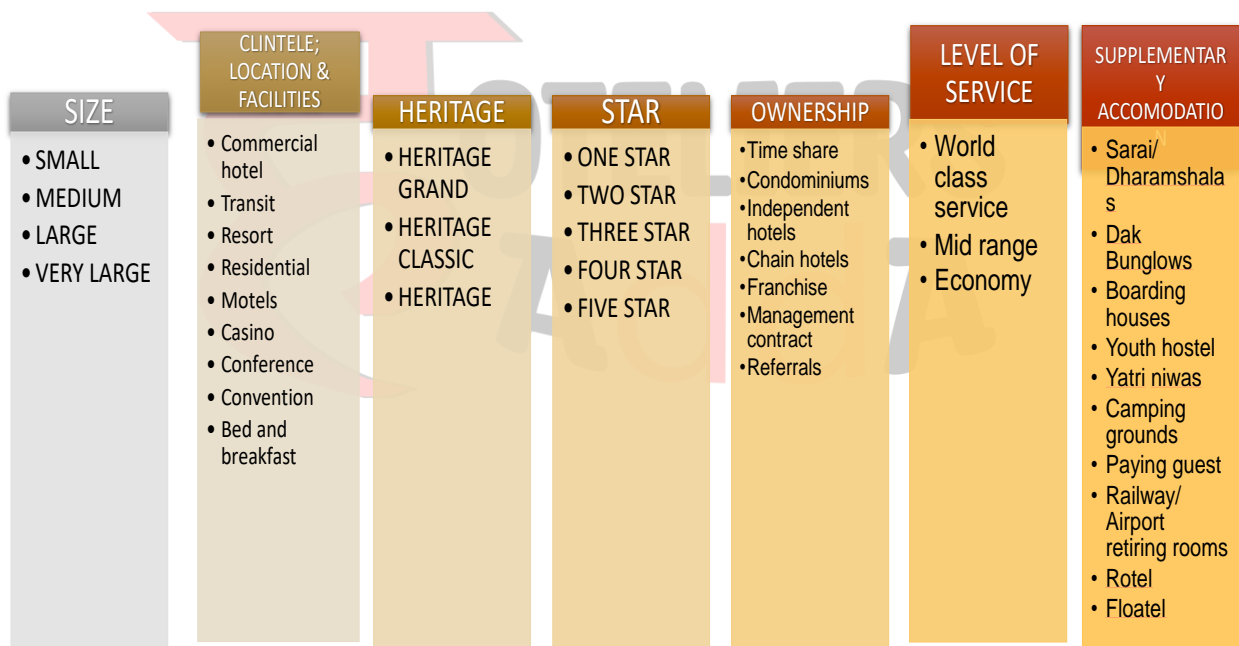


UNIT-2

CLASSIFICATION OF HOTEL

Classification can be done on the basis of:

- Size
- Heritage
- Location, clientele, facilities
- Star
- Ownership
- Levels of services
- Supplementary accommodation



1.CLASSIFICATION ON THE BASIS OF SIZE

- According to the number of rooms
 - Small hotels: 25 or less lettable rooms
 - Medium: 26-100 lettable rooms
 - Large : 400-600 lettable rooms
 - Very large: More than 300 lettable rooms

2.CLASSIFICATION ON THE BASIS OF HERITAGE

- Classification is done by **Indian Heritage Hotels Association (IHHA)**
- Added new dimensions to the cultural tourism
- Forts and palaces of the royal families which has been converted into a hotel after their decline
- Each room of the hotel has its own history to offer to the guest
- Guest are served traditional cuisine and décor gives a glimpse of the past.
- EG. Taj lake palace, Udaipur
- Guest are entertained by local artists
- Condition: no change in the original plan of the building interiors can be modified

CLASSIFICATION OF HERITAGE HOTEL AS PER MINISTRY OF TOURISM

- **Heritage:** Hotels in havelis, palaces between 1935-1950
- **Heritage Classic:** Hotels built between 1920-1935
- **Heritage Grand:** Hotels built prior to 1920

3. CLASSIFICATION ON THE BASIS OF LOCATION, CLINTELE AND FACILITIES

- Commercial hotel
- Transit
- Resort
- Residential
- Motels

- Casino
- Conference
- Convention
- Bed and breakfast

COMMERCIAL HOTEL

- Also called Downtown hotel
- Location: Heart/centre of the city, convenient distance from the market, business center's, public offices etc.
- Clientele: Business guest, high income group
- Length of stay: 2 days - 1 week
- Check out time: 12 noon basis

Example: The Oberois, New Delhi

- Facilities:
 - 24hr coffee shop
 - Health club
 - Swimming pool
 - Specialty restaurants
 - Conference halls
 - Business center
 - Well equipped room

RESORT HOTEL

- Location: Away from city noise, outskirts of city with lot of scenic beauty
- Clientele: Holiday makers, health conscious segment, leisure trip travelers
- Length of stay: 1 week – 1 month
- Check out time: 12 noon basis
- Season based: vacation time or weekends
- Example: Club Mahindra, Country Inn,
- Facilities: Same as commercial hotel along with a range of indoor games

TRANSIT /AIRPORT HOTELS

- Location : Near ports of entry
- Clientele: Layover passengers, stopovers
- Length of stay: Few hours -1 day
- Check-out : Day /hourly basis
- Facilities: Same as commercial hotel

MOTELS

- Location: Highways, roadways
- Clientele: Highway travelers
- Length of stay: 1 night - 2 days
- Checkout : Night basis
- Facilities: Parking area, garage, gas station, road maps, foods & drinks
- Concept common in European countries

RESIDENTIAL HOTEL

- Facilities: Basic comforts of room and food for longer duration
- Services provided : sitting room, bedroom, daily housekeeping, telephones

CASINO

- Provide gambling facilities, extravagant floorshows
- Have state of art gambling facilities, bars, specialty restaurants, round the clock room service, well furnished rooms for its guest.
- Example: Luxor hotel and casino, Vegas

MICE HOTELS

- Meetings, Incentives, Conferences and exhibitions
- Hotels having 300 - 400 rooms
- Hotels which caters to the needs of the conference delegation

- Conference halls are equipped with seating arrangements, food and beverage services and executive amenities like projector, etc.

CONVENTION HOTELS

- Convention is a formal meeting of large number of people
- Hotel has generally more than 2000 rooms to accommodate delegates
- Facilities: Technically updated equipments large seating arrangement, flip charts, projectors, audio-visual equipment's
- E.g. J. P. Palace Agra, Renaissance Mumbai

SUITE HOTEL

- All rooms are suites (Set of bedroom, living room, modular kitchen, attached bathroom).
- Provide highest level of personalized service to the guest
- Facilities: Wifi services, Microwave, personalized stationary, in-room safety locker

BED AND BREAKFAST HOTELS

- Prevalent in European countries
- Lodging facilities provided to the guest with breakfast only.
- Operated in large family residences
- Comprise of 20-30 guest rooms
- Suitable for budget traveler

4. CLASSIFICATION ON THE BASIS OF STAR

- Star denotes the available standards and facilities in a hotel
- Star classification is done by Department of Tourism, Government of India
- Committee known as **HRACC (Hotel & restaurant approval & classification committee)**
- Once the hotel owners send an application for the classification, committee members visit and grade the hotel

ON THE BASIS OF STAR HOTEL CAN BE CATEGORISED AS

- 5 STAR
- 4 STAR
- 3 STAR
- 2 STAR
- 1 STAR

MEMBERS OF THE HRACC

- Secretary Tourism, All State Govt./UTs
- President of HAI
- Secretary General of FHRAI
- President of IHHA
- President of TAAI
- President, IATO
- Principal of Regional IHM
- ❖ HAI: Hotel Association of India
- ❖ FHRAI: Federation of Hotel & Restaurant Association of India
- ❖ TAAI: Travel agent Association of India
- ❖ IATO: Indian Association of Tour Operators
- ❖ IHHA: Indian Heritage Hotel Association

CHECKLIST FOR HOTEL CLASSIFICATION

- ✓ Star category
- ✓ Number of rooms with size
- ✓ Attached bathroom with size
- ✓ Details of public area with size
- ✓ Parking facilities with no. of vehicles
- ✓ Fire fighting measures
- ✓ Types of services and facilities

- ✓ Facilities for differently - abled guest
- ✓ Eco friendly practices
- ✓ Sewage Treatment Plant
- ✓ Rain water harvesting
- ✓ Waste management
- ✓ Pollution control for air, water and light
- ✓ Introduction of LED bulbs

5 STAR HOTEL

- General Features:
 - Construction should have quality of luxury hotel
 - Convenient location from important places
 - Minimum 10 lettable rooms
 - Centralized air conditioning
 - Superior quality furnishing
 - 24hr elevator service
 - Swimming pool
- Facilities
 - Highly Professional staff
 - Conference & banquet facilities
 - Telephone service in room
 - Shopping arcade
 - Travel agents
 - Safe deposit
 - Health club
 - Mini bar
 - Waste paper basket
 - Stationary folder

- Services
 - Multi cuisine restaurant/coffee shop, Specialty restaurant 24hr.
 - High quality F&B service
 - 24hr Reception, information desk and cashier
 - Valet parking
 - Proper room supplies
 - 24hr. Room service
 - Centralized air conditioning
 - Express laundry

FOUR STAR HOTEL

- General Features: same as 5 star hotel
- Facilities:
 - 24 hr reception
 - Well qualified staff
 - Travel agent
 - Foreign Exchange
 - Safe deposit box
 - Telephone in each room
- Services:
 - International and Indian cuisine
 - Laundry
 - Proper room supplies
 - Centralized air condition
 - 24 hr room service
 - Clean uniform

THREE STAR HOTEL

- General Features: same as 5 star hotel
- Facilities:
- Convenient location

- 24hr hot and cold water supply
- 50% room should be air conditioned
- 24 hr coffee shop
- Specialty restaurant
- Professional staff

TWO STAR HOTEL

- Facilities:
- Well furnished lounge
- 24hr hot and cold water supply
- Services:
- Phone/call bell in each room
- Adequate parking
- Basic facilities

ONE STAR HOTEL

- Facilities:
- Proper ventilation
- Comfortable rooms
- Clean bed and furniture

Services:

- Reception with phone
- Limited services

HRACC GUIDELINE-WWW.HRACC.ORG.IN

5.CLASSIFICATION ON THE BASIS OF OWNERSHIP

- Time share
- Condominiums
- Independent hotels
- Chain hotels
- Franchise
- Management contract
- Referrals

TIMESHARE

- This concept is also known as “**vacation ownership**” and “**holiday ownership.**”
- In this concept the guest purchases the ownership of accommodation for a specific period of time
- Usually one or two weeks a year for specific number of years and gets the right to stay and enjoy hotel facilities and services.
- **Advance purchase** of time in holiday accommodation
- This concept was developed in Europe
- The purchaser has to pay one-time capital sum and then an annual contribution fee towards the maintenance of the property.
- Annual fee covers:
 - ✓ Cleaning of public areas
 - ✓ Maintenance cost and related expenses
 - ❖ Concept familiar in resorts.
 - ❖ Eg. Club Mahindra Resorts, Sterling holiday and resorts

CONDOMINIUM

- Concept is similar to timeshare but has only one ownership instead of multiple.
- Only **one owner** purchases the property for a specific period of time and pays the annual maintenance fee.

- Owner pays monthly or annually the maintenance fees
- Concept is almost obsolete

INDEPENDENT HOTEL

- These units are privately owned by an individual or a company.
- Not affiliated with chains
- Either family owned or an individual
- Have no relation with other hotels for the management rules and marketing.

Disadvantage:

- No branding
- Less exposure on new technologies

Hence these hotels tie up with local travel agents for their business



CHAIN HOTELS

- These hotels belong to one group
- All properties of the same chain follow the same standards, policies, procedures and architecture

FRANCHISE

- In this concept the owner gives the brand name to the other property.
- Franchise owner grants rights to the other property to sell its unique products and services and use its trademark according to the guidelines
- Example: Holiday Inn, Renaissance
- Terms related to it:
- **FRANCHISOR** – the company which owns the trademark
- **FRANCHISEE** – the company or the individual to whom the franchisor confers to do business under his/her name
- **FRANCHISING** – continuing relationship in which franchisor provides privileged to do business

MANAGEMENT BY CONTRACT

- Properties are owned by individuals but are managed by some other firm
- A contract is entered between an owner and the hotel operator
- They operate on the basis of management fee and sometimes gross revenue
- Rights as per contract:
 - Owner retains legal and financial rights
 - Operator responsible for operational cost

Example: Hilton , Park inn, starwood, sheraton

REFERRAL

- Independent hotels bond together for some common purpose
- Each property in a referral system is not an exact replica of the other but are consistent in terms of services and facilities
- Hotel in referral group refers their guest to other hotels in the group in case of unavailability of rooms

Advantages in Referral Group-

- Expanded advertising through pooled resources
- Centralized purchasing systems: Reduces the load of expenses of the individual property since items are purchased in bulk.

6.CLASSIFICATION ON THE BASIS OF LEVEL OF SERVICES

- I. World class service/Luxury/Up-market
- II. Mid range
- III. Economy/Budget

WORLD CLASS SERVICE

- Emphasis on luxury and excellence/class
- Target affluent segment of the society
- Offer world class product and personalised service
- Provide upscale restaurants, exquisite décor, lounge, superior quality amenities, luxurious rooms.
- Valet is assigned to each room
- Top-end recreational facility as- golf course, tennis course, shopping arcades.
- Ex. Raj villas in Jaipur
- ❖ **Personalised service: Giving a personal touch in the service**
- ❖ Personal working desk with a laptop
- ❖ Luxuriously stocked mini bars
- ❖ Bulgari/ Molten brown bathroom amenities
- ❖ Private beach with personal umbrellas and sun beds
- ❖ Express laundry
- ❖ Complimentary Wi-Fi Internet access
- ❖ Health and beauty treatments(Jacuzzi & saunas)
- ❖ Private helicopter and jet services on request
- ❖ Air purifiers in room to check air quality (Ideal 2.5 level particulate matter)
- ❖ Fluffy bathrobes
- ❖ Kids corner with baby sitting facility
- ❖ Private chef and butler

- ❖ Private heated swimming pool

MID RANGE SERVICES

- Mid scale hotels and value for money
- Offers modest services
- Target business traveller groups with pickup and drop facility
- Offers mix of luxury and comfort services
- Offers executive services, 24hr coffee shop multi speciality restaurants
- Eg. Taj Mahal, Lucknow

ECONOMY CLASS/BUDGET

- These are found in budget properties providing Inexpensive rooms
- Offers clean comfortable rooms, multi cuisine restaurants, coffee shop
- Target budget travellers and groups (families, tour groups, vacation group, retired people)
- Eg: Ginger hotel

7. SUPPLEMENTARY ACCOMMODATION

- Started by the Government of India for budget group travellers with moderate facilities and room rates
- The objective was to increase movement of domestic tourism
- Also Known As Alternative Accommodation

- Sarai/ Dharamshalas
- Dak Bungalows
- Boarding houses
- Youth hostel
- Yatri niwas
- Camping grounds
- Paying guest
- Railway/ Airport retiring rooms
- Rotel
- Floatel

SARAI / DHARAMSHALA

- Lodging properties found at **pilgrimage places**
- Constructed by welfare trust, state organization, social organization
- Provide basic security and sleeping facilities for a nominal fee

DAK BUNGALOWS

- Circuit house/ inspection bungalow /forest lodge
- Prevalent from British raj
- Built as rest houses for colonial officials in remote areas
- Offer old style of hospitality and cuisine
- Owned by state Government

YOUTH HOSTEL

- For youth who travel for educational, adventure or recreational reasons
- To cater youth who could not afford high hotel rates for their stay
- Provide dormitory accommodation with common bathing and eating facilities

YATRI NIWAS

- Provide low cost, self service accommodation to domestic tourists
- Emphasize on modest comfort & facilities
- Located at historical, cultural and natural sites

CAMPING GROUNDS

- Also known as Tourists camps
- Located within cities in open spaces
- Provide water, electricity, toilets, car parking
- Follow rules and regulations regarding the quality of service and cost set by the municipality.

RAILWAY/AIRPORT RETIRING ROOMS

- Built for convenience of transit travellers
- Located at major railways stations/airport

- Provide resting place for transits
- Booking is made through station superintendent

PAYING GUEST ACCOMMODATION

- Accommodation offered by individual household at various destination
- Popular in large metropolitan cities for students and employed youth.
- Accommodation is offered on nominal fee
- Students and youth are suppose to follow rules and regulations

ROTEL

- Hotels on wheels
- Provide services quite similar to hotels
- Eg. Palace on wheels

FLOATEL

- These are floating hotels on water
- Boat used as a hotel
- Eg. House boats, cruise

TYPES OF ROOM

There are various types of room:

1. SINGLE ROOM

- A single room has one single bed for single occupancy.
- The size of bed is normally 3 feet by 6 feet.
- Additional bed called as extra bed can be added on request



2. Twin room

- A twin room has two single beds for double occupancy.
- The bed size is normally 3 feet by 6 feet.
- Suitable for sharing among groups or delegates



3. Double room

- A double room has double bed for double occupancy.
- The size of the double bed is generally 4.5 feet by 6 feet.



4. Triple room

- A triple room has three separate single beds and can be occupied by three guests.



5. Quad room

- A quad room has four separate single beds and can accommodate four persons together in the same room.



6. Hollywood twin room

- A Hollywood twin room has two single beds with a common headboard.



7. Double-double room

- A double-double room has two double beds and is normally preferred by a family or group as it can accommodate four persons together.



8. King room

- A king room has a king size bed.
- The size of the bed is 6 feet by 6 feet.



9. Queen room

- A queen room has queen size bed.
- The size of the bed is 5 feet by 6 feet



10. Mini suite/junior suite

- A single large room with a bed and a sitting area.



11. Suite room

- A combination of one or more bed rooms and a living room and a dining area.
- Only guest who can afford high tariffs of room category



12. Duplex/bi-level suite

- A duplex suite comprises two rooms situated on different floor, which are connected by an internal staircase.
- This suite is generally used by business guests who wish to use the lower level as an office and meeting place and the upper level room as a bedroom.



13. Interconnecting room

- Interconnected rooms have individual entrance doors from the outside and a connecting door between.
- This allows guests to access any of the two rooms without passing through a public area.



14. Adjoining rooms

- Two rooms which share a common wall but is not connected by a door
- For example- 201,202,203,204
- Shares a common wall



15. Adjacent room

- An adjacent room is very close to another room perhaps across the hall or corridor from each other.
- Example rooms 201 and 205



16. cabana

- A cabana is situated away from the main hotel building in the vicinity of a swimming pool or sea beach,
- With or without sleeping facilities, but with provision for relaxing in a sofa.
- These are generally used as a changing room not as a bedroom.



17. parlour/salon

- A parlor has a living or sitting room without bed and may have sofa and chairs for sitting.
- A room not used as a bedroom.



18. lanai

- A room overlooking a landscaped area, a scenic view greenery, garden or sea beach.
- It may have a balcony, a patio (outdoor area), or both.
- This type of room is commonly found in resorts.



19. Efficiency room

- An efficiency room has an attached kitchenette for guests preferring longer duration of stay.
- Found in Holiday resorts



20. Hospitality room

- A hospitality room is designed for hotel guests who would want to entertain their own guests outside their allotted rooms.
- These rooms usually contains a bar and occasional tables as well.
- Such rooms are generally charged on an hourly basis.



21. Penthouse

- A penthouse is generally located on the topmost floor of hotels and has an attached **open terrace** or **open sky space**.
- It has very opulent décor and furnishings and is among the costliest rooms in the hotels, preferred by celebrities and major political personalities.



22. Sico room

- A room which has a murphy or sico bed(a pull-out, wall bed or convertible or foldaway bed)



23. Studio room

- A studio room has a bed and sofa-cum-bed, and is generally used as a living room.



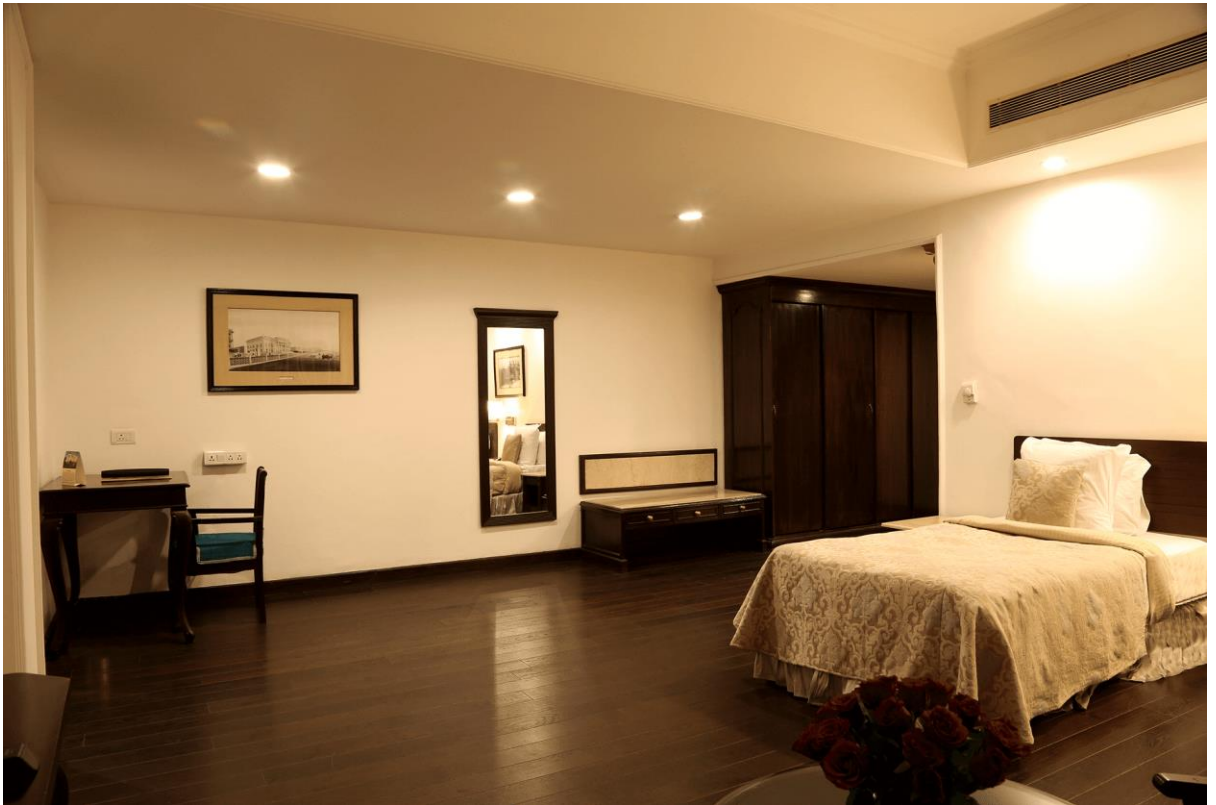
24. Smart room

- A smart room refers to a hotel room equipped with advanced technology, designed to enhance guest comfort and convenience.
- It includes automated systems for lighting, temperature control, entertainment, and more, operated via smartphones or voice commands.
- It personalize guest experiences.



25. Differently abled guest room

- It is specially designed for differently abled guest



BASIS OF CHARGING:

Following are the ways of charging room rate, commonly used in hotels:

1. 24 Hour
2. Check-in/Check-out Basis
3. Day Basis
4. Night Basis

1. 24 HOUR BASIS

- Hotel charges room rate on 24 hour basis or daily basis
- The time at which the guest checks in becomes the check out time of the guest

- Used by transit hotels, commercial and resorts.
- **Example:-**

If the guest checks-in at 9.am on 15th of December and checks-out at 9.am next day on 16th of December , he will be charged one day room rent, but if the guest checks out at 1 pm on 16th of December he will be charged two days room rent

2.CHECK -IN CHECK-OUT BASIS

The guest checks-in at 12 noon and his day finishes at 12 noon next day

- But most of the check outs takes place early in the morning
- Used by commercial hotels, resorts, conference hotels etc.
- **Example:-**

If a guest checks-in at 8.am on 16th of December and checks-out at 12 pm on 17th of December he will be charged 2 day room rent

3. NIGHT BASIS OF CHARGING

- The guest is charged according to the number of nights spent in the hotel
- If the guest spends one night he will be charged for one night
- If the guest uses the room only in day then also he will be charged for full night
- **Example:-**

Motels, Dak Bungalows, Government Guest Houses use night basis of charging

4. DAY BASIS OF CHARGING

- Guests are charged on the day basis
- The guest may use hotel in day time for maximum of 06 hours
- Generally charged 50% of room rate
- **Example:-**

Used by transit hotels, airport hotel or commercial hotels

TYPES OF ROOM RATES

There are various types of room rates:

1.RACK RATE–

- Also called Standard rates which means rates without discounts
- Highest room rates given to walk ins
- Known as walk-in rates

2.FAMILY RATES–

- Rates offered on discount to attract family/holiday makers
- Provides facilities like complimentary pick/drop, inter connecting rooms or any special services to meet family needs.
- Eg. Resorts, Residential hotels

3.GROUP RATES–

- Special discounted rates offered to groups giving volume business (more than 15 pax)
- Rates are negotiated by sales team of the hotel and the representatives of the group
- Eg. 20 rooms sold - 1 Complimentary room

4. EXTRA BED RATES–

- Rates charged to the guest in case of extra bed requirement
- ¼ of the room rent

5.CVGR (CORPORATE VOLUME GUARANTEED RATES) –

- Agreement between a hotel and company for room business
- Special rates given to companies providing volume business.
- Company books specific number of rooms in the hotel for certain months or year
- Company confirms booking and settles the payment
- Company is financially responsible for rooms left vacant or occupied
- Generally 10-20% lower than rack rate

6.PACKAGE RATES/PACKAGES–

- Discounted rates offered during lean seasons to attract guest
- Meeting package
- Meal package
- Marriage package
- Holiday package
- Eg. Mahendra Resort Goa

3N/4Days deluxe room, MAP

Complimentary air pick up

Rs. 18,000/-

7.MEMBERSHIP RATES–

- Discounted rates given to members of influential organizations
- Much lower than rack rates and also include discounts on food and beverage
- Special rates provided to FHRAI members
- Eg. Mahindra club, Country club

8.SEASONAL RATES–

- Discounted rates offered during lean and peak seasons of the year
- Aim is to provide business all four seasons of the year

9. WEEKDAY – WEEKEND RATES–

- Discounted rates given on week ends
- Rates depend on the type of hotel
- Resort occupancy is high on weekends with higher room rent
- Commercial hotel occupancy is less on weekends with lower room rent

10. ADVANCE PURCHASE RATE –

- Concept popular in airline industry
- Provides heavy discounts when rooms are booked in advance
- It ensures a certain amount of revenue at a given time

11. DAY RATE –

- Charged from the guest who is not staying overnight
- Rate offered are lower than the rack rate

12. TRAVEL AGENT RATE –

- Provide substantial volume business to hotel and work on commission basis
- Hotel also provides special discounts and commissions as they work vice versa

13. VOLUME GURANTEED RATE –

- Special rates are provided to attract the high volume of business from different market segments
- Contractual agreement with the hotel, to provide special discounts, when they reserve a room in the hotel

14. AIRLINES/CREW RATE –

- Special discounted rate for crew of one or more airline that offer certain volume of business throughout the year

15. GOVERNMENT RATE –

- Given to government officials
- Travel allowance along with hotel and meals

16. EDUCATIONAL RATE –

- Offered by hotel to students and educationists who have limited travel budget
- They provide a large chunk of repeat business of hotel

17. INTRODUCTORY RATE –

- Offered by hotel on opening of new property in town
- It is offered as a part of new hotel's marketing strategy

MEAL PLANS

- They are inclusive of meal and room package
- The room tariff charged to the guest depends upon the choice of meal plans offered to the guest
- Depending upon the target audience the hotels offer variety of meal plans

TYPES OF MEAL PLANS

1. European Plan
2. Continental Plan
3. Bermuda Plan / Bed and Breakfast Plan
4. Modified American Plan/ Demi - pension /Half Board
5. American Plan/ En-pension / All Inclusive Plan/ Full Board

1.EUROPEAN PLAN

- It included only room rent
- Any meals consumed are charged separately to the guest
- Plan given to FIT where guest has the flexibility to eat outside

2.CONTINENTAL PLAN

- It includes room rent with continental breakfast
- Any extra meals consumed (Lunch/Dinner) are charged separately
- Plan given to executives or corporate who may eat breakfast and move out during the day for business purpose

3.BERMUDA PLAN/BED AND BREAKFAST

- It includes room rent and lavish English breakfast
- Plan provided by families running small lodges at home or B&B Hotels
- Given to FIT, highway travellers who wishes to take breakfast only and try other meals outside

4. MODIFIED AMERICAN PLAN

- It includes room rent, Breakfast and any one major meal (Lunch or Dinner)

- Given to holiday makers, GIT, leisure travellers
- Guest needs to specify their meal at the time of reservation

5. AMERICAN PLAN

- It includes Room Rent, American Breakfast, Lunch and Dinner
- Given to guest on family vacation & groups
- All three meals are included & automatically charged to the guest whether consumed or not

