

## CATEGORY - 02 -A- TOURIST ACCOMMODATION -TOURIST HOTELS - CLASSIFIED

### A) a-1) Five Star (city)

This category is opened to the hotels in Colombo city and officially classified as 5 star hotels and registered with SLTDA. The focus on both the facilities and services that enhance the tourism experience.

#### Q1. PRODUCT (20 Points)

- Provide a general overview of the hotel with a background of the hotel company.
- Describe the range of accommodation with the respective tariffs you offer.
- What special features distinguish these room types? Please break it up into-room design, special services, etc ?
- What services and/or facilities do you offer to enhance the experience of your guests?
- What facilities do you offer for differently able guests?
- What facilities & equipment /safety measures you have for your guest & staff ?
- Do you offer anything in the rooms to bring more awareness of Sri Lanka and tourism attractions, products and services?
- What do you offer in F & B outlets to promote awareness of local culture , cuisine and taste?

#### Q2. BUSINESS PLANS ( 15 Points)

- Describe the key features of your business plan in 150 words for each of the following.
  - Goals
  - Strategies
- What was your proposed budget for the year under review 2017 / 2018 ?  
In SLRs.

	Budget 2017/2018	Actual achieved for 2017/2018
Room revenue		
F&B revenue		
Other revenue		
Total revenue		

Total rooms available for sale in your establishment		
Total room nights budgeted for the year		
Budgeted occupancy %		

- What is your positioning statement?
- What are the key USP's for your product which gives you a competitive advantage?
- Give the broad strategies adopted to achieve the revenue targets for the year.
- Average room rate (Average daily rate) charged for the year under review and the previous year.
- Risk mitigation strategies - give five main risk mitigation strategies you have put in place.
- How do practice TQM (Total Quality Management)?

## TIPS

### Part (a)

Explain what you were trying to achieve i.e. your business vision, how you went about it and the related outcomes.

### Part (b)

Would benefit from the inclusion of graphs illustrating. income and expenditure and/or net profit/loss for the qualifying period. This could be presented as a percentage or rupee value.

### Part (c)

Risk management relates to all parts of your business including risk to the residents visiting public, specific business related risk and Occupational Health and Safety. Consider using a practical example or detail an incident and outcome to prove how your risk management strategy works. Also consider displaying information in a matrix form and identifying levels of risk.

## Q3. MARKETING ( 15 Points )

- a) Identify your key target markets, country wise.
- b) Describe the marketing strategies used to attract the above markets in terms of price, product etc.
- c) What is the segment mix of your product? You are expected to state the % contribution from the following segments
  - Leisure
  - Corporate
  - Foreign residents
  - MICE
  - Groups
  - Crew
  - FIT
  - Locals

(Please take the total at 100% and work on the percentage contribution for each segment)
- d) Provide how potential visitors are informed with accurate information of what your product offers and the experience to be expected.  
(please submit collaterals such as brochures, flyers, CD's) etc.
- e) Specify all marketing initiatives done such as sales, adverting, public relations etc. where appropriate. Please ensure that your objective is demonstrated through a clear plan.
- f) Specify new markets targeted for the year under review you need to submit the total room nights received from this market.
- g) Describe your strategies of targeting business directly to the hotel by using electronic media. Including your commitment to use technology (internet) to target this segment of the market.
- h) Are you a branded product? If yes, please define your brand promise and how you access brand recall.

## Q4. CUSTOMER SERVICE AND PROFESSIONAL DEVELOPMENT (30 Points)

- a) Explain how you achieve and maintain quality customer service throughout your organization.
- b) How do you identify and provide for the differently abled people ?
- c) State the number of employees and explain how do you identify and determine professional



development needs.

- d) Describe the range of training/skill development programs undertaken.
- e) What are the Standard operating procedures (SOP) for Staff, multi skilled training, service & quality?
- f) How do you ensure the retention of trained staff ?
- g) Explain the customer and employee satisfaction assurance – process.

**Q5. SUSTAINABILITY AND INNOVATION (20 Points)**

- a) Describe and demonstrate your commitment to environmental sustainability.
- b) Describe how your business benefits and respects the local community values and culture.
- c) Describe any innovations that have taken place during the qualifying period to improve your business and the specific benefits achieved.
- d) Please submit any certification or accreditation you have on environmental sustainability.
- e) Provide with proof names of any local or international organizations you are engaged with on sustainable tourism.
- f) Briefly explain CSR projects undertaken in the year in review.

**TIPS**

Part (a)

This could include energy and water conservation, building design and location, waste management, recycling, tree planting, engaging environmentally sensitive procedures and accreditation programs.

Part (b)

Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents, partnerships with community-based organizations etc.

The use of local products and services could include food and beverage suppliers, service providers, trades people, and local building material. If local products and services are not available, briefly explain.

Total score: 100 points.