



РАНХиГС

РОССИЙСКАЯ АКАДЕМИЯ НАРОДНОГО ХОЗЯЙСТВА
И ГОСУДАРСТВЕННОЙ СЛУЖБЫ
ПРИ ПРЕЗИДЕНТЕ РОССИЙСКОЙ ФЕДЕРАЦИИ

HOTEL MANAGEMENT

THE HOSPITALITY INDUSTRY

TRAVEL AND TOURISM INDUSTRY

HOSPITALITY	INDUSTRY			
LODGING OPERATIONS	FOOD AND BEVERAGE OPERATIONS	TRANSPOR TATION SERVICES	RETAIL SHOPS	ACTIVITIES
HOTELS MOTELS RESORTS TIME SHARE	RESTAURANTS CAFE BARS SNACK BARS BANQUETS CATERING VENDING MACHINES	AIRPLANES TRAINS SHIPS BUSES AUTOMOBILES	SHOPPING MALLS GIFT SHOPS SOUVENIR SHOPS MARKETS MISC STORES	RECREATION BUSINESS ENTRTAINMENT MEETINGS SPORTING EVENTS FESTIVALS CULTURAL EVENTS

CLASSIFYING HOTELS

```
graph TD; A[CLASSIFYING HOTELS] --- B[CLASSIFYING BY SIZE]; A --- C[BY TARGET MARKETS]; A --- D[BY LEVEL OF SERVICE]; A --- E[BY OWNERSHIP AND AFFILIATION];
```

CLASSIFYING BY SIZE

BY TARGET MARKETS

BY LEVEL OF SERVICE

BY OWNERSHIP AND AFFILIATION

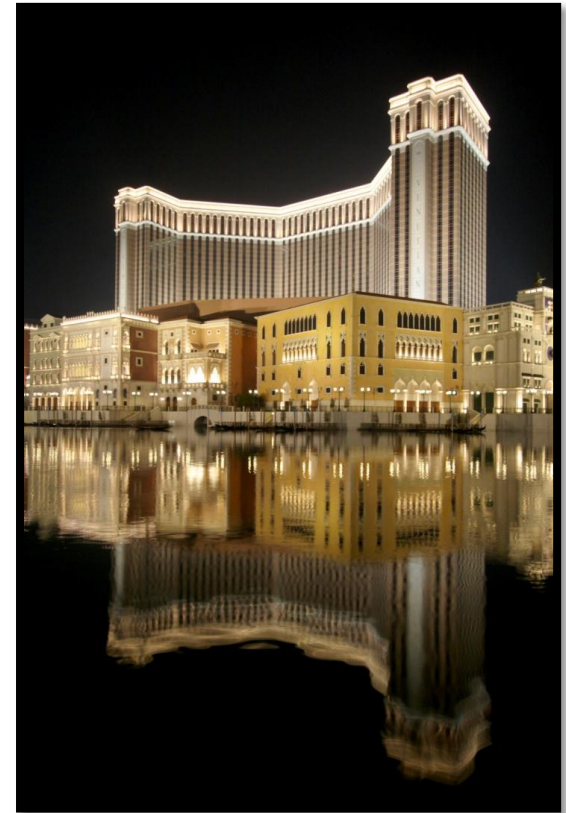
CLASSIFYING BY SIZE

- ☐ UNDER 150 ROOMS
- ☐ 150 TO 299 ROOMS
- ☐ 300 TO 600 ROOMS
- ☐ MORE THAN 600 ROOMS



BY TARGET MARKETS

- ☐ BUSINESS HOTELS
- ☐ RESORT HOTELS
- ☐ AIRPORT HOTELS
- ☐ APART-HOTELS / RESIDENTIAL HOTELS
- ☐ CONFERENCE CENTERS / CONVENTION HOTELS
- ☐ CASINO HOTELS
- ☐ MOTELS
- ☐ TIME SHARE / CONDOMINIUM HOTELS
- ☐ BED AND BREAKFAST (MINI HOTELS)



BY LEVELS OF SERVICE

☐ WORLD - CLASS SERVICE

- TOP LUXURY
- UPPER UPSCALE
- UPSCALE

☐ MID-RANGE SERVICE

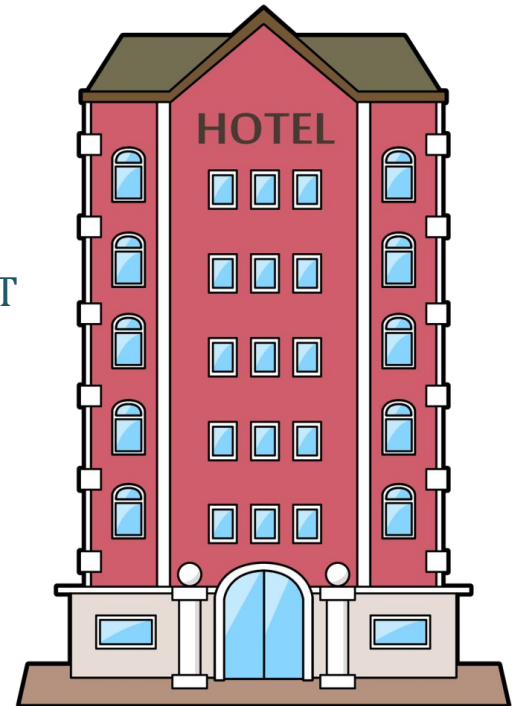
- UPPER MIDSACLE
- MIDSACLE

☐ ECONOMY \ LIMITED



BY OWNERSHIP AND AFFILIATION

- ☐ INDIPENDENT HOTELS
- ☐ CHAIN HOTELS
 - ☐ CHAIN HOTELS / MANAGEMENT CONTRACT
 - ☐ CHAIN HOTELS / FRANCHISE
 - ☐ REFFERAL GROUPS



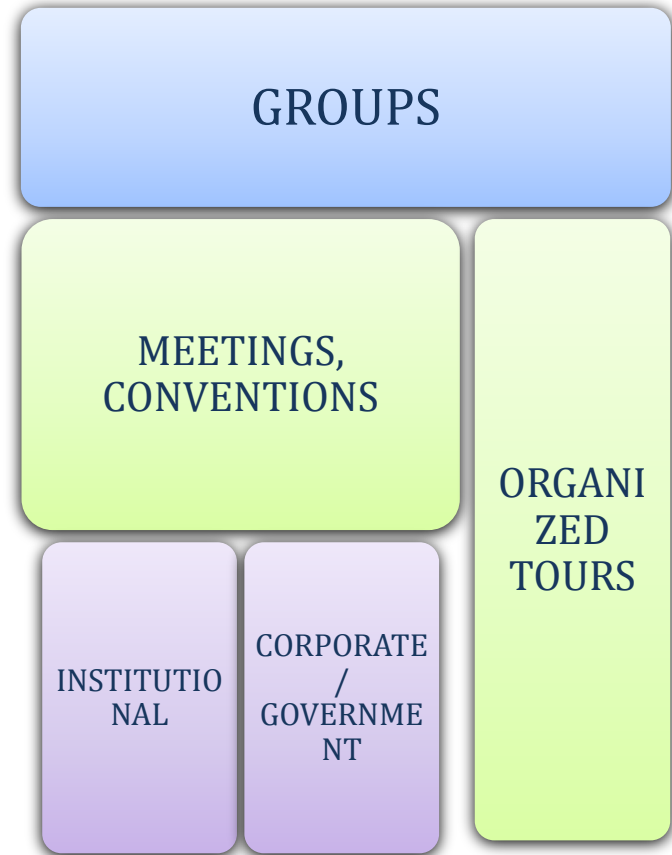
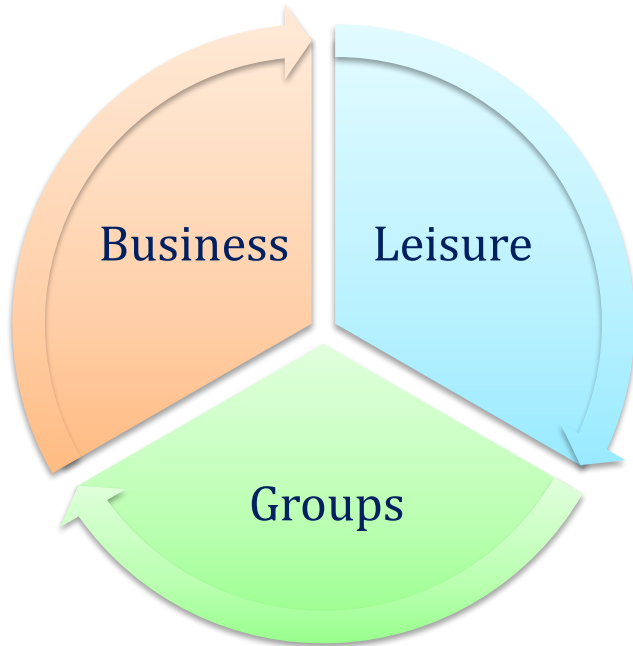
HOTEL BRANDS

/ Report 2016

##	BRAND	ROOMS	OFFICE
1	Marriott International	1,170,367	US
2	Hilton Worldwide	775,866	US
3	InterContinental Hotel Group	749,721	UK
4	Wyndham Worldwide	707,751	US
5	Accor Hotels	524,955	FRA
6	Choice Hotels	509,556	US
7	Jin Jiang International	374,120	CHI
8	Best Western Hotels	302,144	US
9	Carlson Rezidor Hotel Group	174,475	BLG
10	Hyatt Hotels Corporation	170,239	US

HOSPITALITY INDUSTRY

REASONS FOR TRAVEL



HOSPITALITY INDUSTRY - BUYING INFLUENCES

MARKETING

QUALITY CONTROL

LOYALTY PROGRAMS

MULTICULTURAL AWARENESS



