



Hotel Management (Short Course)

ASSESSMENT

Total Marks: 20

Answer the following questions:

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| 1. Outline the characteristic features of the hospitality industry. | 8 |
| 2. Prepare a list of activities performed by the front office in a hotel. | 6 |
| 3. Outline the main duties and responsibilities of housekeeping managers and floor Supervisors | 6 |

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COURSE: HOTEL MANAGEMENT
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1.Outline the characteristic Features of the Hospitality Industry

-1.**Product Service Mix** : When a customer pays his bill ,his covering both tangible and intangible experience A successful hospitality business does not only count on its products and services, but also how they are delivered. The qualities of staff and the way they deliver the service are often more important than the tangible products in making a hospitality experience satisfactory or unsatisfactory.

-2.**Two-way Communication**: the involvement and participation of both customers and service staff in the service delivery process brings to achieve service excellences in the hospitality industry,
Through interactions with customers, there is a quick message between customer and staff for a better answer on time.

-3.**Relationship Building**: Building long term relationship with customers can benefit the organizations for generating stable revenues regardless of the instability of seasons and at the same time, developing brand reputations through positive word-of-mouth of the repeated customers. Some companies use membership cards to give privilege to their customers.

-4.**Diversity in Culture**: Hospitality brings together many people from different regions, religions, customs and believes or colleagues who may have different backgrounds or cultures. Due to their differences, some conflicts and misunderstandings can be easily occurred. Therefore, staff should be open- minded, and come up with solutions together in resolving problems in their duties.

-5.**Labor Intensive:** customers who concern the element of 'care' generally expect high degree of human contacts and personalized services in their consumption experiences. It explains why the industry is always in high demand for labor and is willing to spent time and resources in training and recruiting potential candidates to join the workforce of the hospitality industry.

2.Prepare a list of activities performed by the front office in a hotel.

The main job of the front office is that of a facilitator between the guest and various departments of the hotel. A second job is to provide support an aid in making services available to the guests.

- . Reservation
- . Checking in and registration
- . Mail and Information
- . Uniformed service and baggage handling
- . Telephone calls and messages
- . Handling guests accounts
- . Check out and bill settlement

Some duties are carried out in front of the guest (Front-of-the-House Operations) and others back of the house (Back-of-the - House Operations)

E.g of Front-of-the-House Operations:

1. Taking information and reservation of the guest,
2. Availability and allocation of a room

E.g of Back-of-the - House Operations:

1. Track of the guest's financial interaction with the hotel through his/her Account
2. The guest record or personal data

3.Outline the main duties and responsibilities of housekeeping managers and floor Supervisors

-1. Housekeeping managers:

* **Staff deployment:** The Managers deploy staff to the floor each one and every one with assigned task.

* **Development:** Managers develop staff skills by training them and teaching them how to use some tools or how to clean the floor

* **Profitability:** The managers have to use the ability of a company to use its resources to generate revenues in excess of its expenses

*** Operating standards of the department:** Managers use the quality and expertise to gain a competitive advantage from their collaborative efforts to make their department the best of other department in the Hotel.by developing the SOPs (Standards Operating Procedures)

1. Housekeeping supervisors:

*** Insure the quality and efficiency of the room attendants.**

As he was assigned to a room or a floor ,he/she has to make sure every thing is in place before handling it to the front office eg: make sure the light ,the water supplier ,the good room smell ,toilets and bathroom all in good condition

***Supervisors provide training to the new room attendants**

They have to give all information and train the room attendants about the uses of machines, televisions

***Supervisors reports everything to the departments in charge:**

Eg: he will report the malfunction of any tool to the Engineering.

Or in case of customer material loss he will inform the security department.