



HOTEL PLANNING AND DEVELOPMENT (PJA)

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GROUP ASSIGNMENT

Hotel Development Planning for XYZ Hotel





LESSON PLAN




Chapter I: Feasibility Study

- Defining Concept and Project Objectives
- Target market (market needs, competitor, potential market and defining target market)
- Marketing Overview (4P + distribution channel)

Chapter II: Hotel Description

- Type and Classification of Hotel
- Location
- Facilities (Building Design and Layout)
- Eco friendly – Low emission ?
- Services (type of service, market needs, service orientation, human resources planning)

Chapter III: Maintenance of Facilities

- Plumbing
- Electrical
- Gas
- Communication
- Security
- Garbage
- Sewage

Chapter IV: Development Plan

- Organizational Framework
- Project Impacts (Economic, Social and Environmental aspects)
- Investment Concerns (Capital investment, ROI, financial source)

Chapter V: Summary

Assessment

- ✓ Weekly assignments
- ✓ Group presentation (2-3 presentation per week)
- ✓ Mid exam -> interview
- ✓ Final exam -> mini hotel proposal



Assessment Criteria

- ✓ Attendance rate, discipline 15%
- ✓ Weekly assignments (paper) 15%
- ✓ Group presentation 20%
- ✓ Mid exam -> interview 25%
- ✓ Final exam -> mini hotel proposal 25%

THE CONCEPT OF ACCOMMODATION

- Resorts (beach, village, marina)
- Convention Hotels
- Condominiums
- Residentials
- All-suite Hotels
- Boutique Hotel
- Exclusive Villa

YES

LOCATION



Defining Project Objectives

1. **Market** (individu, group, business, holiday, family, special interest)
2. **Classification** (star, non star, luxurious, moderate, economy)
3. **Size** (number of rooms, unit, room size)
4. **Location** (beach, cliff, river, lake, village, city, airport)
5. **Facilities** (according to the target market and classification)
6. **Service style** (butler, customer oriented, personalize)
7. **Design** (traditional, modern, contemporer, classic, combination, low or high rise)
8. **Operating Characteristics** (self manage, chains, franchise, management contract)
9. **Financing** (self finance, from buyers)
10. **Environmental Friendly** (conservation on flora and fauna)
11. **Community Involvement** (place to work, economic of scale, social and cultural preservation)

(Adapted from E.A. Kazarian: Food Service Facilities Planning)
