



BRENTWOOD
OPEN LEARNING COLLEGE

Assignment Cover

Student Name:	ADRIAN BACIU
Student Number:	32414
Course:	Advance Diploma in Hotel Management
Assignment NO:	1

Marking Criteria:

We expect the learners to write minimum one well expressed point in three lines against each allocated mark. This means one needs to write 15 lines with 5 well expressed points to get high grades for a 5 marks question.

For high grades use examples and illustrations where appropriate.

1. Convention hotels are those hotels with a large number of room, and who in additionally provide meeting and convention spaces. These hotels have numerous facilities like 24 hour room service, airport shuttle and in house laundry. An example of such hotel is the Celtic Manor in South Wales.
1. The differences between a hotel and a motel are that the latter can be smaller, designed mostly for overnight stays of car travellers. Located at the outskirts of a town, they offer basic facilities. On the other hand, hotels are located in business centers, near airports and have as target customers anyone in who can afford to pay for the lodging and accommodation. The services are not basic and include meals and other guests services, including the access to a secured parking space (motels usually have an open parking lot).
1. Extended stay hotels provide for customers who wish to spend time in a location for a longer period of time. These premises have full kitchen facilities and shopping services. On the other hand, B&B are usually family owned, with the owner living in the property and renting out rooms to overnight customers. Mostly encountered in rural areas compared to the extended stay hotels and includes the breakfast (whilst extended stay hotels, as mentioned above rely on self catering).

1. Some argue that the hospitality and tourism industry overlap in scope and intent. It is obvious to others that tourism regards mainly the operations and logistic side of moving 'guests' around to/from location. I argue that indeed they overlap, as they both deal with guests through various stages at their journeys, they both need to create an atmosphere through the services provided and cater for all needs and type of customers.

1. Hospitality services main characteristic is its nature which is heavily reliant on human exchange during the delivery process. We will be able to identify the following:

- product - service mix - a customer will pay a restaurant bill for the meals and service
- Two way communication between customer and staff which leads to relationship building and the necessity of maintaining these relationships over time.
- It is an environment that can be culturally diverse however it is also very labour intensive.

6. Various functions in a major hotel include:

- engineering - maintaining or improving the current infrastructure as elevators.
- Security - implementing measures which aim at providing a safe environment for guests, visitors and staff
- Human Resources - recruiting and training of staff amongst others
- Food and beverages - provide through lounge bars, room service and banquet services the food and beverages to the customers.
- Sales and marketing - raising awareness on the market about the hotel, focusing on attracting new clients by advertising events, promotions; in short, generating new business
- Accounting - financial controller of the hotel, increasing profitability through control and asset management.

7. General Manager - leading teams and coordinating departments; formulate hotel policies and strategies; taking responsibility for the overall performance of the hotel.

Residential Manager - daily operations of the hotel, executing plans set out by the owners, general manager and other decision makers within the hotel. Providing statistical reports to the general manager.

Activity

In the metropolitan area of London, where I currently live, there are numerous hospitality businesses as the city as a whole it is a main touristic attraction. My area is dominated by restaurants and the mix of these is a reflection on the diverse nature of our neighbourhood - from Middle Eastern, Eastern European to Sri Lankan food, Rayners Lane offers everything. All of the restaurants are family owned and they are handed down generation by generation. Most businesses are stable however some of the new restaurant entrepreneurial adventures seem to fail within a year.

The restaurants offer usually take away and delivery services, being opened from mid-day until early morning next day. Their management structure is rather simple, with larger outlets having a restaurant manager. There are usually up to 10 waiters in one of these restaurants, with staff attraction and retention being limited. Vacancies are usually available on a part time or full time basis for waiters. Kitchen staff is between 4-7 individuals and rarely we encountered vacancies for them.

Ingredients for these restaurants are always sources locally.

In the vicinity I am aware solely of one gastro pub, quite a large facility with a terrace (which is a rarity). The main focus of this pub is the beverages and the food is secondary and rather basic (chips, nibbles, in the summer barbecues).

Student Statement:

By submitting this assignment, I confirm that this is my own work.

Student Signature	ADRIAN BACIU	Date	25/04/2019
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For Tutor / Assessor Use Only

Total Marks	
Marks Obtained	
Percentage / Grade	

