet.com

Discover the world of eiIET

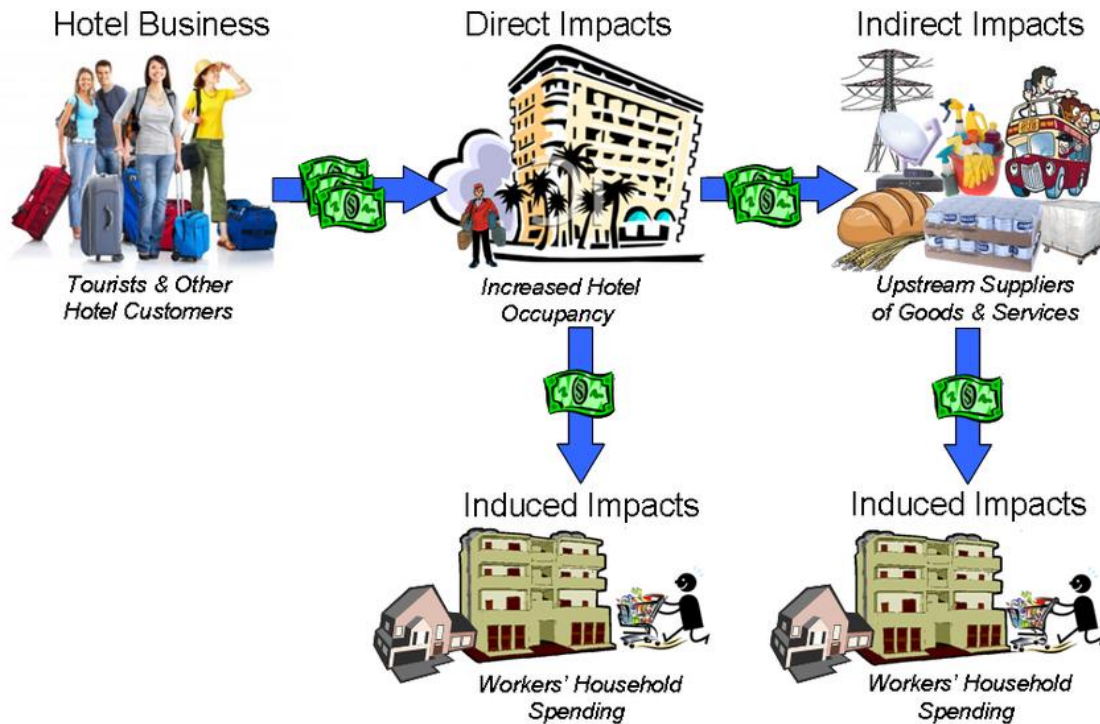
Index

1. Economic Impact of Hotels
2. Classification of Hotels
3. City Center Hotels
4. Resort Hotels
5. Airport Hotels



1- Economic Impact of Hotels

Economic Impact of Hotels



- Hotels generate significant economic benefits for local communities
 - Impact is divided into:
 - Direct impact
 - Indirect impact (multiplier effect)
 - Hotels act as economic engines, generating:
 - Income
 - Employment
 - Tax revenue
- Create multi-layered economic activity in communities

1- Economic Impact of Hotels

A- Direct Economic Impact

WHAT IS ECONOMIC IMPACT?

Direct Impacts

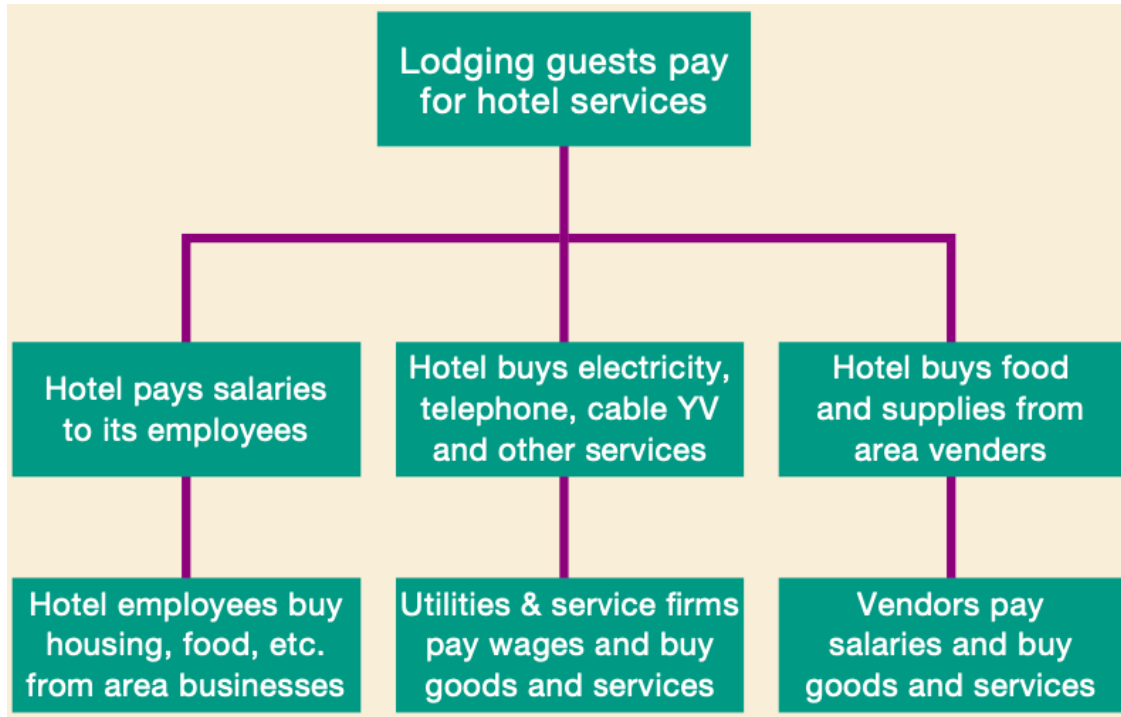


IMMEDIATE ECONOMIC CONTRIBUTIONS

- Comes from guest spending
- Includes spending on:
 - Accommodation
 - Food and beverage
 - Local restaurants and retail
- Example:
 - 240 guests per night
 - \$250 average daily spending
 - Annual impact: \$21.9 million injected into the local economy

1- Economic Impact of Hotels

B- Indirect Economic Impact (Multiplier Effect)

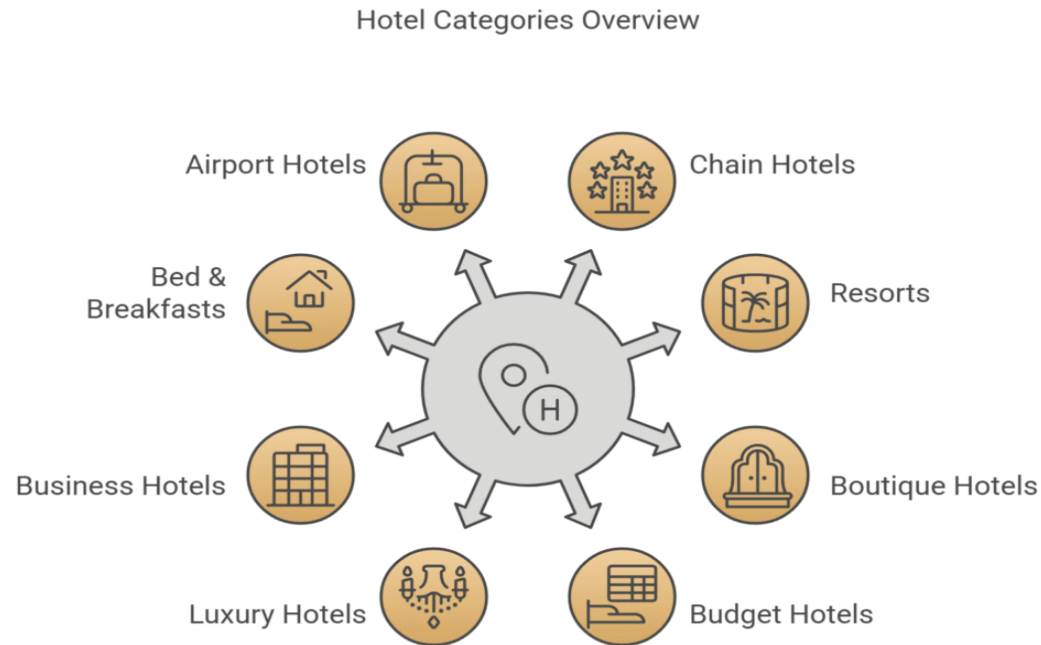


The Multiplier Effect of Hotel Dollars on a Community

- Money circulates within the local economy
- Includes:
 - Employee spending (wages & salaries)
 - Hotel purchases of goods and services
- Creates a ripple effect of economic activity
- Every dollar spent is recycled multiple times

2- Classification of Hotels

1- Hotel Classification-Based Location



- Hotels can be classified based on:

- Location
- Price (rate level)
- Type of services offered

- **This helps guests choose hotels based on:**

- Budget
- Purpose of travel
- Personal preferences

- **Hotel classification based on location includes:**

3- City Center Hotels



- Located in central urban areas

- Serve both:

➤ Business travelers

➤ Leisure tourists

Can vary in type:

➤ Luxury

➤ Midscale

➤ Business hotels

➤ Suite hotels

➤ Economy

➤ Residential

3- City Center Hotels

-General Features:

- Offer a wide range of accommodations and services
- Designed to meet diverse guest needs
- Convenient access to:
 - Business districts
 - Attractions
 - Transportation hubs



©bettysvacation.com

3- City Center Hotels

A- City Center Hotels

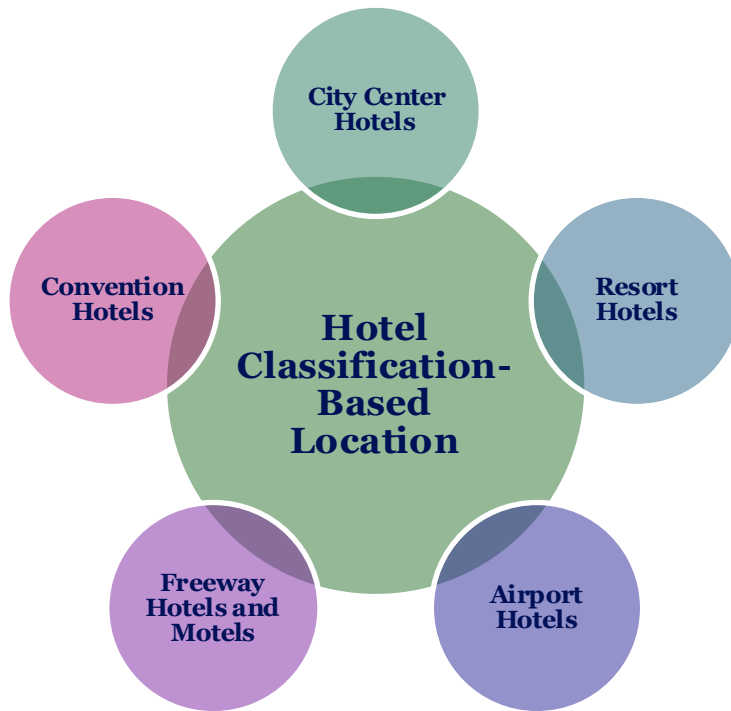
Luxury City Center Hotels:

- Provide high-end décor and personalized services
- Typical services include:
 - Butler service
 - Concierge & executive floors
 - Secretarial services
- **Advanced facilities:**
 - High-speed Wi-Fi & in-room technology
 - Business amenities (computers, fax machines)



3- City Center Hotels

A- City Center Hotels



- Leisure and wellness:

- Beauty salons
- Swimming pools
- Health spas
- Tennis courts

- Additional services:

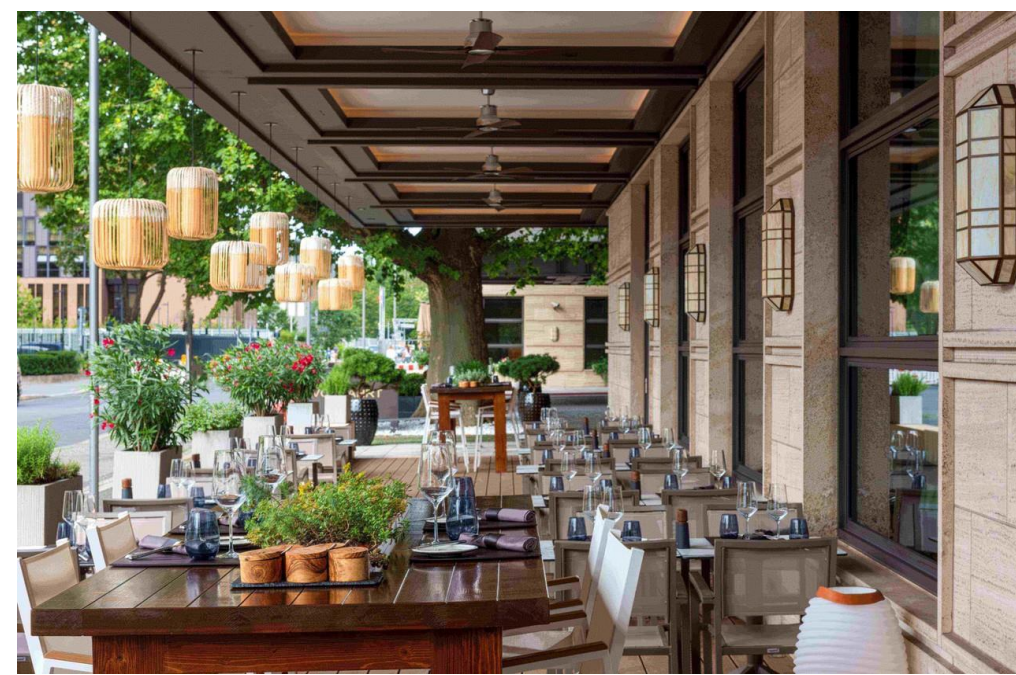
- 24-hour room service
- Ticketing and travel assistance
- Medical support
- Valet service
- Car rental services

3- City Center Hotels

A- City Center Hotels

Food and Beverage and Facilities:

- Signature or branded restaurants
- Coffee shop or casual dining outlet
- Lounge and bar
- Event & business spaces:
 - Meeting rooms
 - Convention facilities
 - Ballrooms
- Entertainment:
 - Nightclubs or premium nightlife venues



4- Resort Hotels



Historical Development:

- Emerged with the growth of rail travel
- Late 1800s: rise of luxury resort hotels
- Built to accommodate wealthy leisure travelers

Travel Experience:

- Travel itself became part of the pleasure experience
- Destinations often considered exotic or exclusive

4- Resort Hotels

Seasonality of Resorts

- Early resorts were mainly seasonal operations
- Depended on:
 - Climate
 - Travel accessibility

Modern Development:

- Growth of automobile and air travel increased accessibility
- More people could afford leisure travel
- Result:
 - Many resorts transitioned to year-round operations



4- Resort Hotels



Development of Resort Communities:

- Resort communities developed in the “sunshine belt”
- Growth driven by:
 - Improved air travel
 - Increased automobile accessibility
- International destinations became more accessible:
 - Europe
 - Caribbean
 - Mexico

4- Resort Hotels

Types of Resort Offerings:

- Resorts may specialize in:
 - Sports activities (skiing, golf, fishing)
 - Family-oriented vacations

Changing Travel Trends:

- Shift in vacation patterns:
 - From long (month-long) stays
 - To shorter, frequent trips (4–7 days)



4- Resort Hotels



- Changing guest demographics:

- Older repeat visitors remained loyal
- Younger travelers prefer:
- Flexibility (car travel)
- More informal resort environments

- Resort Services and Activities:

- Resorts increasingly offer:

- Family-friendly programs (children's activities)
- Opportunities for parents to relax independently

- Example:

- Hotels (Hyatt) provide organized kids' programs

4- Resort Hotels



Diversification of Resort Demand:

. Resorts attract additional markets:

- Conventions
- Conferences
- Meetings

- Helps maintain:

- Occupancy levels
- Business during low and shoulder seasons

4- Resort Hotels



Operational Challenges:

- Captured clientele:

- Guests stay on-site for extended periods
- Requires diverse services and entertainment options

- Seasonality issues:

- Some resorts not open year-round
- Periods of low occupancy

- Staffing challenges:

- Recruiting
- Training
- Retaining qualified employees

4- Resort Hotels



Food and Beverage Challenges:

- Need for:

- High-quality menus
- Variety and creativity
- Attractive presentation and service

- Use of cyclical menus:

- Repeat every 14–21 days
- Prevents menu fatigue

- Emphasis on health-conscious options:

- Low fat, cholesterol, salt, and calories

4- Resort Hotels



Competition and Market Pressure:

- Increasing competition from:
 - Other resorts
 - Cruise lines
- Key goal:
 - Attract guests
 - Build repeat business (loyalty)

4- Resort Hotels



Diversification Strategies:

- Resorts expand offerings to increase occupancy:

- Conventions and business meetings
- Incentive travel groups
- Sporting events

- Additional facilities and experiences:

- Recreation and sports
- Spas and wellness
- Adventure tourism
- Ecotourism

5- Airport Hotels



- Located near major airports
- Benefit from high occupancy rates due to constant traveler flow
- **Guest Profile:**
 - Business travelers
 - Group travelers
 - Leisure travelers
- **Common guest needs:**
 - Overnight stay for early or late flights
 - Short stays during layovers or connections

5- Airport Hotels

- Hotel Characteristics

- Typically 200–600 rooms in size
- Usually full-service hotels

- Facilities include:

- Restaurants
- Room service
- Business services

- Extended or 24-hour services:

- Food and beverage outlets
- Room service

- Budget options may include:

- Vending machines



5- Airport Hotels



Business-Oriented Features

- Many airport hotels offer:

- Meeting and conference spaces

- Ideal for:

- “Fly-in, meet, fly-out” business travelers

- Advantage:

- Saves time by avoiding travel to city centers

5- Airport Hotels



- Advantages of Airport Hotels:

- Convenient location
- Competitive pricing
- Reduced transportation costs and time

- Particularly attractive for:

- Business travelers
- Group travelers

6- Freeway Hotels and Motels



- Emerged in the 1950s–1960s
- Designed to serve road travelers
- **Key Characteristics:**
 - Typically small properties
 - Usually fewer than 50 rooms
- **Often:**
 - Family-owned
 - Or part of franchise chains

6- Freeway Hotels and Motels



Original Concept

- Focus on:

- Convenience
- Affordability
- Limited services (few frills)

- Simple guest experience:

- Drive up and park near office
- Quick registration
- Park directly outside the room

6- Freeway Hotels and Motels



Evolution of Facilities

- Over time, added amenities:

- Lounges
- Restaurants
- Swimming pools
- Vending machines
- Game rooms
- Satellite TV

7- Casino Hotels



- Part of the entertainment and recreation industry
- A fast-growing sector contributing to economic growth
- Significant impact on consumer spending and tourism

- **Economic Importance:**

- Casino hotels are becoming financially mainstream
- Help drive:
 - Local and national economies
 - Job creation
 - Tourism development

7- Casino Hotels



- Core Features:

- Focus on gaming (adult-oriented activity)
- Offer a wide range of entertainment and leisure services:
 - Fine dining (multinational cuisine)
 - Live shows and performances
 - Dance clubs and nightlife
 - Health spas and wellness

7- Casino Hotels



Business-Oriented Services:

- Increasingly marketed as business hotels

- In-room amenities:

➤ Workspaces

➤ Data ports

➤ Wi-Fi

➤ Office equipment access

Additional facilities:

➤ Full-service business centers

➤ Travel services

➤ Room service

7- Casino Hotels



Meetings and Conventions:

- Large casino hotels attract:

- Conventions
- Conferences
- Corporate events

Provide a lucrative revenue stream

8- Convention Hotels



- Designed to serve groups attending conventions and events
- Focus on large-scale meetings, conferences, and exhibitions

Guest Segments:

- Primarily:

- Convention and conference attendees

- Also attract:

- Seasonal leisure travelers

8- Convention Hotels



Size and Capacity:

- Typically large properties
 - Often 500+ guest rooms
- Feature extensive public spaces
 - Accommodate hundreds of guests simultaneously

- Facilities and Layout

- Multiple banquet and meeting areas
- Large conference halls and event spaces
- Designed for high-volume group activities

8- Convention Hotels



- Services and Amenities:

- 24-hour room service
- In-house laundry services
- Fully equipped business center
- Travel desk and concierge services
- Airport shuttle service

Thank you



**European Institute of Innovation,
Entrepreneurship and Technology**

Lessingstraße 79,

13158 Berlin, Germany

Phone: +49 176 55524449

Discover the world of eiIET