INTRODUCTION TO THE HOSPITALITY INDUSTRY

Assignment 3

Topic: Hotel Classification and Comparison of Two Hotels

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1. How Hotels Are Classified by Type and Level of Service

Hotels can be classified by their purpose, location, size, target guests, facilities, and level of service. These categories help guests understand what to expect and help hotels serve different markets.

By service level: Budget and limited-service hotels focus on clean rooms and essential facilities at an affordable price. Food options and staff services may be limited. Midscale or select-service hotels offer more comfort and may include breakfast, meeting rooms, a small fitness area, or a restaurant. Upscale and luxury hotels provide more facilities and personal attention, which can include concierge services, room service, fine dining, spa facilities, and leisure areas. The exact offer varies by property.

By type and purpose: Business hotels serve work-related travellers and are often close to business districts or transport. Resort hotels focus on holidays and may have pools, restaurants, entertainment, and recreation. Boutique hotels are often smaller and have an individual style or local character. Airport hotels offer convenience for passengers with early or late flights. Extended-stay hotels are suitable for longer visits and may have kitchen facilities. Hostels usually offer lower-cost rooms, sometimes with shared bedrooms and common spaces.

Some hotels also use star ratings, but the criteria differ between countries and rating organisations. A higher rating usually indicates more facilities or services, but it does not guarantee that every guest will have the same experience. Cleanliness, staff attitude, location, and consistency are also important.

2. Case Study: Comparing Two Hotels with Different Service Levels

This case study compares ibis Berlin Hauptbahnhof as a limited-service hotel with The Ritz-Carlton, Berlin as a luxury hotel. It describes their general market positioning; facilities and services can change, so current details should be checked with the hotels before booking.

Facilities

ibis Berlin Hauptbahnhof focuses on practical accommodation and convenience near Berlin’s main railway station. Its offer centres on comfortable rooms and essential guest facilities. The Ritz-Carlton, Berlin has a luxury positioning, with more emphasis on design, personalised attention, and upscale facilities. Luxury properties generally provide more options for relaxation and special occasions.

Food and Beverage Services

At a limited-service hotel such as ibis, food and beverage options are generally straightforward and convenient, such as breakfast and a bar or simple dining offer. A luxury hotel such as The Ritz-Carlton usually places greater emphasis on dining quality, service style, and a wider food and beverage experience. Specific outlets and opening times should be confirmed directly with each hotel.

Recreational Activities

Guests at a city hotel like ibis often spend their free time outside the property, visiting Berlin’s museums, shops, restaurants, and cultural attractions. A luxury hotel may offer more on-site relaxation options or access to premium wellness services, depending on its current facilities. Both hotels benefit from being in a city with many activities nearby.

Guest Services

The main difference is the level of personal attention. At a limited-service hotel, check-in, housekeeping, basic information, and help with common requests are central. At a luxury hotel, guests may expect more personalised service, concierge assistance, and support with individual arrangements. This difference is reflected in the price and the type of experience offered.

Conclusion

Hotels are classified by purpose, facilities, target market, and service level. Budget and limited-service hotels focus on essential needs and value, while luxury hotels offer more facilities and personalised service. Neither option is best for every traveller; the right choice depends on budget, reason for travel, and the services the guest values most.

References

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