

# Study on Survey and Coverion Methodology of World Hotel Classification Systems

(世界のホテル分類システムの調査とそれらの相互変換に関する研究)

## 学位論文内容の要旨

The tourism and hospitality industry is one of the largest and fastest growing industries in the world. The expanding field of international travel requires appropriate knowledge and information and communication technology (ICT) resources. ICT forming a global network is having a profound influence on the tourism industry by managing the experience and processing the information and creating quality tourism. Raising awareness of this relationship can be most experienced in the hotel sector, where information on hotel classification plays a significant role. However, the flow of information on hotel classifications is not appropriate yet. Hotel classifications are not always easily intelligible and the different hotel classification systems with different symbols (stars, diamonds) cause confusion not only for tourists but the hospitality industry as well. The lack of researches and a general manual on hotel classifications further renders the situation. Hotel classifications, when put properly, they can provide with useful information for the tourist, the hotelier, the researcher and the government as well, especially in international aspects. The category of the hotel is one of the most important decision-making factors because it predicts the level of facilities and services to be expected.

The purpose of this doctoral dissertation is to propose a conversion methodology for hotel classification systems that would help to avoid misunderstandings both for the international tourists and the hotel sector. In order to design such a methodology, the unification of the different systems based on similarities is desired. In contract to previous researches, this study aims to extend the range of investigated classification schemes to Asian countries as emerging tourist markets. First, a basic methodology is applied, focusing on comparing Japanese and Korean hotel classifications. Second, an advanced comparative methodology is used giving concrete examples about Switzerland, Germany, Hungary, China and Japan. Many studies have been reported about classification schemes in general, but less research has been engaged with comparing the different frameworks in details. This work addresses this gap by comparing the structures and characteristics of these systems. The results of a classification criteria analysis show the correspondence of these systems assisting a better understanding of grading schemes. Finally, considering the merits and demerits in each of the previous methodologies, a combined methodology is proposed, by which higher similarity results are expected to obtain. The results of the study are aimed to contribute to creating new knowledge about hotel classification systems for tourists and support hoteliers, tourism experts, researchers and government bodies.

This thesis consists of four chapters. The abstract of each chapter is as follows.

Chapter 1 introduces the background and choice of study, and identifies the research purpose. Further, it examines the academic literature on grading schemes, and finds that these studies may be generally divided into two groups: one-country-focused and comparative researches.

Chapter 2 introduces a basic conversion methodology for Japanese and Korean hotels. It identifies high-class hotels in Japan and Korea. In the scope of a case study, the high-class hotels in Japan and Korea are examined and the answers of a questionnaire survey filled by hotel managers show whether the hotels would meet the requirements for high-category hotels in the partner country.

Chapter 3 scrutinizes an advanced methodology for conversion of hotel classification systems. Chapter 3.2 investigates world hotel classification practices and analyses them according to their main characteristics. Chapter 3.3 analyses selected countries' hotel classification systems and proposes a methodology of comparing the different frameworks. It is shown that the analysis provides with low correspondence results and there is a need to review the methodology. A refined methodology is developed and the comparison is narrowed down to two countries, Japan and Korea. Findings reveal the correspondence of the two countries' systems and it deliberates legislations affecting the hospitality sector and demonstrates how they have an effect on correspondence results. Chapter 3.4 proposes a conversion methodology based on the results of Chapter 3.2 and Chapter 3.3 and concludes that such a methodology should be the subject of further investigations.

Chapter 4 provides a summary and draws conclusions. It surveys the implications of the study for policy and for the tourists, identifies the limitations and indicates a number of directions for future research in the area.

# 学位論文審査の要旨

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## 学 位 論 文 題 名

### Study on Survey and Coverion Methodology of World Hotel Classifiication Systems

(世界のホテル分類システムの調査とそれらの相互変換に関する研究)

観光サービス業は急速に成長している産業の一つである。一方、情報処理技術の普及はあらゆる産業に対し、従来のビジネスモデルの変革を迫っている。観光においても例外ではない。情報処理技術は、観光サービスに関する情報の発信/管理/処理を支援し、観光ビジネスに大きな影響を与えている。

観光において、宿泊は重要な要素である。ホテルをその内容から評価・分類するシステムはホテル分類システムと呼ばれる。ホテル分類の結果は利用者に公開され、利用者のホテル選択行動の重要な基準となる。このためホテル分類システムは観光の基盤として重要である。しかしながら、ホテル分類システムに関する研究は世界的に見てもほとんどなされていないのが現状であり、その研究が期待されている。

本学位論文では、各国のホテル分類システムについて情報システムの観点から調査・分析を行い、各国のホテル分類システム間の変換方法に関し基礎的知見を得ることを目的としている。

まず、日本と韓国におけるホテル分類システムを比較する基礎的な手法を提案している。次に、スイスをはじめとする各国の分類システムを調査し、分析を行っている。この調査と分析は、従来の研究が概論的な範囲に止まっているのに比べ、分類システムの構造や特徴を詳細に比較しており、世界的に見て先駆的な研究成果となっている。特に分類項目分析の結果は、各国の分類システムの特徴を明らかにして、格付けの仕組を理解する上で良い助けとなる。最後に、ホテル分類システムに類似性を定義し、この定義に基づき各国のシステムを変換する一般的方法論を展開している。

これを要するに申請者は、情報処理技術の観点からホテル分類システムの変換に関して新知見を得たものであり、複雑調和系工学ならびに観光情報学に貢献するところ大なるものがある。よって申請者は、北海道大学博士(情報科学)の学位を授与される資格あるものと認める。