

ASSESSMENT

1. Outline the characteristic features of the hospitality industry.

Diversity in Culture

Cultural diversity implicates that local staff should generally understand different cultures so flexible services can be provided to customers based on their national cultures and harmony in cooperation with colleagues from different nationalities can be achieved.

Two-way Communication

Customers expect to receive exceptional service when staying at a hotel, visiting a restaurant, or flying on a plane. Without two-way communication, this is not possible.

Through interactions with customers, important messages about their needs and expectations can be received by service staff for their immediate actions to create customer satisfaction.

Interactions between internal staff or inter-departments usually involve teamwork and exchange of information within the organization.

The service professionals in the hospitality industry need to be able speak to customers and provide information for better service.

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.

Labor Intensive

The hospitality industry requires a huge supply of labors to create a memorable experience for the customers.

Product-Service Mix

Hospitality is a business involving aspects of both a tangible (physical product) and intangible service, and where typically the quality of service is more important than the physical product. As products and other tangible features can be easily imitated by competitors, hospitality operations which aimed for high-ended customers and 'superior' quality gradually spend more and more resources in enhancing the service standard as a strategy of differentiation.

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

- a) Checkout and bill settlement
- b) Mail and information
- c) Reservations

- d) Check in and registration
- e) Handling guest accounts
- f) Dealing with Complaints
- g) Uniformed service and baggage handling
- h) Guest relations and interactions

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

The housekeeping manager has the overall responsibility for the standards of cleanliness, maintenance, and the financial accomplishments within the department. A housekeeping manager not only supervises housekeepers in conducting their duties but also investigates any complaints guests make and takes corrective action.

The floor supervisor is in charge of a given floor and set number of rooms. His/her chief job is to make certain the quality and efficiency of the room attendants. Floor supervisors provide training to the new room attendants while re-training the existing staff for corrective methods. They are also responsible for the apparatus and controlling costs within their domains of responsibility, and liaise with other departments.