

Date:- 5/2/18

BRENTWOOD OPEN LEARNING  
COLLEGE

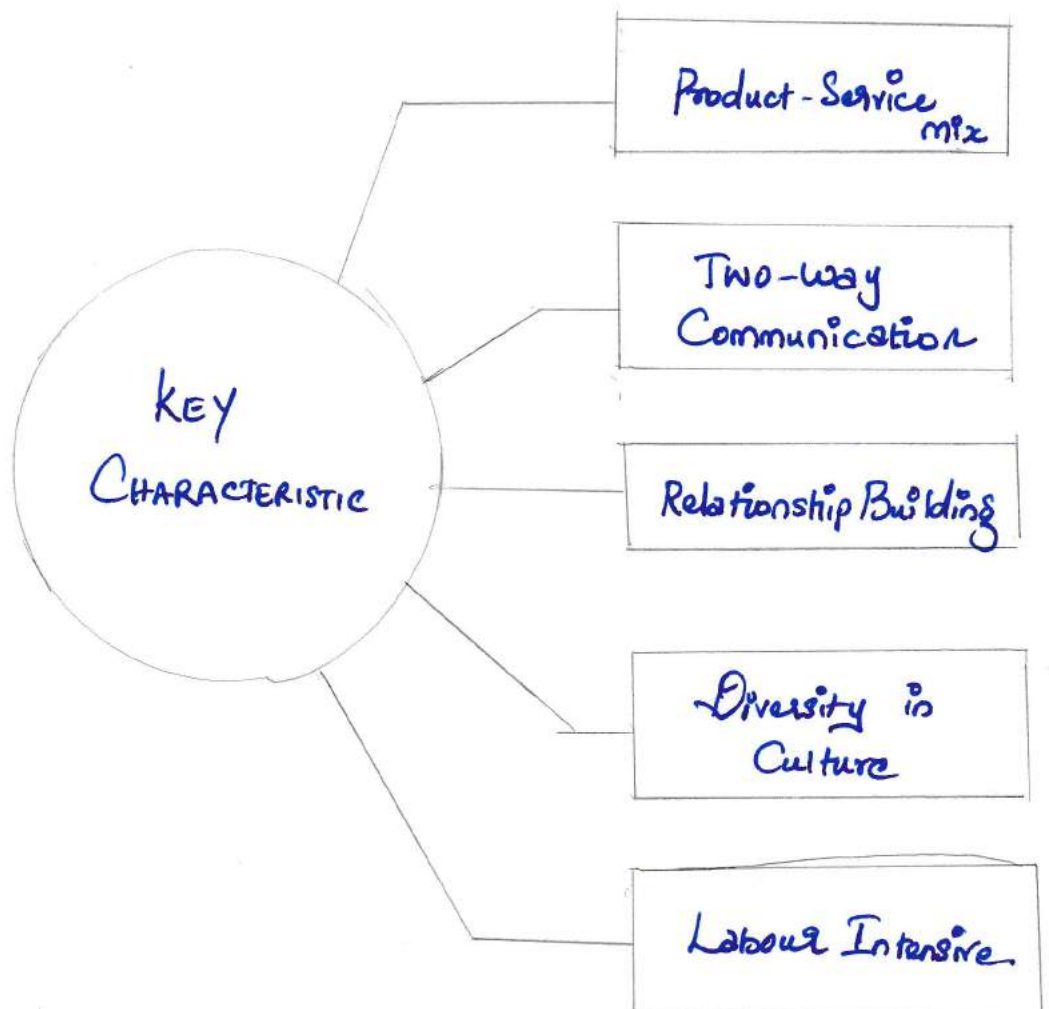
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Hotel Management Short Course

Assessment :-

01. Outline the characteristic features of the Hospitality Industry?

Hospitality Industry is unique when compare to other industry because of its service oriented and strong emphasis on human interaction in service delivery process. Key characteristic are,



### 9) Product-Service Mix:-

Here Guest (Consumers) rarely consume pure products. Instead both Mixture of products and as well services. for example, one who dines in restaurant, he/she not only pay for what they consumed (food + Beverages), also the services offered by the staff (waiters). The payment covered both tangible and Intangible experiences.

Ex:-

Tangible - Steak + wine + well groomed service personnel.

In-tangible - very relaxing and comfortable atmosphere and friendly staff.

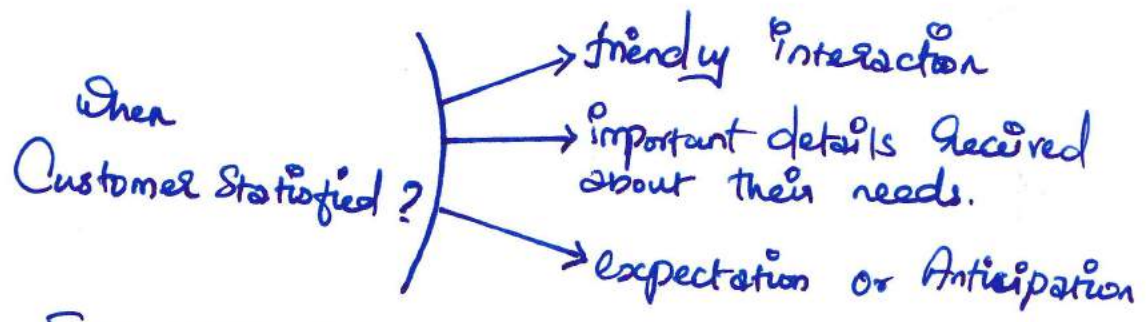
A Success hospitality Business doesn't Count on their products & services. but, how they are delivered to guests. quality staff and the way its delivered the serves is more important than the product & services. and to make the Consumers happy, satisfy or not.

Products and services can be copied by others but the staff who make the difference.

That is the reason hospitality Industry more focus on the staff and their development of their skills when comes to Customer service.

### b). Two-way Communication:-

It's critical factor which involves both Customer and service staff during the service delivery process.



Interactions between Internal Staffs or departments also playing a vital role in Customer Satisfaction

In this hospitality Industry, Customer Satisfaction can be achieved by team work and exchanging the information within the departments or Organization.

### c). Relationship Building:-

A Success hospitality business is based on repeated Customers. Building relationship with Customers made to benefits the organizations for stable revenues even ~~season~~ in low seasons. Also Creating a Brand name by word of Mouth through regular Customers.

Organization make Several strategy to keep their Customers through

- Membership Programmes.
- Regular Guest discounts
- Special treatment
- Privileges to access important places

However Human Interactions always wins above and every hospitality Organization always focus on Staff Development and Creating a good team Members.

Its believed that friendly attitude and good relationship with Customer and staff always wins the loyalty of the Customer.

### Diversity in Culture:-

Hospitality industry is close to tourism Industry. Its not surprising the people who involved either staff or Customer experiences a diversity in Culture through interacting with others. Staff always interact with Customer from different Country, religion. Staff also to work and Co-operate with other Colleagues from different religion. Because of this, some conflicts and Misunderstanding can be occurred easily. So, Staff should be Open minded and Come up with Solution to resolve their issues is their duty.

for example, -

|     |             |                                                           |
|-----|-------------|-----------------------------------------------------------|
| FOR | Customers — | Some don't eat Meat due to religious belief or habit.     |
|     | Solution —  | Restaurant should have vegetarian food option to satisfy. |
|     | Staff —     | If they muslim, they don't pork                           |
|     | Solution —  | To avoid the pork or its ingredient to show respect       |

#### e). Labour Intensive:.

Since it's service oriented, huge supply of labour required to make the customer experiences unforgettable. It's true those who target high end customers. for example, staff ratio is high in fine dining restaurant and 5 star hotels to provide one to one service to customers. When technology development, it help to replace for some simple tasks. Customer who expects or concern of elements of 'CARE' generally expects human interaction and personalized service.

This is why the industry is always high in demand for labours. willing to spent time and resources for training and recruiting potential candidates.

Q2. Prepare a list of activities performed by front office in a hotel?

Front office is focal point of hotel establishment.  
Its two most functions are accounting and communication.

It involves

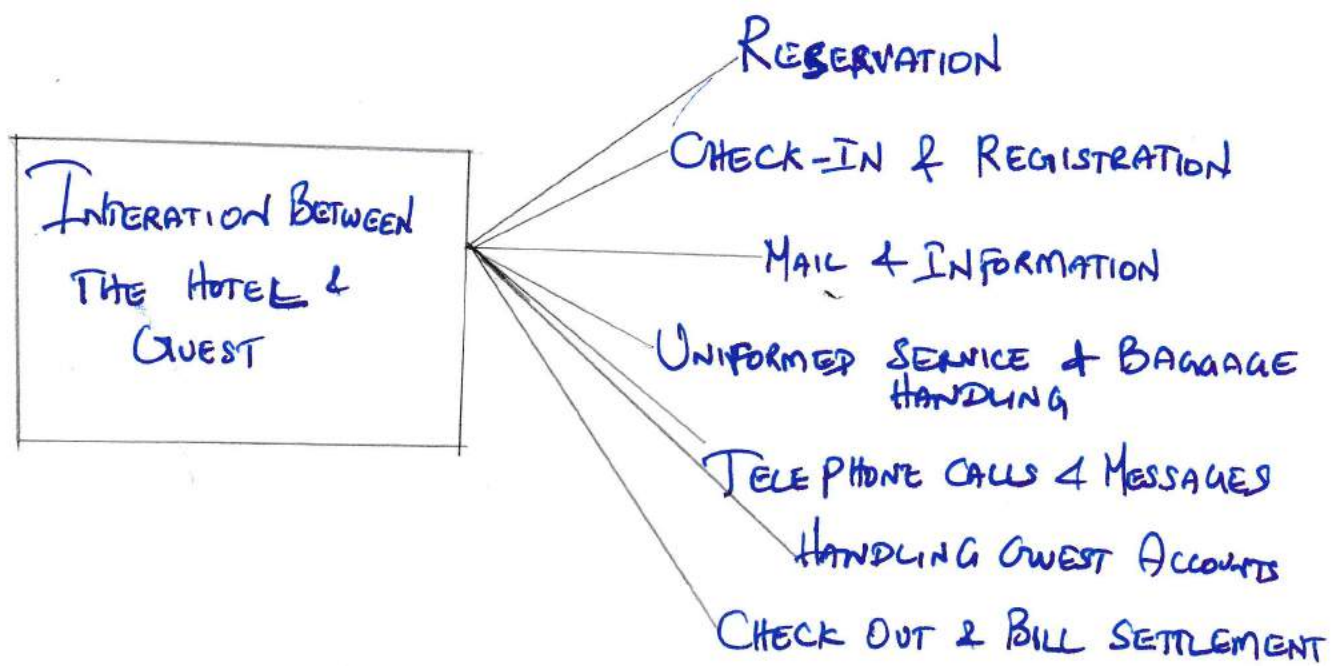
Communication 

- Answering queries
- Providing information
- Communicating to House-keeping for guest concerns.

Accounting  up-to-date Accounts of the guest to access any time

The Stages of Front office operation

- i. The pre-arrival
- ii. The arrival
- iii. The occupancy.
- iv. The departure



3. Outline the Main duties and responsibilities of House keeping Manager + floor Supervisors?

\* RESPONSIBILITIES OF HOUSE KEEPING MANAGER:-

This position also referred as The Head or Executive House keeper. He is ultimately accountable for the staff deployment, development, Profitability and operating standards of the department. A Successful Manager need to be able to delegate, offer guidance and direction.

Such a skills are very important to become a House keeping manager. He also needs to Maintain huge number of staff even if it is small scale operation.

House keeping Manager is overall responsibility for standard of cleanliness, maintenance, and the financial accomplishments within The department.

## \* RESPONSIBILITIES OF FLOOR SUPERVISORS:-

Also known as floor Housekeepers, has charge of given floor and set number of rooms. His/Her Main responsibilities is to make certain the quality and efficiency of the room attendants. Once the room has inspected and meet the set standards, it is handed to the front office for renting to a guest.

In addition Supervisors need to train the new room attendants. also re-training the existing staff for correct methods. They also responsible for the apparatus and controlling costs within their area and liaison with other department like Front Office and Maintenance, Laundry.

They also responsible for Linen Management, repair and cleaning gear. Dispatching used linen for cleaning and getting cleaned linen and Maintaining Linen Inventory is also vital role of House keeping floor Supervisor.