

Chapter 6 Outline

- The Development Team
 - The Developer
 - The Hotel Operator and Other Consultants
- The Five Phases of Hotel Development
- Where to Develop
 - Business Environment Analysis
 - Market Potential
 - Forecasting Sales
 - Profitability Versus Risk
- Infrastructure Requirements
 - Water
 - Power
 - Communication
 - Sewage and Drainage
 - Transportation
 - Health-Care Provisions
 - Labor Force
 - Security
- Working with an Established Tourism Master Plan
- Identifying a Specific Site
 - Land Availability
 - Zoning
- The Preliminary Site and Building Analysis
- Market Feasibility Study
 - Information Gathering
- The Approval Process
 - Environmental Impact Statements
 - Impact Fee Assessments
 - Working with Local Interests
- Design Considerations
 - Architectural Themes
 - Design Trends
 - Physical Surroundings
 - Urban Design
 - Older Structures
- Design and Construction in a Cross-Cultural Environment
 - Understanding Foreign Business Practices
- Building Requirements
 - Regulatory Control
 - Fire Safety
 - Security
 - Hygiene
 - Electricity and Gas
- Global Initiatives for Sustainable Development

Competencies

1. Identify the roles and responsibilities of the development team and explain why local representation and expertise is often critically important. (pp. 183–185)
2. Describe the five phases of hotel development, and list the four-step process used to determine where to develop an international hotel. (pp. 185–189)
3. Identify the infrastructure and labor concerns that developers of international hotels often must address and the various ways in which they may address them, and describe the typical content and purpose of a country's tourism master plan. (pp. 189–194)
4. Explain how land availability and different countries' land use and ownership rights affect the selection of specific sites. (pp. 194–199)
5. Describe the functions of, and list the information that should be gathered for, preliminary site and building analyses and market feasibility studies, and identify possible sources of market information. (pp. 199–202)
6. Describe the impact that the approval process, environmental impact statements, impact fee assessments, and the need to work with local interests can have on the development of a hotel project. (pp. 203–204)
7. Define and describe the many design considerations that must be dealt with when developing an international hotel, and outline the potential problems associated with building a hotel in a cross-cultural environment. (pp. 204–208)
8. List and describe the types of building requirements likely to be imposed on the developer of an international hotel. (pp. 208–211)
9. Define "sustainable development" and describe organizations and global initiatives that are advancing "green" issues affecting international hotel projects. (pp. 211–213)