

HOSPITALITY MANAGEMENT



Presented by
Steffy Varghese

INTRODUCTION TO THE HOSPITALITY INDUSTRY

The Hospitality industry is the industry that is responsible for providing primarily food services and accommodations in places such as hotels, resorts, conference centers and theme or amusement parks. The catering industry, which overlaps with the hospitality industry, primarily provides food services to institutions (such as schools, hospitals, or governmental operations), private industry (such as corporate cafeterias or motion picture studios), and private parties. And also in a much boarder view, non-commercial institutional provide food and lodging.



TYPES OF ACCOMMODATION

Hotel

Often found in cities and high-density tourist destinations, hotels offer lodging and accommodation for a large amount of people. Hotels often provide private rooms and bathrooms, maid service, telephones, television sets, and sometimes pools, restaurants, gyms, and game centers. The cost of opening a hotel depends on the size and amenities offered and usually have a standard system of rating compared to other types of lodging. Hotels can be great for hosting events and business functions, which can also boost your publicity. Marketing strategies for hotels can include utilizing regional and national press, website and social media, or using local marketing consultants to boost your public reputation. A few examples of high-end hotels in the Bay Area are the Fairmont in San Francisco, the Rosewood San Hill in Menlo Park, and the Park Hotel & Spa in Lafayette.



Bed and Breakfast

Typically Bed and Breakfasts (B&Bs) are converted family or guest houses that hold no more than around ten rooms. The main purpose is in the name – to provide a place to stay and a warm, home-cooked meal in the morning. Because of their size, they can be more familial and comfortable than big hotels. Opening a Bed and Breakfast will require start up money, which may not be returned right away. However, maintenance and upkeep is generally inexpensive and easy, compared to larger hotels. Quaint and historical buildings make for delightful B&B's, such as Churchill Manor in Napa and Mill Rose Inn: Half Moon Bay Bed and Breakfast in Half Moon Bay.



Motel

Originally named for a “motorists hotel,” motels maintain a demographic target consisting of travellers on long distance journeys. In this sense, they are set up similar to a hotel but offer the bare minimum amenities and services. Often, motel rooms face the parking lot to provide easy come and leave access. They are less expensive to run because they provide less amenities and leisure activities since they are just a place to spend the night off the road. Popular examples of motels are Super 8 and Motel 6.



Hostel

For the travelling wanderer(s) who need a place to stay on a limited budget, hostels make the perfect temporary communal home. Hostels generally have shared living quarters where guests can mingle with other traveller. They are often cheaper mainly because they cost less to run and some of the employees can take up permanent residence on site. The optimal market for hostels is generally where groups of traveller need a cheap residence, such as along intensive hiking trails or in the countryside and close to public transportation. Additionally, signing up for a hostel booking and local search engines will gain more attention for your hostel.



The Main Departments in Hotel Industry

As an outsider when you look at a hotel, the operation appears to be pretty simple, selling of rooms and your favourite food and beverage. But, actually, the hotel is a highly complex operation where several departments function and interact to create a home away from home

1. Front Office

This department performs various functions like reservation, reception, registration, room assignment, and settlement of bills of a resident guest



2. Housekeeping

The housekeeping department is responsible for the cleanliness, maintenance, and aesthetic upkeep of rooms, public areas, back areas, and surroundings in a hotel.

3. Food and Beverage Service

This department looks after the service of food and drinks to guests

4. Kitchen or F&B Production

All the food and beverages that are served to the hotel guest is prepared in kitchen.

5. Engineering and Maintenance

It looks after the maintenance of all the equipment, furniture and fixture installed in a hotel.



8. H R Department

Human Resource department is responsible for the acquisition, utilisation, training, and development of the human resources of the hotel.

9. Sales and Marketing

The responsibility of increasing the sales of the hotel's products and services is the major task of the department.

10. Purchase and Store

The purchase department is responsible for procuring, storing and issuing the inventories for all departments of a hotel.



Different Categories of Hotels

Those in need of a place to sleep while traveling have a full range of hotel options. Types of hotels and hotel categories can blur a bit by location and whether the hotel is independent, part of a chain like Marriott or affiliated with a brand such as Associated Luxury Hotels International. Whether you're traveling for business or leisure, or a combination of the two, hotel classification information can help you make the best hotel choice.



Budget and Value Hotels

Hotel categories in the budget range have the lowest room rates. Most of the major hotel brands have value properties within their portfolios, helping you know what to expect, such as the free breakfast at Comfort Inn. Drawbacks to economy hotels include minimal services and amenities, less desirable locations and poorer building construction, which might mean you're awoken by noise.



Inns and B&Bs

Smaller independent hotels sometimes call themselves bed & breakfasts or inns. They can be cheap-and-cheerful or upscale, such as DoorCounty, Wisconsin's Hillside Inn, a historic house overlooking Green Bay, ideal for a wedding.

Mid-Range Hotels and Business Hotels

The meaning of mid-range hotels differs, but they're often preferred by families and by business travelers. Both types of travelers appreciate the cost, convenience, consistency and locations near their interests. The major chains have several options in this category, such as Courtyard by Marriott and Holiday Inn.



Family Hotels and Resorts

Most hotels welcome guests of all ages, but hotels catering to families often have bigger rooms, extra beds and swimming pools. Family resorts affiliated with theme parks like Disney, Universal and Schlitterbahn Waterparks provide extended hours to guests, maximizing the fun. Luxury property Hotel Xcaret Mexico includes free access to six eco-archeological resorts in the Cancun-Playa del Carmen area, so kids never get bored.

Beach and Vacation Resorts

Vacation resorts tend to concentrate around beaches and golf courses. A property that has both is The Buenaventura Golf & Beach Resort on Panama's Pacific Coast. A year-round lakeside vacation resort with a "Dirty Dancing" feel, The Osthoff Resort is on Wisconsin's Elkhart Lake.



Holiday Condo Resorts

Some vacation properties have individual apartments owned independently but available to rent like a hotel room. Each might be decorated differently, but they're required to meet specific standards and include hotel services such as housekeeping.

An example is Vivo Resorts, near surf town Puerto Escondido on Mexico's Pacific coast. Apartments and villas are equipped with full kitchens and in-suite laundry. Guests enjoy the empty beach, several pools, a gym, spa and a farm-to-table restaurant. Turks and Caicos' Ocean Club Resorts is a condo resort in two locations on one of the world's prettiest beaches, Grace Bay, with pools, restaurants and sports equipment to borrow.



Boutique Hotel Properties

Boutique hotels tend to be smaller and have unique decor, sometimes historical. Each room may be decorated individually. They come in most price ranges, generally starting at mid-range and going all the way up to luxury. Some are independent, and others are affiliated with brands like Epoque Hotels.

Luxury and High-End Hotels

In the four- and five-star range, these hotels have higher price tags and deliver design, quality, spaciousness and excellent services with attention to detail. Guests have full services, including 24-hour room service, amenities such as spas, a concierge or even a butler.



Hotels on Private Islands

For the ultimate in luxury, vacation in a private island hotel. At the Maldives' Coco Privé, guests transfer from the airport by private yacht, stay in one of just six villas, and have a private chef and personal spa therapist. Bawah Reserve near Singapore has six private islands to choose from, and rates include spa treatments for the ultimate in relaxation. In the Caribbean, try one of the 29 cottages on lush Young Island in the Grenadines.

Hotels That Float

Cruise ships are floating hotels where you can wake up in a new place every morning without needing to re-pack your bags. Like hotels, they come in several categories and sizes. Princess Cruises travels to 380 destinations on large ships. Windstar Cruises has some of the smallest cruise ships at sea, including three sailing ships for just 148 or 310 guests. Viking Cruises has 60 casually elegant floating hotels complete with Nordic spas that cruise the world's rivers and oceans in relaxed luxury.



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