

# Hotel Grading Systems

**Lecture will  
start at 9:30**





## Verification & Grading Hospitality

What is hotel classification?

Verification, Classification & Grading

The UK system & AA

The UK vs. the rest of the world

TripAdvisor – **The Debate!**

Michelin

Forbes

References

# What is hotel classification?

Hotel classification is the ranking of hotels, usually by using stars (or diamonds), with one star denoting basic facilities and standards of comfort and five stars denoting luxury in facilities and services.

The purpose is to inform intending guests in advance on what can be expected in order to reduce the gap between expected and experienced facilities and service delivery.

The terms 'grading', 'rating', 'classification' and 'star rating' are used to refer to the same concept, i.e. to rank hotels by their facilities and standards.



(World Tourism Organization, 2015).

# Generic Hotel Categories

- Hostels
- Budget Hotels
- B and B's
- Boutique Hotels
- Luxury Hotels
- Resort Hotels
- Business Hotels
- Convention Centres



# International Categories

- **Paradors** - in Spain and other Spanish-speaking countries, is luxury hotel, usually located in a converted historic building such as a monastery or castle, or in a modern building with a panoramic view of a historic and monumental city.
- **Gites** - is a specific type of holiday accommodation. holiday home available for rent. are usually fully furnished and equipped for self-catering
- **Fincas** - refers to a piece of rural or agricultural land, typically with a cottage, farmhouse or estate building present, and often adjacent to a woodland or plantation.
- **Condominiums** - often shortened to condo, in the USA and Canada type of living space like an apartment but independently sellable and therefore regarded as real estate.
- **Villas** - A villa is a type of house that was originally an ancient Roman upper-class country house
- **Chalets** - A Swiss chalet is a building or house, Alpine region in Europe. made of wood, with a gently sloping roof set at right angles to the front of the house.



# Verification, Classification and Grading



## Activity 1:

What would you expect to see /  
experience at a 1\*, 2\*, 3\*, 4\* and 5\*  
hotel?

Hospitality and  
Guest Services  
M4X01915

# United Kingdom



- Hotels are rated from one-star to five stars.
- Grading schemes in operation are those **operated by the AA (Automobile Association)** and the national tourist boards: Visit England, Visit Wales, the Scottish Tourist Board and the Northern Ireland Tourist Board.
- The schemes were all 'harmonised' in 2007, to ensure consistency between the schemes.
- This applies to all accommodation types apart from self-catering.
- In addition to the usual black stars (ranging from one (the lowest) to five (the highest), the AA awards **red stars to the highest-rated**, which are deemed 'Inspectors' Choice'.

## Grading



Hospitality and  
Guest Services

M4X01915

The AA have been recognising accommodation since 1908 and first introduced the star rating scheme in 1912, recognising and rewarding establishments for the quality and range of their services and facilities. **In 2006.**

The AA developed **Common Quality Standards** (alongside the main tourist boards) for inspecting and rating accommodation. These standards and rating categories are now applied throughout the British Isles.

Hotel star ratings are only awarded and managed by four national and accredited bodies: The AA (specifically AA Hotel Services which is a division of the Automobile Association), Visit England, Visit Scotland and Visit Wales.

The AA is the British Hospitality Association's patron supplier for quality rating and assessment within the hospitality industry. The AA's star ratings are broken down into categories based on the different types of hotel in Britain.



(Automobile Association Developments Ltd, 2020).

Any establishment operating with the word 'hotel' as part of their business name will be assessed using the AA hotel requirement standards.



The AA standards are identical to those that will be applied by VisitEngland, VisitScotland, VisitWales and Tourism Northern Ireland, for assessing the quality of serviced accommodation in Britain.

The **rating would be the same** whichever organisation carries out your assessment.

If a hotel chooses to be assessed by more than one organisation, each organisation will award them the same star rating.

They will only be eligible for **special AA Awards**, (e.g. AA Hotel of the Year, Rosettes for food etc.) if they have full AA recognition through annual AA inspection.

(Automobile Association Developments Ltd, 2020).

There are five levels of quality ranging from One to Five Stars. To obtain a higher star rating, a progressively **higher quality and range of services and physical facilities** should be provided across all areas with particular emphasis in six key areas:

- Cleanliness
  - Service
  - Food
- Bedrooms
- Bathrooms
- Hospitality



Research indicates **that quality is of key importance** but visitors also expect the **level of services and range of facilities** in hotels to increase at each star rating level.

(Automobile Association Developments Ltd, 2020).

Hospitality and  
Guest Services  
M4X01915

When AA inspectors visit a property, they will evaluate and give a quality score to all aspects of the accommodation and service.

The total of all these scores establishes an overall percentage score for quality. Inspectors will award a score of between 1 and 5 in each specific area.



**1 = acceptable**

**2 = average**

**3 = good**

**4 = very good**

**5 = excellent**

Based on this score, establishments will be given an overall quality rating on a scale of One to Five Stars, based on the chart below:

| ONE STAR | TWO STAR | THREE STAR | FOUR STAR | FIVE STAR |
|----------|----------|------------|-----------|-----------|
| 30–46%   | 47–54%   | 55–69%     | 70–84%    | 85–100%   |

(Automobile Association Developments Ltd, 2020).

All hotels will be positioned in one of the **following descriptive sub-categories**. These have been developed to help consumers understand more clearly the different types of hotels available in Britain.



Hotels in each of these sub-categories need to fulfil all hotel requirements detailed in the standards, with the exception of Metro Hotels where provision of dinner is not a requirement.

|                     |                                                                                                                                                                                                                                |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hotel               | Formal accommodation with full service. Minimum five guest bedrooms but more likely in excess of 20.                                                                                                                           |
| Country House Hotel | A country house hotel with ample grounds or gardens, in a rural or semirural situation with an emphasis on peace and quiet.                                                                                                    |
| Small Hotel         | Smaller hotels with a maximum of 20 bedrooms. They will be personally run by the proprietor and are likely to have limited function business.                                                                                  |
| Town House Hotel    | High quality town/city centre properties of individual and distinctive style with a maximum of 50 rooms. High staff-to-guest ratio. Public areas may be limited. Possibly no dinner served but room service available instead. |
| Metro Hotel         | A town/city hotel providing full hotel services with the exception of dinner. Within easy walking distance of a range of places to eat.                                                                                        |

(Automobile Association Developments Ltd, 2020).

# AA - Assessing guest accommodation



- Guest accommodations are given one of the following designators and assessed against the Common Quality Standards for guest accommodation. Guest accommodation is awarded a rating on a scale of 1 to 5 stars.
- **B&B:** Accommodation provided in a private house by the owner for up to 6 paying guests
- **Guest House:** Accommodation for more than 6 paying guests, with the owner and staff providing more services, eg dinner
- **Farmhouse:** B&B or Guest House accommodation provided on a working farm
- **Inn:** Accommodation provided in a fully licensed establishment. The bar will be open to non-residents and provide food in the evenings
- **Restaurant with Rooms:** A restaurant offering a maximum of 12 bedrooms
- **Guest Accommodation:** Any establishment that meets the minimum entry requirements can choose to use this general category

# AA - Assessing self-catering and serviced accommodation



- This is living accommodation for **fixed term rental for holiday and business purposes**. The normal letting term is 1 week; however shorter and longer periods may be arranged.
- To be appointed by the AA, properties are required to undergo a **quality-based assessment** and must achieve the **minimum entry requirements as detailed in the Common Quality Standards** for self-catering and Common Quality Standards for serviced accommodation.
- Appointed self-catering properties and serviced accommodation are awarded a rating on a scale of 1 to 5 stars.

## Assessing caravan parks, campsites and glamping sites

- Caravan parks, campsites and glamping sites are assessed against the Common Quality Standards for caravan and camping sites and Common Quality Standards for glamping sites.
- Sites are awarded a rating on a scale of 1 to 5 black pennants.
- The AA pennant rating is only based on the touring pitches and the facilities at campsites and caravan parks

# AA Awards

Every year, AA select hotels that significantly exceed expectations within the expectations of the star classification. This is recognised **by two award categories**:



- **Inspector Choice Red Stars** are awarded to hotels that stand out as the very best in the British Isles, regardless of style. The AA's **supreme accolade** for hotels, regardless of size or type of operation. These hotels offer excellent levels of quality throughout, outstanding levels of hospitality and service. Red Stars are awarded on annual basis in September.
- **Highly Recommended Silver Stars** are awarded to hotels that provide superior levels of quality, high standards of hotel keeping in particular hospitality, service and cleanliness and hold an AA Rosette award for the quality of their food.
- **Guest Accommodation Gold & Silver Star Award**
- **AA Breakfast Award** acknowledges hotels who achieve very high scores for the quality and range of their breakfast offering and those who deliver excellent hospitality and service in this key area. Excellence will be evident in the offer of all hot and cold produce, with particular care and accuracy of cooked breakfast combined by high levels of customer care. Breakfast and Dinner awards for guest accommodation, the **eggcup and pie symbols** indicate a very special breakfast or dinner, with an emphasis on **freshly prepared local** ingredients.
- Hotels are also eligible for two food awards, **AA Rosettes** and **AA Breakfast Award**.

# AA Rosette Award

Introduced 1956, was the first **nationwide scheme** for assessing the **quality of food served** in restaurants and hotels.

Since its inception it has become a recognised benchmark for food quality in the hospitality industry.

- **One Rosette** : restaurants achieving standards that stand out in local area, featuring:
  - food prepared with care, understanding and skill
  - good quality ingredients
- **Two Rosettes**: The best local restaurants, which aim for and achieve:
  - higher standards
  - better consistency, greater precision is apparent in the cooking
  - obvious attention to the selection of quality ingredients
- **Three Rosettes** : Outstanding restaurants that achieve standards national recognition well beyond their local area.-The cooking will be underpinned by:
  - the selection and sympathetic treatment of highest quality ingredients
  - timing, seasoning and the judgment of flavour combinations will be consistently excellent, intuitive service and a well-chosen wine list.



# AA Rosette Award

**Four Rosettes:** Among the top restaurants in the UK where the cooking demands **national recognition**.

- These restaurants will exhibit: • intense ambition • a passion for excellence • superb technical skills • remarkable consistency • an appreciation of culinary traditions combined with a passionate desire for further exploration and improvement

**Five Rosettes:** The pinnacle, where the cooking compares with the **best in the world**.

- These restaurants will have: • highly individual voices • exhibit breath taking culinary skills and set the standards to which others aspire to.



<https://www.luxuryrestaurantguide.com/blog/the-full-list-of-aa-rosette-uk-restaurants-for-2020/>

[www.theaa.com/hotel-services/quality-assessment/restaurants](http://www.theaa.com/hotel-services/quality-assessment/restaurants)

# AA Awards

The annual AA Hospitality Awards held in September celebrate and recognise various hotels for their excellence. Various award categories are available as listed below and are either based on inspector recommendation or open to nominations from hotel scheme members. The awards are ratified by an external awards panel which meet twice a year as part of the process. Awards include:

- Hotel of the Year
- Eco Hotel of the Year
- Wine Award of the Year
- Food Service Award
- Housekeeper of the Year
- Customer Choice Award

More details can be found at [www.theaa.com/hospitality-awards](http://www.theaa.com/hospitality-awards)

(Automobile Association Developments Ltd, 2020).

# Hospitality Awards



# AA Inspections

- Simon Numphud, head of hotel services at the AA, says the system guarantees balanced and unbiased reviews.
- "Website ratings are based on personal opinion and individual guest experience, whereas AA inspections are carried out using a set of quality standards by a highly experienced inspector," he says.

# Brief Summary of UK system

## ★ ONE STAR

- |                                                                                                                                           |                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  At least 5 bedrooms with en-suite or private facilities |  Clearly defined reception area                                            |
|  Open 7 days a week                                      |  Restaurant serving breakfast 7 days a week & evening meals 5 days a week |
|  Guests have access at all times                         |  Licensed bar                                                             |

## ★★ TWO STARS

*All of the above, plus...*

-  Higher standards of cleanliness, hospitality & maintenance

## ★★★ THREE STARS

*All of the above, plus...*

- |                                                                                                                                                    |                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
|  Access without a key 7am - 11pm, & with a key at all other times |  All bedrooms en-suite     |
|  Dinner served 6 evenings a week, snacks on the 7th               |  Internal telephone system |
|  Room service for drinks & snacks during daytime & evening        |  Wi-fi in public areas     |

## ★★★★ FOUR STARS

*All of the above, plus...*

- |                                                                                                                                                                             |                                                                                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  24-hour room service with full breakfast and dinner                                       |  24-hour access facilitated by on-duty staff                                       |
|  Restaurant open to residents & non-residents for breakfast & dinner every day of the week |  En-suite bathrooms with thermostatic showers                                      |
|  Higher staffing levels                                                                    |  Enhanced services such as afternoon tea, luggage assistance or meals at lunchtime |
|  Wi-fi in bedrooms                                                                        |                                                                                                                                                                      |

## ★★★★★ FIVE STARS

*All of the above, plus...*

- |                                                                                                                                                                                       |                                                                                                                                              |                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
|  Open all year round                                                                               |  Enhanced services such as valet parking, concierge & es |  Bedroom   |
|  Proactive service & customer care                                                                 |  Restaurant open every                                   |  All meals |
|  Multilingual receptionists                                                                        |  Baths in at least 80% of bathrooms                      |                                                                                                 |
|  Additional facilities such as a second dining area, business centre, spa & permanent luxury suite |                                                                                                                                              |                                                                                                 |

**Which?**



(Which? Travel, 2020).

# UK vs. other systems



Despite claiming to be an umbrella system across Europe, there are some notable absentees. France has its own ratings criteria based on the size of the hotel's rooms and reception areas: double bedrooms, for instance, must be a minimum of nine square metres for a one-star hotel and 24 square metres for a five-star room. The rules for Spanish hotel rooms are also linked to room sizes, but you get more space with a one-star double room in Spain than you do in France, with the smallest permitted size being 12 square metres. The Italian scheme also varies considerably from the UK's: one-star hotels need only have one bathroom for every three bedrooms, while breakfast isn't required for hotels that are just one or two-star rated.



In the US, roughly 32,000 of the country's 50,000 hotels are ranked using a system of diamonds, instead of stars, distributed by the American Automobile Association. No shortage of superlatives is to be found in the gradings' slightly vague criteria: five-diamond hotels must offer their guests the 'ultimate luxury', and 'meticulous personalised service', while also bearing 'extraordinary physical attributes'.

(Which? Travel, 2020).

# Australia



| Star Rating | Overview of Criteria according to Star Ratings Australia                                                                                                                                                                                 |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ★★★★        | Properties that luxury across all areas of operation. Guests enjoy an extensive range of facilities and comprehensive or highly <u>personalised services</u> . Properties will display excellent design quality and attention to detail. |
| ★★★★        | Achieve a <u>deluxe guest experience</u> . A wide range of facilities and superior design qualities ,service standards that reflect the varied and discerning needs of the guest.                                                        |
| ★★★         | Deliver a broad range of amenities that <b>exceed above-average accommodation</b> needs. Good quality service, design and physical attributes are typically fit for purpose to match guest expectations.                                 |
| ★★          | Focus on the <b>needs of price conscious travellers</b> . Services and guest facilities are typically limited to keep room rates affordable and competitive                                                                              |
| ★ ☆         | Properties that offer budget facilities without compromising cleanliness or guest security. Guests may access fee-based services or facilities upon request.                                                                             |
|             | modest in the quality and condition of guest facilities.                                                                                                                                                                                 |

# AMERICAN AAA Diamond Ratings



- Known as : American Automobile Association / Canadian Automobile Association, -AAA or CAA
- Establishments that demonstrate the basic requirements of cleanliness, comfort and hospitality during an unannounced inspection are designated as AAA/CAA Approved
- For approved establishments inspectors assign a rating of One to Five Diamonds based on the extensiveness of **services, facilities and amenities typical of each rating level**, indicating the type of experience to expect.



# Hotels – Diamond Ratings

**1 Diamond** - Budget-oriented, essential no-frills accommodations with basic comfort and hospitality.

**2 Diamonds**- Affordable, modestly enhanced physical attributes, design and amenities.

**3 Diamonds**- Multifaceted accommodations with distinguished style, physical attributes, amenities and guest comforts.

**4 Diamonds** - Refined and stylish with upscale physical attributes that reflect enhanced quality throughout. Fundamental hallmarks include extensive amenities and a high degree of hospitality, service and attention to detail.

**5 Diamonds** - The ultimate in luxury and sophistication. Extraordinary physical attributes, meticulous personalized service, extensive amenities and impeccable standards of excellence.



# Restaurants



- AAA Diamond ratings for restaurants represent a combination of the overall food, service, décor and ambiance offered by the establishment.

# Restaurants Diamond Ratings

**1 Diamond** - . Simple, familiar food at an economical price. Limited service, often self-service, and basic surroundings

**2 Diamond** - Enhanced food presentation, common garnishes and dishes, a wide selection of familiar or home-style foods. Relaxed service, often family oriented

**3 Diamond** - Skilfully prepared menu, interprets latest trends or a mastering of traditional cuisine with expanded drinks. Professional management, efficient service, well coordinated décor and adult orientated

**4 Diamond** - Distinctive fine-dining. Often a highly creative executive chef, imaginative presentations and market-fresh ingredients. Wine steward often available. Upscale ambiance. Typically expensive

**5 Diamonds** - Renowned, world-class experience. Cutting edge menus, unique food preparation by highly acclaimed chefs. Maître d' leads unobtrusive expert service staff

Since 2009, hotels in **17 European countries** have adopted a harmonised ratings system called **Hotelstars**.

These standards broadly mirror the British system, with some differences.

For example, **three-star hotels** are required to provide sewing and shoe polishing kits, laundry and ironing

**four-star hotels** need to furnish their guests with a 'bath robe and slippers

**five stars, hotels** should offer personal care products in individual bottles, and a personalised greeting for each guest, with fresh flowers or a gift in the room.

## STRATEGIC PARTNERSHIP FOR HOTEL CLASSIFICATION IN EUROPE

### 17 MEMBERS & 8 OBSERVERS

#### ■ Full Members:

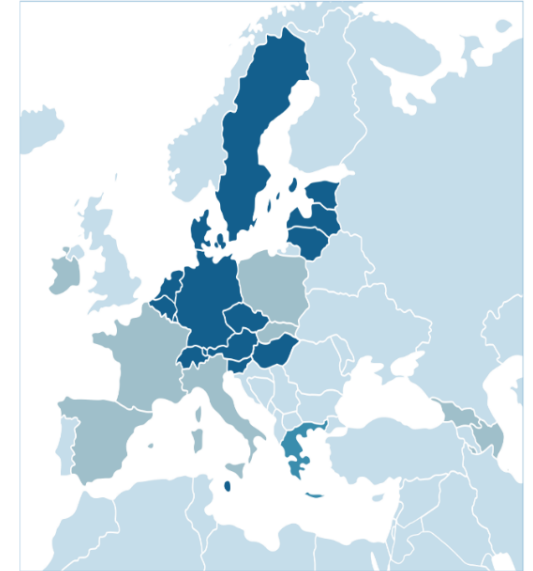
Austria, Belgium, Czech Republic, Denmark, Estonia, Germany, Hungary, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Slovenia, Sweden, Switzerland

#### ■ Associated Member:

Greece

#### ■ Observers:

Azerbaijan, France, Georgia, Ireland, Italy, Poland, Slovakia, Spain



(Hotelstars Union, 2015).

[Lets look at these links –](#)

<https://www.hotelstars.eu>

<https://www.hotelstars.eu/belgium/criteria/>

# More than five stars?

- Advertised as 7-star hotels. The **Burj Al Arab Hotel** in Dubai with a butler for every room – this the first hotel being widely described as a “**seven-star**” property, originates from an unnamed British journalist on a press trip.
- Similarly the Emirates Palace Hotel in Abu Dhabi (open since 2005) is sometimes described as **seven star** as well, but the hotel uses only a **five-star rating**.
- The Galleria in Milan, Italy was opened in 2007 and it claims **to have a seven-star certificate** from SGS Italy2008. the SGS Italy (not the official tourism agency) only has five stars in the general hotel stars categorization.
- No traditional organization or formal body awards or **recognizes any rating over five-star deluxe**



# Forbes



## Five Star Experiences: The Best of the Best

# Michelin Stars

- Highly converted accolade
- The Michelin Guide started early 1900s as a European car and road trip guide – no advertising/fees
- 2006 covered spread to cover NY and now US, HK and Japan
- Anonymous visits and perceived integrity
- Annual Publication - Speculation
- Influential
- Rates top restaurants and world chefs
- Ratings system of one to three stars
- Considered one of the highest levels of achievement a chef can attain



# Michelin Star System



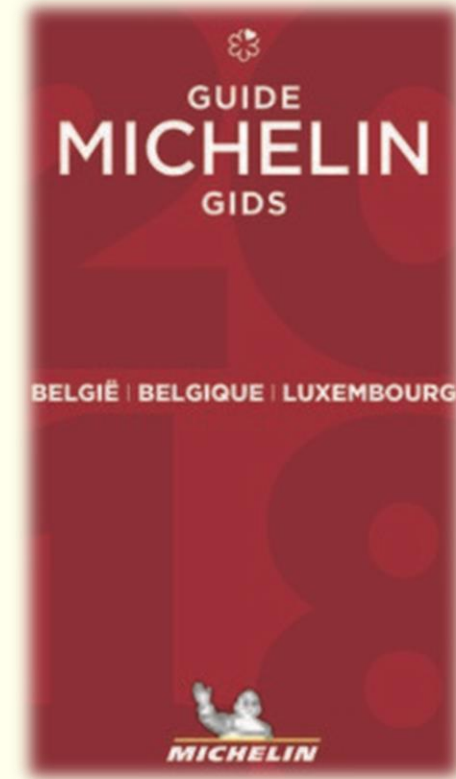
- Precise definitions, inspections and assessments are a closely guarded secret
- 1 star – Very good cooking in it's category
- Two Star – Excellent cooking worth a detour
- Three Stars – Exceptional cuisine, worthy of a special journey
- Bib Gourmand – Good cooking at moderate prices
- Esprit – Rising Star launched in 2005 (2-year status before promotion or non recognition)

# Michelin Star Guide

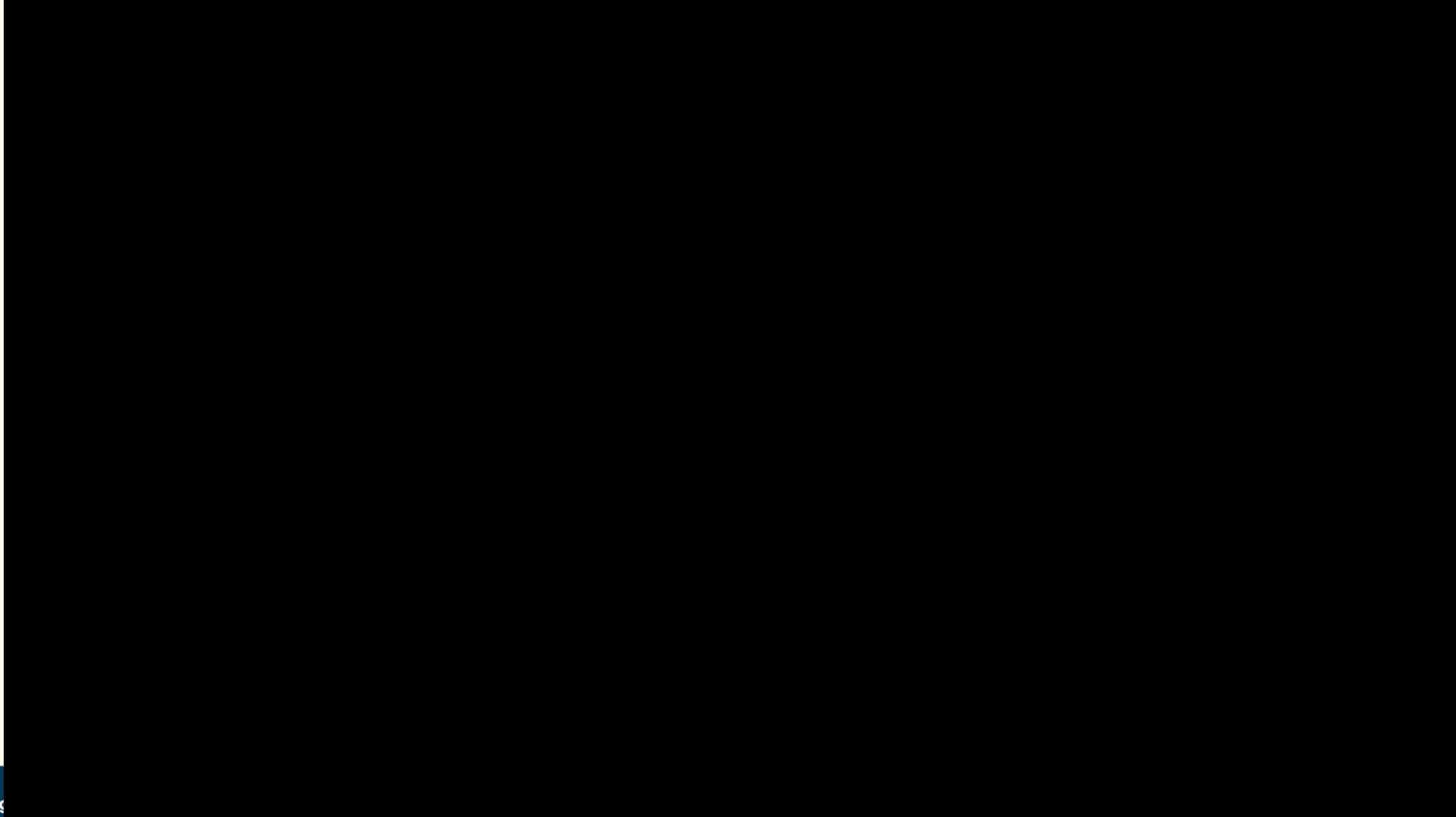


# Impact

- 3 Star Chef High Exposure and visibility creating fame and wealth
- **A three star rating** is a testament to a chef's talent for food preparation and creativity as well as the business skills needed to run a successful operation
- Michelin stars will impact on the business's success
- Losing Stars may = losing business



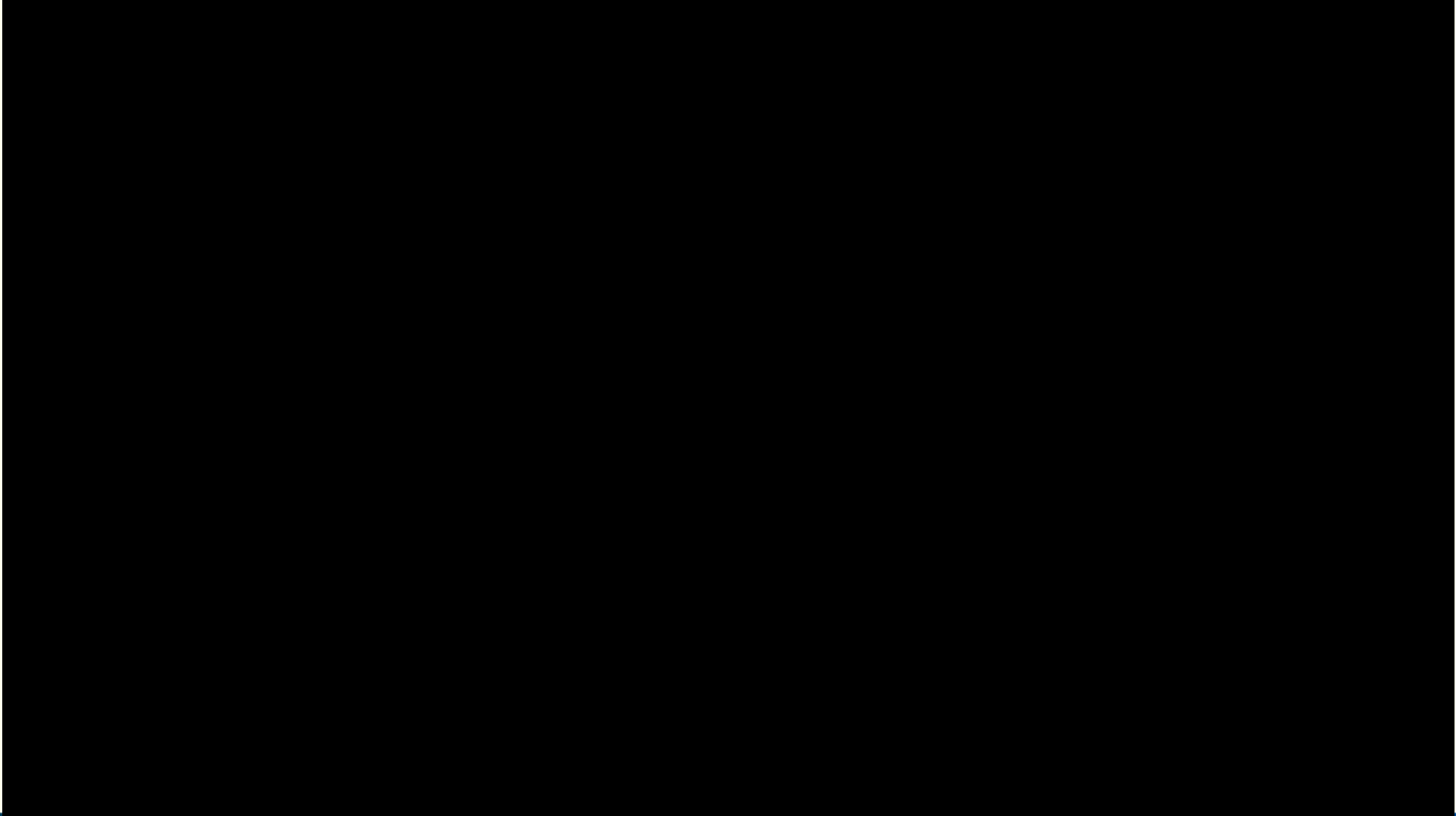
# Forbes Travel Guide Global Star Rating Awards



# Forbes Travel Reviews

- Established 1958 in USA
- Traditional Mobil Grading
- Team of incognito inspectors and editors
- Forbes Guide
- Worldwide Excellence travel Guide
- Hotels, Restaurants and Spa's
- Soon to be rates categories
- Editors Picks
- Operational and management raining and independent investigations

# Forbes



**Prifysgol Cymru**  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David

Trawsnewid Addysg, Trawsnewid Bywydau  
Transforming Education, Transforming Lives

## Top-notch room service

A Forbes Travel Guide Five-Star hotel pampers you during **room service**. Did the order taker think about all aspects of your meal? Was the food beautifully presented, original and thoughtfully plated? Were there any elements of luxury, such as fresh flowers, a glass of wine poured in the room, petit fours as a gift from the chef? Was the server personable and did he try to create a mini-restaurant in your room?

## Beautiful beds

There's nothing like a great hotel bed. So, what makes a **Forbes Travel Guide Five-Star bed**? The mattress must be of exceptional quality, the linens have to be soft and comfortable, the pillows full and plump and thoughtfully placed on the bed. There also should be **decorative elements** that make the presentation interesting. Is there a **unique pattern** on the duvet? Are there throw blankets, bolsters or decorative pillows that add a sense of place?

## Distinctive drinks

At a **Forbes Travel Guide Five-Star bar or lounge**, you should not only be able to order a cocktail, but also **learn how the property wants you to experience** its libation. Could a simple gin and tonic come with modified club service, ice cubes with juniper berries frozen inside, house made tonic water or tonic water that has been specially picked for the type of gin you've ordered because it's the **perfect balance of quinine to the botanicals in the spirit**?

(Kester, 2019).

## Supreme service

A **staff member of a Forbes Travel Guide Five-Star hotel** not only has to be extremely professional, but also demonstrate intuitive, thoughtful and **anticipatory service**. Does the staff seem to magically know what you want, even before you ask it? Is the bellman aware you're there for a work trip, and offer pressing and **shoeshine service** so you look sharp before a meeting? Does the concierge not only provide dinner reservations and driving directions, but **call ahead** to ensure you get the restaurant's best table?

## Memorable meals

It's not enough for the food at a Forbes Travel Guide Five-Star restaurant to be perfectly balanced in flavour and painstakingly plated. Along with numerous aspects of execution, **it also has to be memorable**. Inspectors think about their meal a few days after they've dined — can they easily recall a dish because it stands out as **unique, remarkable** and something that they'd have to go to that specific restaurant to get?

## Thoughtful turndown

At a Forbes Travel Guide Five-Star hotel, expect thoughtful **turndown service**. Is there a sense of magic that the room has changed from day into evening? At a Five-Star property, there's something very special about returning to the room — and forget the chocolate on the pillow (unless it's a house made bonbon in your favourite flavour). Instead, you'll get **freshly baked chocolate chip cookies and a pitcher of milk, bedtime stories, eye masks and lavender mists**.

(Kester, 2019).

## Helpful housekeeping

At a Forbes Travel Guide Five-Star hotel, it's expected that your room would be beautifully designed and appointed, as well as exceptionally clean. But housekeeping isn't about simply cleaning — it's about restoring the space to its original condition with the guest's items in it. But how are those items handled? Did the housekeeper see your sunglasses and provide a hotel-logoed microfiber cloth? Did she notice you're a fan of gummy bears and leave a gratis bag? Are cell phone and laptop chargers nicely coiled, and perhaps secured with a ribbon?

## Exceeding expectations

At a Forbes Travel Guide Five-Star hotel, it's all about going above and beyond a guest's expectations. Great lengths are taken to record your preferences to create a seamless experience. Have the housekeepers noted you like your accommodations at 68 degrees, and every time you check in your room has been set to that temperature? Did they remember your nut allergy and proactively remove those items from the mini-bar? Do they know your favorite football team and remind you what time and channel the game will be playing?

(Kester, 2019).

# Forbes Recommended

- Well-appointed hotels, enhanced amenities and design that provide a **strong sense of location**, whether through style or function.
  - May have a **distinguishing design and ambience**, or may be more focused on functionality, providing easy access to local hot spots.
  - Forbes Travel Guide Star Rated Hotels, Restaurants & Spas is the **only independent**, global rating system for luxury hotels, restaurants and spas.
  - Verify luxury. Highly trained inspectors visit every property we rate, evaluating based on up to 900 objective criteria.
- 
- <https://10mosttoday.com/most-luxurious-hotels/>



# Global rating system?

- “A unified global rating system has been proposed by the World Hotel Project” – [Do hotel star ratings mean anything anymore? \(CNN\)](#)
- “The World Hotel Rating project seeks to standardize hotel ratings throughout the world, adding international criteria and standards. It’s an exciting idea; if successful the program would be very useful to travelers.” – [Understanding Hotel Star And Diamond Ratings \(Fox News\)](#)
- “World Hotel Rating System proposed a worldwide standard for rating properties” – [What do hotel star ratings really mean? Not much \(USA Today\)](#)

(World Hotel Rating, 2020)

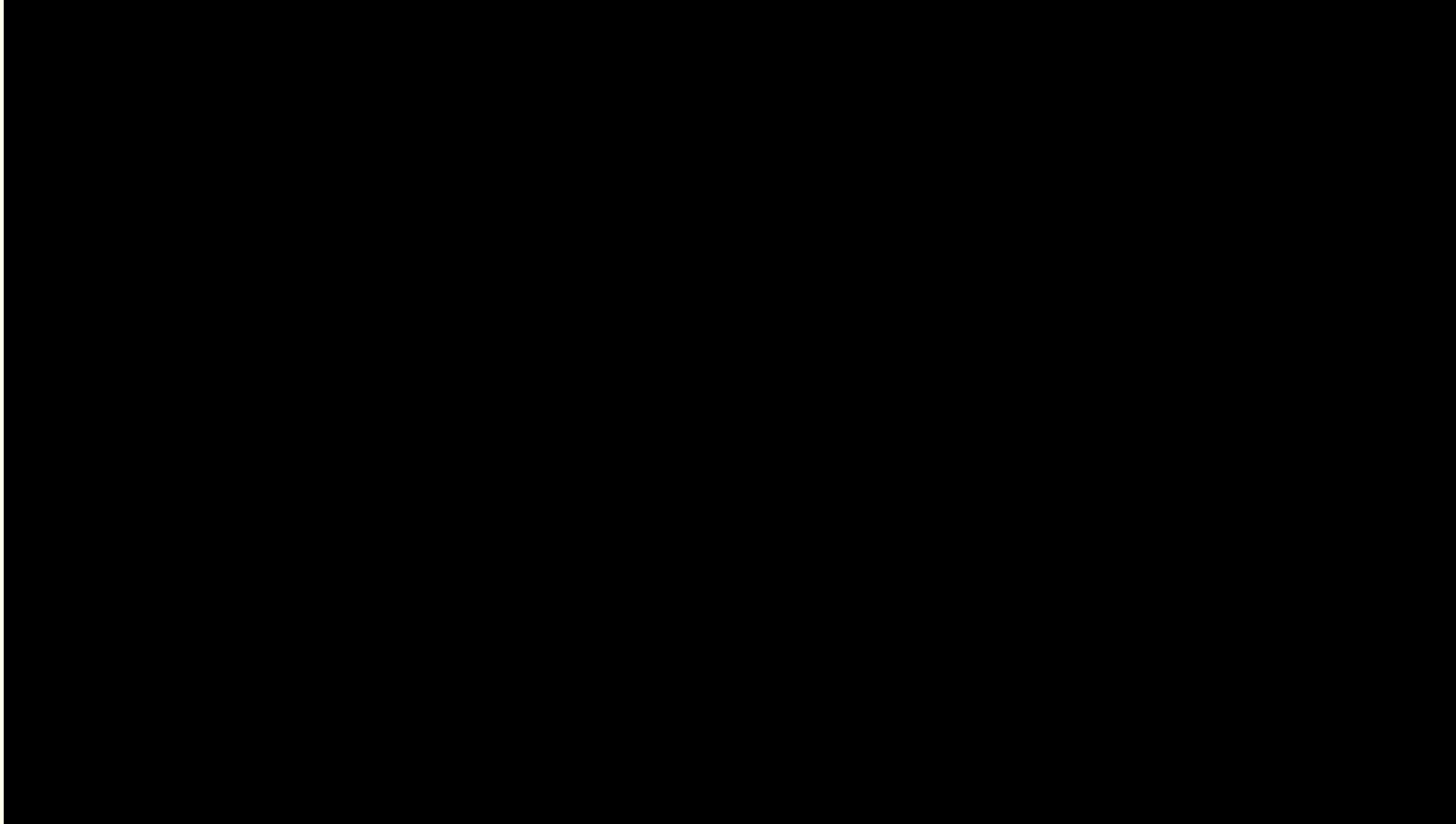


**The BIG Debate!**

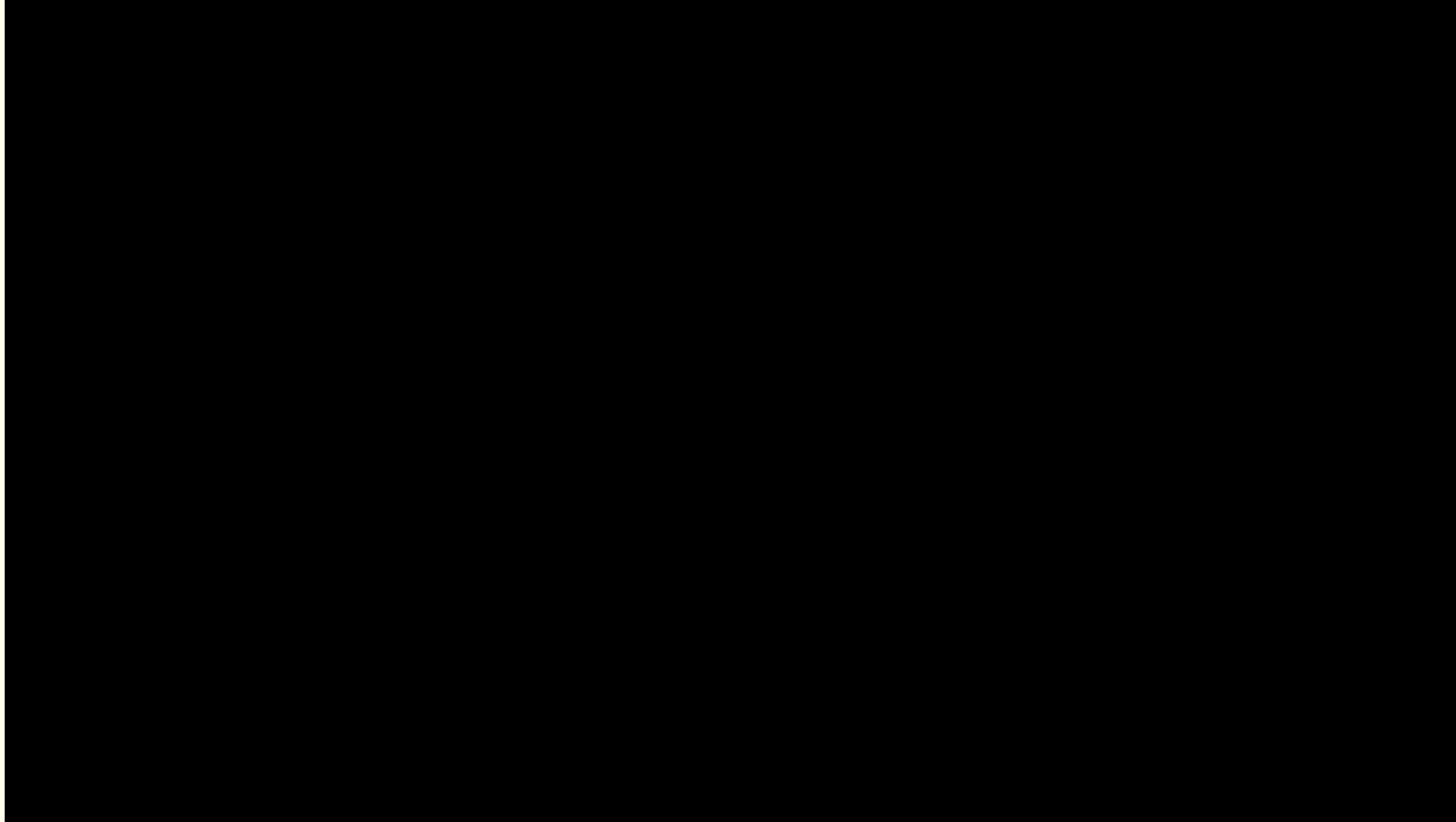
# Tripadvisor®

**Is it a positive or negative platform for  
the hospitality industry?**

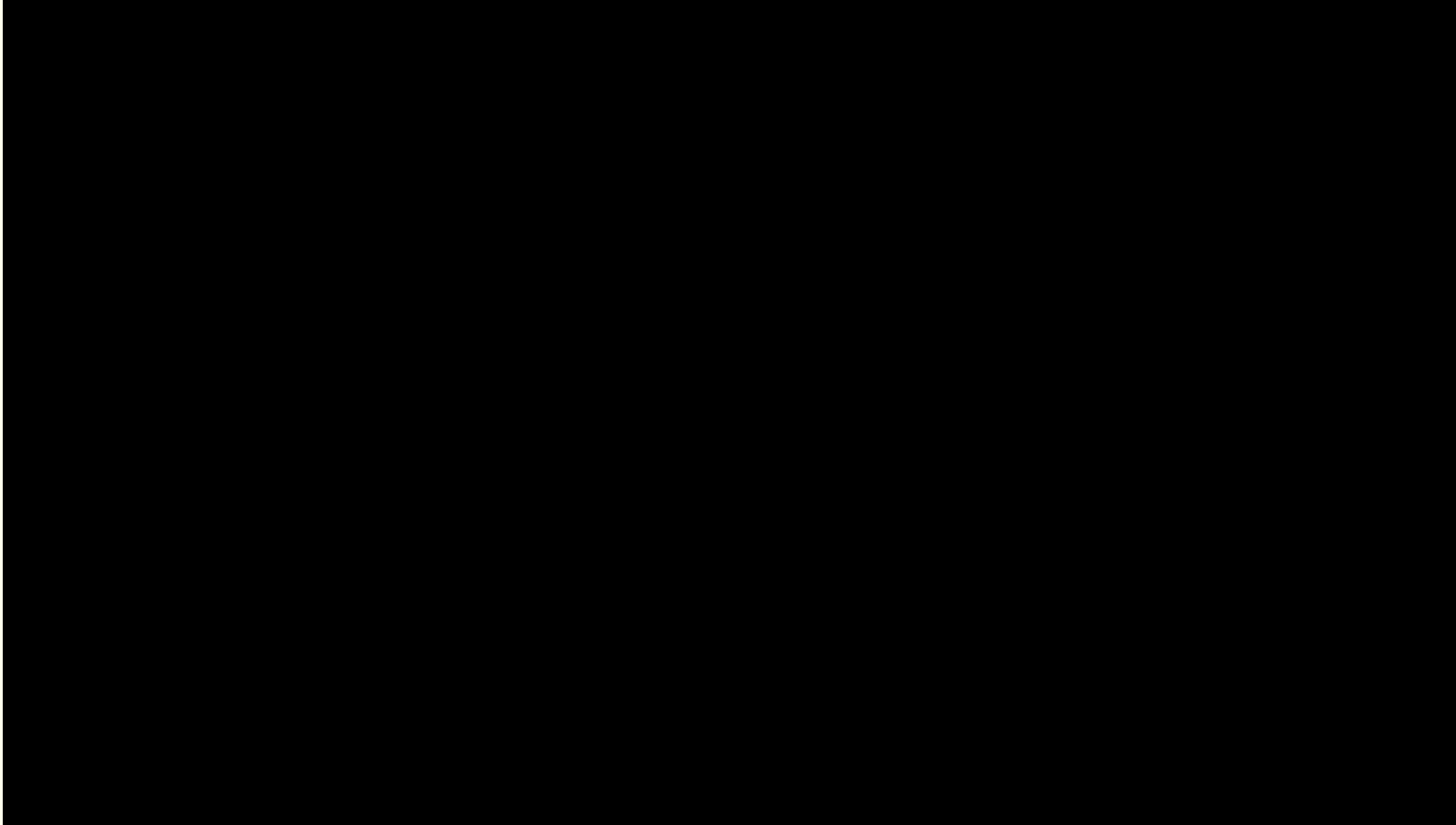
# TripAdvisor and its impact on hotel industry



## Which? - TripAdvisor and fake reviews



# Good Morning Britain – Number 1 in London?





**How many of you look at reviews  
before travelling?  
What do you look for?**

Automobile Association Developments Ltd (2020). *Ratings and awards – stars, rosettes and pennants*. [online] Theaa.com. Available at: <https://www.theaa.com/hotel-services/ratings-and-awards> [Accessed 11 Feb. 2020].

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