ASSIGNMENT 3

Introduction to Hospitality Industry

1. Explain how hotels are classified according to the types and levels of services they offer.

Hotels are an important part of the hospitality and tourism industry. They provide accommodation, food, beverages, and other facilities to travellers, tourists, and business guests. Hotels are classified according to their types, facilities, location, target customers, and levels of service. This classification helps customers select suitable accommodation according to their needs, preferences, and budgets.

Types of Hotels

1. Luxury Hotels: Luxury hotels provide the highest standards of comfort, facilities, and personalized services. They usually offer spacious rooms, fine-dining restaurants, spas, swimming pools, concierge services, and 24-hour room service. These hotels mainly serve wealthy travellers, celebrities, and business executives.

2. Business Hotels: Business hotels are designed for corporate travellers and professionals. They generally provide meeting rooms, conference facilities, high-speed internet, business centres, and convenient transport connections. Their main focus is comfort, efficiency, and professional services.

3. Resort Hotels: Resort hotels are located in destinations such as beaches, mountains, and countryside areas. They provide leisure facilities, recreational activities, restaurants, swimming pools, and spa services. They mainly cater to families, holidaymakers, and tourists seeking relaxation.

4. Budget Hotels: Budget hotels offer basic accommodation at affordable prices. Their facilities may include clean rooms, essential furniture, private or shared bathrooms, and limited food services. They are suitable for students, backpackers, and cost-conscious travelers.

5. Boutique Hotels: Boutique hotels are generally smaller establishments that focus on unique design, individual character, and personalized guest experiences. They often reflect local culture and provide distinctive accommodation.

6. Extended-Stay Hotels: These hotels cater to guests staying for longer periods. They may offer kitchenettes, laundry facilities, larger rooms, and services suitable for business travellers, families, and people relocating.

Levels of Hotel Services = Hotels are also classified according to their service standards, commonly through star ratings or other recognized grading systems. The exact criteria vary by country and rating organization.

* One-star hotels: Provide basic accommodation and essential facilities at economical prices.

* Two-star hotels: Offer basic comfort with additional amenities and more organized services.

* Three-star hotels: Provide a good standard of comfort, professional reception services, housekeeping, and often on-site dining.

* Four-star hotels: Offer a high level of comfort, extensive facilities, quality dining, and more personalized service.

* Five-star hotels: Provide exceptional luxury, sophisticated facilities, highly attentive service, and extensive guest amenities.

Star ratings are not completely standardized worldwide, so the same rating may represent different requirements in different countries.

Importance of Hotel Classification

Hotel classification helps guests understand the facilities, comfort, and service standards they can expect. It also assists hotels in setting prices, identifying target markets, and improving their competitiveness. International standards such as ISO 22483 provide guidance on hotel services, cleanliness, safety, staff, and guest satisfaction.

References

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2. International Organization for Standardization. (2020). ISO 22483:2020 Tourism and related services — Hotels — Service requirements.

3. Hotelstars Union. (2025). Hotel Classification Criteria 2025–2030.

Case study: Select two hotels with different service levels and compare their facilities, food and beverage services, recreational activities, and guest services

This case study compares two hotels in Berlin, Germany: The Ritz-Carlton, Berlin and ibis Berlin Hauptbahnhof. The Ritz-Carlton is a luxury hotel offering premium facilities and personalized services, whereas ibis Berlin Hauptbahnhof is an economy-oriented hotel focusing on comfort, convenience, and affordability.

1. Facilities

The Ritz-Carlton offers luxurious rooms and suites, an elegant wellness area, an indoor swimming pool, saunas, a steam room, a 24-hour fitness centre, and meeting facilities. These amenities provide comfort, relaxation, and convenience for luxury travelers and business guests.

In comparison, ibis Berlin Hauptbahnhof offers comfortable rooms, free Wi-Fi, air conditioning, lifts, accessible rooms, and parking facilities. Its facilities focus on providing essential comfort and practical accommodation at a more affordable service level.

2. Food and Beverage Services

The Ritz-Carlton provides several premium dining options, including POTS restaurant, which serves modern German cuisine; The Lounge, which offers afternoon tea and light meals; and The Curtain Club, which serves cocktails and features live music on selected days. It also provides 24-hour in-room dining, allowing guests to enjoy meals privately.

While Ibis Berlin Hauptbahnhof offers a breakfast buffet with hot and cold options, including eggs, pastries, fruit, and beverages. Its Charlie's Corner Express lounge provides drinks and snacks around the clock. Therefore, ibis focuses on convenient, straightforward dining, while The Ritz-Carlton emphasizes variety and premium culinary experiences.

3. Recreational Activities

The Ritz-Carlton offers extensive recreational facilities, including swimming, fitness activities, sauna and steam-room facilities, and spa treatments. Guests can also arrange selected experiences, such as guided city tours and special culinary activities.

In contrast, Ibis Berlin Hauptbahnhof has more limited on-site recreation. Its central location makes it convenient for guests to explore Berlin's tourist attractions, while reception staff can provide local recommendations and information about bicycle rentals.

4. Guest Services

The Ritz-Carlton emphasizes personalized guest service through concierge assistance, room service, a dedicated Club Lounge, and attention to individual preferences. These services aim to create a luxurious and memorable stay.

On the other hand Ibis Berlin Hauptbahnhof focuses on practical and efficient services, including reception assistance, Wi-Fi, accessibility facilities, laundry services, and travel advice. Its approach is particularly suitable for tourists and business travelers who prioritize convenience and affordability.

Conclusion

In conclusion, both hotels serve different customer needs. The Ritz-Carlton offers luxury, extensive recreational facilities, sophisticated dining, and personalized services, whereas ibis Berlin Hauptbahnhof provides essential facilities, convenient food options, and practical guest

support. The comparison demonstrates that hotel service levels influence facilities, dining experiences, recreational opportunities, and the degree of personalization offered to guests.

References

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3. The Ritz-Carlton, Berlin. (n.d.). Experiences and recreation.

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