

Hotel Self-Assessment Sheet

The Future of Tourism and Hospitality in Asia

Hotel Name: _____
Date: _____
Assessor: _____

Instructions: Rate your hotel on each area from 1 (Poor) to 5 (Excellent). Use the Notes / Evidence column to provide examples, supporting data, or suggested actions.

Action Plan - Short Term (6-12 months)

Category / Sub-Area	Score (1-5)	Notes / Evidence / Suggested Actions
Summarize key immediate actions		

Action Plan - Long Term (1-3 years)

Category / Sub-Area	Score (1-5)	Notes / Evidence / Suggested Actions
Summarize strategic actions		

Market Readiness & Growth Potential

Category / Sub-Area	Score (1-5)	Notes / Evidence / Suggested Actions
Awareness of domestic travel trends		
Preparedness for international travel growth		
Targeting diverse traveler types (business, leisure, wellness)		
Emerging destinations & secondary city strategies		
Strategic plans for tourism growth		

Technology & Digital Readiness

Category / Sub-Area	Score (1-5)	Notes / Evidence / Suggested Actions
Online booking systems & mobile apps		
Mobile check-in/check-out capabilities		
Smart room technology (IoT, AI personalization)		
Digital marketing & social media engagement		
Data analytics for guest preferences & trends		

Guest Experience & Local Engagement

Category / Sub-Area	Score (1-5)	Notes / Evidence / Suggested Actions
Authentic local experiences (cultural tours, activities)		
Integration of local food & culinary experiences		
Wellness & health-focused offerings		
Workation / extended stay readiness		
Personalization of guest experiences		

Sustainability & Environmental Responsibility

Category / Sub-Area	Score (1-5)	Notes / Evidence / Suggested Actions
Energy-saving initiatives		
Water conservation measures		
Plastic reduction & recycling programs		
Eco-friendly building or renovation practices		
Community engagement & support		

Staff Training & Service Quality

Category / Sub-Area	Score (1-5)	Notes / Evidence / Suggested Actions
Training on modern hospitality standards		
Knowledge of local culture & experiences		
Digital competency of staff		
Guest service & personalization		
Staff engagement & retention strategies		

Operational Challenges & Risk Management

Category / Sub-Area	Score (1-5)	Notes / Evidence / Suggested Actions
Infrastructure readiness		
Capacity management for crowded periods		
Cost & pricing strategy		
Contingency planning for fluctuations		

Category / Sub-Area	Score (1-5)	Notes / Evidence / Suggested Actions
Risk assessment for environmental & cultural impacts		

Strategic Opportunities

Category / Sub-Area	Score (1-5)	Notes / Evidence / Suggested Actions
Luxury market offerings		
Wellness & health tourism expansion		
Food tourism initiatives		
Eco-tourism positioning		
Marketing in emerging destinations		

Scoring Guide:

- Total Score: __ / 160
- 140-160: Excellent readiness
- 120-139: Good readiness
- 100-119: Average readiness
- <100: Needs significant improvement

Reflection Prompts:

- Are guest experiences unique, personalized, and locally authentic?
- How well does the hotel implement sustainability practices?
- Are staff trained for both traditional hospitality and modern technology?
- Is the hotel prepared for operational challenges and growth opportunities in Asia?