




Yayasan Pendidikan Telkom



Telkom University

DHH1A3 – OPERASIONAL KANTOR DEPAN I

3. MODERN HOTEL INDUSTRY

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D3 PERHOTELAN – FAKULTAS ILMU TERAPAN






Telkom University

CAPAIN PEMBELAJARAN MODERN HOTEL INDUSTRI

- Mahasiswa mampu memahami pola produk baru (New Product Pattern)
- Mahasiswa mampu memahami pola pasar baru (New Market Pattern)
- Mahasiswa mampu memahami pola kepemilikan hotel (New Ownership Pattern)
- Mahasiswa mampu memahami pola baru manajemen hotel (New Management Pattern)

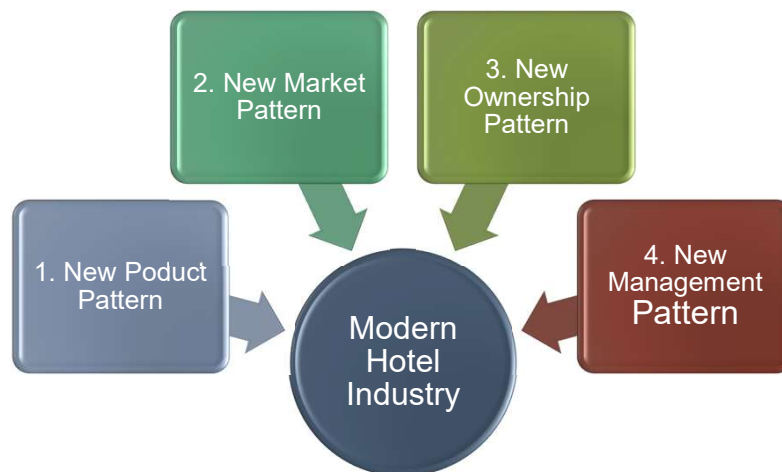




Introduction

Today hotel did not always serve the role the play, the lodging industry stay viable and forward looking. Do so require it to adopt new pattern.

This chapter will Eximines New Pattern of product ; market ; ownership and management



1. New Product Pattern

❑ Segmentation

- ❑ To Counter falling occupancy during 1990s Upscale hotel moved vertically downward, stretched their brand into midscale operation. For Example Marriot introduced Fairfield Inn and other hotel adapted this new strategies
- ❑ Brand stretching later called brand segmentation : Different hotel product with different market

❑ Brand & Brand Equity

- ❑ Brand is defined by the customer's recognition of name and logo. New product follows by new design, new logo and new promotions.
- ❑ Inherent value that shopper's recognition give to the brand. brand carries positif images

► Hotel Brand & Segments

Company Name	Low End	Midscale	Upscale	Suite
Marriot International	Fairfield Inn	Courtyard, Residence Inn	Jw Marriot, Renaissance, Ritzcarlton	Marriot Apts. Renaissance Suite, Springhill Suite,
Intercontinental Group	Holiday Inn Express	Holiday Inn, Hotel Indigo	Crowne Plaza, Intercontinental	Candlewood Suites, Staybrigdes Suites

New Product Segment

Economy (Bugdet,
Or Limited service)

All Suite Hotel

Casino Hotel

Spas

Conferences
Centers

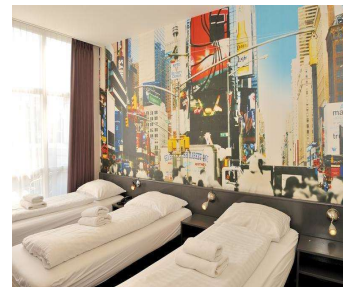


New Product Segment

Bugdet Hotels

Budget hotel term used for inexpensive acomodations are economy, budget, limited service and low end class.

- Room at reduced Price
- Smaller room, small building save on land cost
- Non essentiial facilities Lobby, pool, meeting room and restaurant
- More recent budget focus design and contruction
- Budget employ as few as 20 employees per 100 room
- Less than 100 room
- Flying the franchise flag



New Product Segment

All Suites Hotels

All
Suite
Hotels

- Offer two room for the price of one
- Separate living – sleeping accommodation
- Higher weekend occupancy and profit
- Boutique hotel emphasize soft attributes (Fashion & spas)
- Kitchenette in room
- Family Traveller



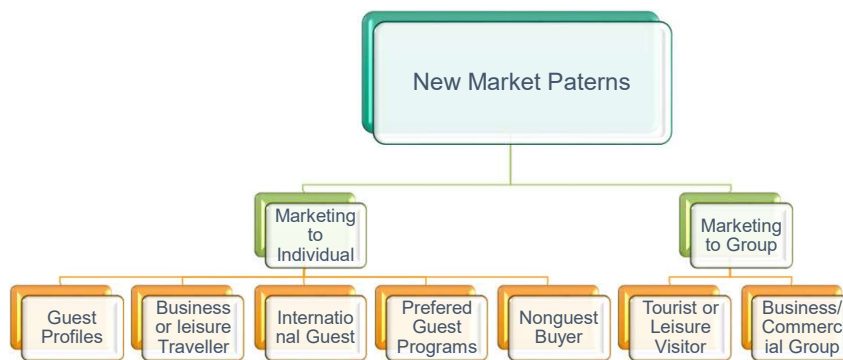
New Product Segment

Casino Hotel

Spas Hotel

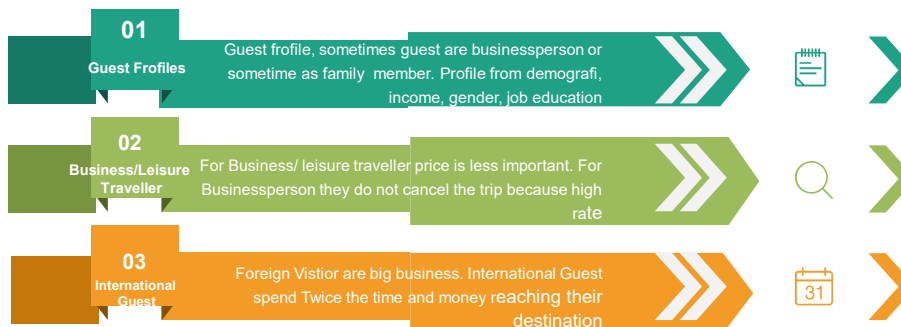
Conference Hotel

2. New Market Patterns



New Market Patterns

Marketing to Individuals



New Market Patterns

Marketing to Individuals

04

Preferred Guest Programs

Preferred Guest profile through recordkeeping and intra chain network. Just Frequent Flyer earn the point



05

Non Guest Buyer

Not Guest buyer are intermediaries, non guest. They have no intention of becoming guest. As third parties they often legal person company and organization



New Market Patterns

Marketing to Group

Business or Leisure Group

- The Number of group business and leisure can bring big income to hotel not only from room sales also from meeting arrangement

Tourist or Leisure Visitor

- Those who stay in hotel for leisure purpose more than ten person

3. New Ownership Patterns

Independently owned and operated

Independently owned but leased to an operator

Owned By Single entity or group that has hired a hotel management company to operate the property

Owned and operated by a chain

Owned by an independent investor or group and operated by a chain

Owned by Individual group and operated as a franchise of chain



Hotel Independently Owned by Individual

Advantages



☐ •do not have any affiliation or contract through any other property

☐ •Do not have any tie up with any other hotel with regard policy, procedures and financial obligation

☐ •Self Ownership, controlled by his own body and life

☐ •Profit not Share

☐ •Chance of Creativity in development

Disadvantages



☐ Big Capital Investment

☐ High Risk

☐ Lack of New Trend

☐ High Responsibility



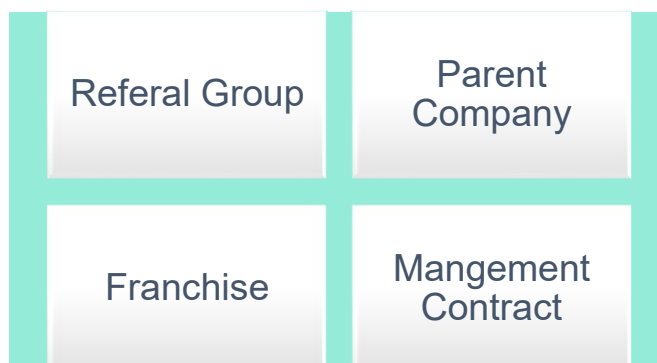
Hotel Chain

- Those who build may not own, and those who own may not manage, so builder, lender and owner turn to the chain
- There are many single owner hotels, yet more and more hotels and motels are now getting affiliated to each other. This gives them the advantage of a large central organization providing reservation system, management services, financial strength, expertise, manpower specialties, merchandises and promotional help



*Hotel Chain =
Group of Affiliated
Hotel*

4. New Management Pattern



▶ Referral Group



*Independent
hotel which
banded
together for
some common
purpose*

Suatu bentuk gabungan hotel yang berdiri sendiri (independent) untuk tujuan bersama seperti dalam hal pemasaran, sistem pemesanan kamar, dan lain-lain yang dianggap akan lebih menguntungkan apabila hal ini dilakukan bersama-sama tanpa harus mengubah sifat kepemilikannya.

▶ Parent Company

- ☐ Property beroperasi ada beberapa unit dan menginduk pada satu perusahaan
- ☐ Property biasanya membawa nama yang sama dan induk perusahaan akan memberikan patokan cara-cara mengelola dan kebijakan-kebijakan atas hotel-hotel yang dimilikinya. Perusahaan Chain Hotels yang terkenal di dunia adalah Hilton International Inc., Intercontinental Hotels, Hyatt Intercontinental, The Ritz Carlton, Four Seasons dan lain-lain.
- ☐ Manager melaporkan kepada central atau corporate headquarter

Franchise

Franchise is the authorization granted by hotel chain to an individual hotel to use the chain trademark, Operating systems, reservation system, in return for % of hotel revenue plus certain fee Such As advertising



Manajemen dikelola oleh brand ternama

Merupakan metoda distribusi dimana suatu entitas membangun pola dalam melakukan bisnis Franchisor dan Franchisees

Terdapat standar untuk design, dekorasi, equipment dan operating Procedures dalam memelihara konsistensi produk dan pelayanan

Franchisee dapat menggunakan nama, produk, technique, dan advertising dalam kawasan tertentu

Management Contract

hotel-hotel yang memisahkan antara kepemilikan dengan pengelolaannya. Pemilik hotel membeli jasa pengelolaan dari perusahaan lain dengan membayar sejumlah uang sesuai dengan perjanjian sebelumnya.

Chain hotel namun property dimiliki oleh pihak lain (Individu atau perusahaan lain)

Pihak Chain hotel dibayar sesuai kontrak dengan expenses dibayar oleh pihak owner

Ada nya persetujuan fee, apabila ada kelebihan keuntungan maka merupakan milik owner

Management Company Usually Operates the Hotel, pay its expenses and in return receive an agreed upon fee from the owner to developer



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