

School of Hospitality

Course Code :BSCH3003

Course Name: Front Office Management

Hotel based on market segmentation



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Name of the Faculty: Jyoti

Program Name: BSChm/BHM

Hotels based on Market Segmentation

- *Commercial hotels*
- *Leisure Hotels*
- *Airport hotels*
- *All-suite hotels*
- *Extended stay*
- *Residential*
- *B&B /Motels*
- *Casino Hotels*
- *Convention Hotels / Centers*

IHG Segments



Market segment	The Group's brands	Description	Customer segment
Luxury	—	Hotels with the highest level of amenities, often boutiques or small chains with top-class facilities and services and very high room rates.	A mix of business and leisure, dependent on location, often with a high proportion of international guests.
Upper Upscale	InterContinental	Well-appointed hotels with full, high-quality, amenities including spacious rooms and bathrooms. High room rates. Usually located in prime city-centre locations in major cities or in resorts.	Predominantly business often with a high proportion of international guests.

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Market segment	The Group's brands	Description	Customer segment
Upscale	Crowne Plaza Staybridge Suites Hotel Indigo	High-quality, mostly full-service hotels with moderate to high room rates. Less luxurious than upper upscale and sometimes lacking some of the facilities such as a concierge.	Predominantly business in urban locations but also appealing to the leisure guest; less international than upper upscale but can still have a significant international guest base.
Midscale (full service)	Holiday Inn Holiday Inn Select Holiday Inn SunSpree	Full service but with fewer amenities than upscale. Comparatively lower room rates than upscale	Predominantly domestic guests, both business and leisure.

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Market segment	The Group's brands	Description	Customer segment
Midscale (limited service)	Express by Holiday Inn (in EMEA and Asia Pacific) Holiday Inn Express (in the Americas) Candlewood Suites	Reduced food and beverage, bar and meeting facilities but similar quality room product to full service midscale. Broadly comparable room rates with midscale (full service).	Predominantly domestic guests, both business and leisure.
Economy/ Budget	—	Cheapest most basic hotels with limited facilities	Predominantly domestic guests.

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References

- **Hotel Front Office – R. Jatashankar Tewari – Oxford Publication—
Core Textbook, Students & Faculty to follow this book.**
- Hotel Front Office – A Training Manual By Sudhir Andrews – Tata McGraw Hill
- Managing front office Operations by Michale L Kasavana (AHLEI - Books)
- Front Office Operations and Management by Ismail Ahmed (Cengage Earning)
- Text book of front office operations and Management by Sudhir Andrews (Tata McGraw Hill)



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