

Today I would like to speak about

the classification of hotels,

which is part of the unit,

tourism and hospitality services.

After this you should be able to

understand the meaning of hotels

and how they are classified,

the various types of hotels that exist,

and the concept of the hotel should be able.

to be explained. The Word Hotel has

been derived from the French word hotel,

which means a townhouse.

And while there is no specific definition.

For this particular term,

it is generally understood to

be a commercial establishment

that provides accommodation,

meals and allied guest services

for payment, for a short or an

extended period of time.

People have been

traveling from time immemorial.

and one of the primary things that they

look for is a place to stay or lodging.

Classifying hotels has been extremely

challenging. This is because.

while there are different criteria,

standards, clientele, service levels,

and different locations of hotels

globally and even within a country,

it is very difficult to come up with a

single classification for all these hotels.

Further, many hotels do not fall

in one single category,

rather they overlap categories.

And there is a lack of uniformity

and conformity to global standards,

except for chains.

This is because till date,

classification of hotel is purely voluntary

and depends upon the hotel itself.

Now hotels can be classified

in the following manner.

The first is according to star rating.

Start rating as we understand.

is the rating given to a hotel

based on the facilities, amenities,

and services that it provides to its guests?

Each government,

each country has its own system

of giving this rating.

The Ministry of Tourism,

Government of India has issued

guidelines for voluntary approval of

hotels in the following categories.

1\*2\*3\*4\*5\* and five star Deluxe,

signifying the ultimate in

luxury for a guest.

This rating is given by the hotel

and restaurants approval and

classification committee provided.

The hotel applies for this classification.

And complies to the standard set

and this rating is awarded once  
the hotel becomes operational.

Now hotels can be classified  
on the basis of science.

Here too there is,  
a wide range of debate that goes on,  
but generally speaking,  
hotels are classified as small,  
which have below 25 rooms, medium or  
average which have between 26 to 99, large,  
which have 100 to 299 and very large  
which have 300 rooms and above.

Now in terms of ownership and affiliation,  
hotels can be classified as independent  
hotels which do not have any affiliation  
to any other chain or brand and  
are singly owned.

And the advantage of such a hotel  
is that these hotels can react to  
changing market conditions and improve  
themselves or react to government

changes and are therefore better able

to adapt to changing circumstances.

Chains - are those hotels

which have a single management structure

that run hotels across different

locations in different parts of the globe.

They adhere to certain set standards.

They have a certain set decor

and a certain set

of services that they offer.

JW Marriott is part of a chain hotel.

Timeshares - timeshares are hotels.

which allow purchase of a share in a hotel.

Now this purchase is for a

limited period of time.

Wherein there are multiple owners

who buy a part or a share of a

hotel and are allowed to use it

provided that they intimate to the

management of the hotel in advance when

exactly they're supposed to use it.

This is in return for a fee that they pay.

However, this fee will depend or will increase or decrease depending on the season where they choose to use it.

Condominiums or condos as they

are called are hotels

which are like timeshares.

However they are there single owners,

not multiple owners and they

use the premises for a particular

period of time during the year. When

they're not using their condos,

they are allowed to rent it out

to other people.

And earn a,

revenue from it. Or the management

of the condominium can do the same

and credit the revenue to the owner.

Management contracts these are

contracts in which the management

of a hotel is entrusted by the owner

of the hotel to someone who has  
specific knowledge and ability of it.

It might be a chain hotel.

It might be another independent hotel,

but this is the relationship that

exists between the owner of the

hotel and someone else who manages

and runs it in a profitable manner.

for the owner.

A franchise is

an agreement again entered into between

the franchisor and the franchisee

where in all kinds of services,

training, reservation systems,

etc. are handed over in the form of a

license to the franchisee who uses it.

for the duration that the franchise exists.

In terms of theme

that is what the hotel is all about,

You have heritage hotels.

Heritage Hotels are those hotels

which make use of heritage of history.

They would be hotels that are palaces,  
forts, hunting lodges or mansions of  
aristocracy and they maintain that standard.

They maintain the history of that hotel.

They are usually larger in nature.

Boutique hotels are hotels that  
are one of a kind hotels.

They generally have a smaller  
amount of rooms that is, room number restrictions.

They have to have less than 100 rooms.

They have a particular theme  
and offer luxurious services.

Eco hotels or Ecotels are hotels which are  
Eco-friendly hotels.

These hotels are called Green  
hotels and they are run along  
environmentally friendly lines.

They use reusable water.

Recyclable materials, the soaps that  
they use are environmentally friendly.



In fact they have to pass certain  
stringent checks before they are  
given the label of a Ecotel.

Resorts are vacation hotels usually  
located in relaxation areas such as  
beaches or hill stations or forest areas,  
and usually extend over a large  
spread of land.

They usually offer entertainment  
facilities such as sports, golf,  
swimming, and spas as well sometimes.

A Spa specifically.

is a hotel that offers  
rejuvenation, treatments,  
medical or otherwise,  
that improves your health.

The Spas may be hydro spas which are  
based on water therapy or they could  
be mineral spas which are based on the  
minerals available in that locality.

But basically they are aimed at

relaxing and rejuvenating the body and the mind.

In terms of target market-

this aims at classifying a hotel

in terms of who it is aimed at or what its

business is.

Commercial hotels are like their name,

situated in the business

area of an organization or

in the commercial centre. They have all the

facilities that are required for businessmen,

including secretarial facilities etc.

Bed and breakfast are small hotels,

usually below 10 rooms in size.

They are owner run

with the specific personality

of the owner imprinted on them.

Casino hotels are those hotels

which offer typically gambling. Gaming.

Hotels only differ from casinos in that

they provide accommodation as well.

All regular gaming, poker,  
blackjack, etc are offered.

Conference hotels are those hotels  
where conferences take place.

Because they provide accommodation  
as well as conference facilities,  
there called conference hotels.

Convention hotels are similar  
to conference hotels,  
but they are much larger in  
size and they allow conventions  
of all kinds to be held there.

Suite hotels are typically for professionals  
because they allow them both to live and entertain.

They provide a living accommodation as  
well as entertainment accommodation.

In terms of stay,  
you have transit hotels,  
which by their name itself are hotels where  
you stay for a very short period of time.

These hotels are usually located

within the vicinity of an airport

for transit or layover.

Since they are passengers in transit they

do not require visa or any other

facility like that in other hotels.

Extended stay hotels

are those hotels where the person can

stay for an extended period of time,

one month to one year,

which provides all the facilities

of a home with a hotel.

Residential hotels are again hotels.

But allow longer stay than extended stay hotels

and they are for families that are

relocating to particular areas and

or where people want to take up

residence for the for a long period

without having to buy or rent apartments.

Serviced apartments are similar to

residential hotels except that they

allow you much more privacy and they

come equipped with kitchen and other

facilities in terms of location,

you have a city center or a downtown

or a commercial location which is

located in the center of the city.

Allowing you access to all

amenities and services.

Suburban hotels at those that

are located in the suburbs.

They are generally lower in price,

but have a more relaxed ambiance.

Resorts we have covered earlier.

Airport hotels are like transit

hotels because they are located

close to the airports that is

within 7 kilometres of an airport.

Motels are a combination of motor hotels

and they are typically for people

who travel by road and allow them patrons

comfortable, clean accommodation with

minimum facilities.

Floating hotels or floatels

are any kind of accommodation

that floats on water, houseboats.

Etcetra would form part of this.

Rotels are

one of the new categories of hotels and these are

accommodation that rotates.

For example, the Palace on Wheels

in terms of levels of service you

have luxury which provides the

ultimate in luxury for any person.

Five Star, Deluxe and above mid

market are for those who want a more

luxury service but do not want to

pay as much for it. In terms

of economy, you have budget hotels for

travelers who would just want a clean,

decent place to stay.

Thank you.