

Enriching Knowledge for the SS Tourism and Hospitality Studies Series: Introduction to Hospitality – Accommodation Sector (New)



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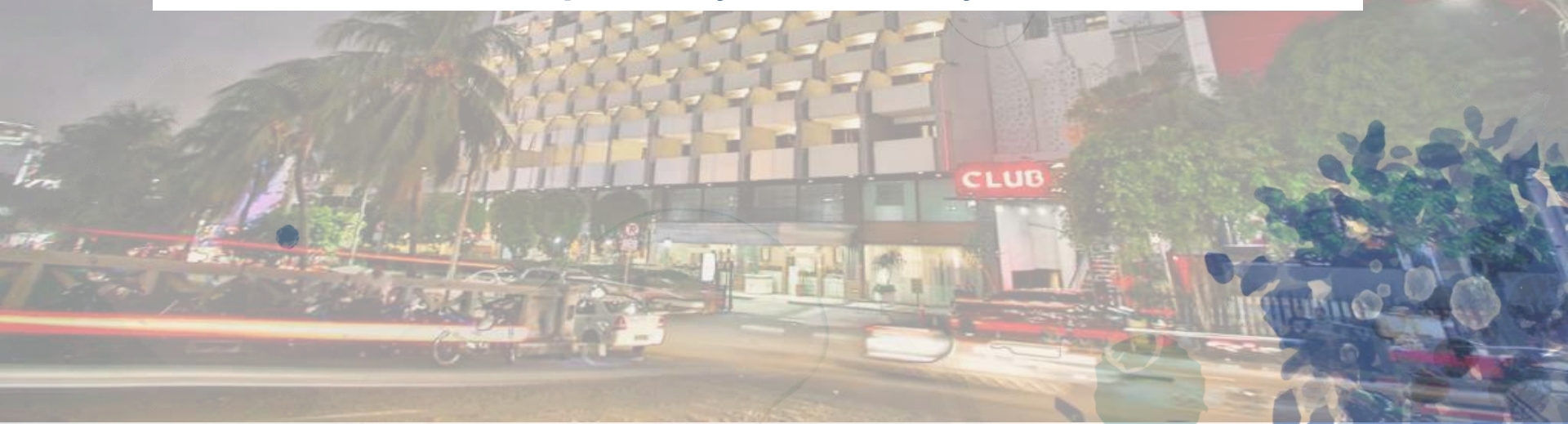
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Nature of hospitality industry



Characteristics of the Hospitality Industry



Characteristics of the Hospitality Industry

1. Product-service mix

- The characteristics include tangible and intangible
- Focus on providing quality services and products

2. Two-way communication

- Communicate with customers every moment
- Understand the instant needs of customers
- Focus on staff's relationship

Characteristics of the Hospitality Industry

3. Relationship building

- Rely on long-term customers
- Build good relationships, customers are likely to provide opinions
- Provide tailor-made product and services

4. Diversity in culture

- Customers are from different countries or religion
- Accept different value and handling method
- Staff must satisfy needs from different cultural background

Characteristics of the Hospitality Industry

5. Labor intensive

- Service-oriented
- Labor from different backgrounds needs to work together
- Create a memorable experience for the customers

Introduction to the accommodation sector

Types of Accommodation

City center hotels

Suburban hotels

Airport hotels

Highway hotels or Motels

Convention hotels

Commercial hotels

Resort hotels

Bed and breakfast inns (B&Bs)

Hostels

Villas or Chalets

Spa hotels

Casino hotels

All-suite hotels

Boutique hotels

Timeshares / Vacation ownership

Historic conversion hotels

Extendedstay hotels / Serviced
Apartments

Guest houses

Cabins

Convention hotel vs Commercial hotel

Convention hotel

- Located in financial and business center (central business district).
- With various business facilities such as conference table, working table, Internet connection.
- A large number of guest room.
- With more relax and pressure-releasing facilities.
- With large conference area.

Commercial hotel

- Located in city center or business district.
- Small room size, provide simple service.
- The decoration of the restaurant is simple.
- Area for conference activities is small.
- Provide business facilities.

Types of Accommodation

- City center hotels

Eaton HK

- Airport hotels
Regal Airport Hotel

- Villas or Chalets
Club Med Finolhu Villas (Maldives)

- Convention hotels
Grand Hyatt hotels

- Commercial hotels
The Harbourview

Types of Accommodation

- Resort hotels
Disney Explorers Lodge
- Bed and breakfast inns (B&Bs)
B&B Cheung Chau
- Spa hotels
Cordis, Hong Kong
- Hostels
YHA Mei Ho House Youth Hostel
- Casino hotels
MGM Macau

Types of Accommodation

- All-suite hotels
Horizon Suite Hotel
- Boutique hotels
Tung Nam Lou Art Hotel
- Timeshares / Vacation ownership
Westin Los Cabos Resort Villas and Spa
(Mexico)
- Guest houses
Heart Guest House
- Historic conversion hotels
FWD HOUSE 1881
- Extendedstay hotels /
Serviced Apartments
Harbourfront Horizon

Special hotel worldwide

Capsule Hotels – Japan ***Nine Hours Shinjuku-North***

Nine Hours is a modern capsule hotel with a space shuttle design. The front desk is open 24 hours, can book a pod day or night. The name is based on the idea that business travellers spend an average of nine hours at their hotel.

Special hotel worldwide

Underwater Hotels – Maldives ***Conrad Maldives Rangali Island***

- Master bedroom with 180-degree curved acrylic dome
- Floor-to-ceiling windows in the bathroom and walk-in closet
- Dedicated tunnel viewing theater

Special hotel worldwide

Cave Hotels – Turkey ***Museum Hotel***

- Museum Hotel award-winning hotel provides “real” museum experience with its authentic accommodation furnished with priceless antiques.
- Heated outdoor pool offered by the hotel is available throughout the year.
- Certain rooms also include free wine taps which can be enjoyed during your stay.

Different types of room in a hotel

Types of Room	Descriptions
Single Room	A room that sleeps only one person and has been fitted with a single, double or queen-size bed.
Twin Room	A room that can accommodate two persons with two twin beds.
Double Room	A room that can accommodate two persons with a double or queen-size bed.
Double-Double Room	A room that can accommodate two to four persons with two twin, double or queen-size beds.
Triple Room	A room that can accommodate three persons and has been fitted with three twin beds, one double bed and one twin bed or two double beds.

Different types of room in a hotel

Types of Room	Descriptions
Hollywood Twin Room	A room that can accommodate two persons with two twin beds joined together by a common headboard. Medium tariff and budget hotels tend to provide many of these room settings which cater both couples and parties in two.
Studio / Murphy Room	A room that is fitted with a sofa bed or a Murphy bed (i.e. a bed that folds out of a wall or closet) which can be transformed from a bedroom in night time to a living room in day time.
Suite	A room with one or more bedrooms and a living space. The bedrooms might be singles, doubles or twin doubles.

Different types of room in a hotel

Types of Room	Descriptions
President Suite	The most expensive room provided by a hotel. Usually, only one president suite is available in one single hotel property. Similar to the normal suites, a president suite always has one or more bedrooms and a living space with strong emphasis on grand in-room decoration, high quality amenities and supplies, and tailor-made services (e.g. personal butler during the stay).
Villa	A special form of accommodation which can be found in some resort hotels. It is a kind of stand-alone house which gives extra privacy and space to hotel guests. A fully equipped villa contains not only bedrooms and a living room but a private swimming pool, Jacuzzi and balcony. It is suitable for couples, families and large groups.

Different types of room in a hotel

Types of Room	Descriptions
Accessible Room	<p>This room type is mainly designed for disabled guests and it is required by law that hotels must provide certain number of accessible rooms to avoid discrimination. The room setting of an accessible room is different from other standard rooms for guests' conveniences. Common features include safety bars and emergency buttons in the bedroom and bathroom, touch floor lamps, fire alarm lights, and outward opening door for bathroom, etc. The rooms should always be located at ground or at lower floors and should be near to the elevators for easier accessibility of disabled guests. Besides, this room type is also suitable for seniors.</p>

Different types of room in a hotel

Types of Room	Descriptions
Balcony Room	A room with a balcony.
Executive-Floored Room	A room located at the 'executive floor' which enables convenient access to the executive lounge. Besides, some hotels also provide 'female executive floors' with their rooms assigned to female guests only due to safety and security reasons.
Room for Extended Stay	This room type can be found in service apartments and hotels which target for long stay guests (e.g. expatriates). Open kitchens or cooking equipment are usually available in the room. Some would also provide housekeeping services (e.g. once a week) in a regular basis.

Different types of room in a hotel

Types of Room	Descriptions
Smoking / Non-Smoking Room	Many hotels provide both smoking and non-smoking rooms for their guests. In order to minimize the effects of secondhand smoke exposure on non-smoking guests, some hotels group all smoking rooms in certain floors and separate them from non-smoking rooms.
Adjacent Room	Rooms close by or across the corridor, but are not side by side.
Adjoining Room	Rooms that are side by side, but do not have a connecting door between them.
Connecting Room	Two rooms that are side by side and have a connecting door between them.



Different types of room rates in a hotel

1. Rack Rate

2. Corporate Rate

3. Commercial Rate

4. Airline Rate

5. Group Rate

6. Children's Rate

7. Package rate

8. Complimentary rate (Comp)

Introduction to the hotel operations

Types of hotel guests

Hotel guests	Hotel guests
Leisure Travelers	Domestic Tourists
Corporate Business Travelers	Conference Participants
Free Independent Travelers (FITs)	Very Important Persons (VIPs)
Group Inclusive Tours (GITs)	Incognito

Modes of Hotel Management

Independently Owned and Operated

1. Tuve hotel (Causeway Bay)

- With edgy urban location & bonsai version of minimalism
- Located in east of Victoria Park, the uniquely decorated TUBE is a quiet space in contrast to the nearby bustling Causeway Bay area

Modes of Hotel Management

Independently Owned and Operated

2. Tung Nam Lou Art Hotel (Yau Ma Tei)

- The decoration is based on the theme of combining Chinese and Western, and there are also many cultural and artistic facilities.
- 52 rooms with various themes such as design, music, reading.

Modes of Hotel Management

Management Contract

Crowne Plaza Causeway Bay Hong Kong (SEA Group)

- Situated at the heart of Hong Kong's most renowned shopping district
- a spectacular city or Happy Valley Racecourse view
- 263 guest rooms and suites are spacious and comfortable

Modes of Hotel Management

Management Contract - Hotel owners

Advantages

1. Managed and trained by experienced talents
2. Lower the risk due to lack of management experiences
3. Gain hotel management knowledge and skills for future management

Disadvantages

1. Financially liable for all costs, expenses & losses
2. Lost of operational control
3. Less incentive and morale in management enterprise if only a fixed management fee is paid without any sharing of profits

Modes of Hotel Management

Management Contract - Management enterprises

Advantages	Disadvantages
<ul style="list-style-type: none">1. Receive a management fee during the contract period2. Little or no up-front financing or equity involved3. Last for five, ten or twenty years in management contract period	<ul style="list-style-type: none">1. Over dependence on owner for necessary funds in operations2. Minimum input in ownership decisions3. No extra rewards for good business performance if the management contract is run in a fee structure without any incentive schemes

Modes of Hotel Management

Franchising

*InterContinental Hotels Group, AccorHotels
- Novotel Citygate Hong Kong Hotel*

- Offers free shuttle services to Hong Kong International Airport

Modes of Hotel Management

Franchising - Franchisees

Advantages	Disadvantages
<ol style="list-style-type: none">1. Gain the hotel management knowledge and experience2. Gain the brands using right of famous hotel3. Gain control rights of hotels operation	<ol style="list-style-type: none">1. Strict requirements and standards2. Joining Fees to hotel owners3. Hotel owners can retract the brand using rights anytime

Modes of Hotel Management

Franchising - Franchisors

Advantages	Disadvantages
<ul style="list-style-type: none">1. Expand the market rapidly2. Gain joining fees and different margin profit by the franchisee3. Huge purchasing	<ul style="list-style-type: none">1. Brand negative image occurred by some franchisee2. Franchisee gain the hotel guests list and main messages from the hotel3. Difficulty to manage all of the hotels around the world

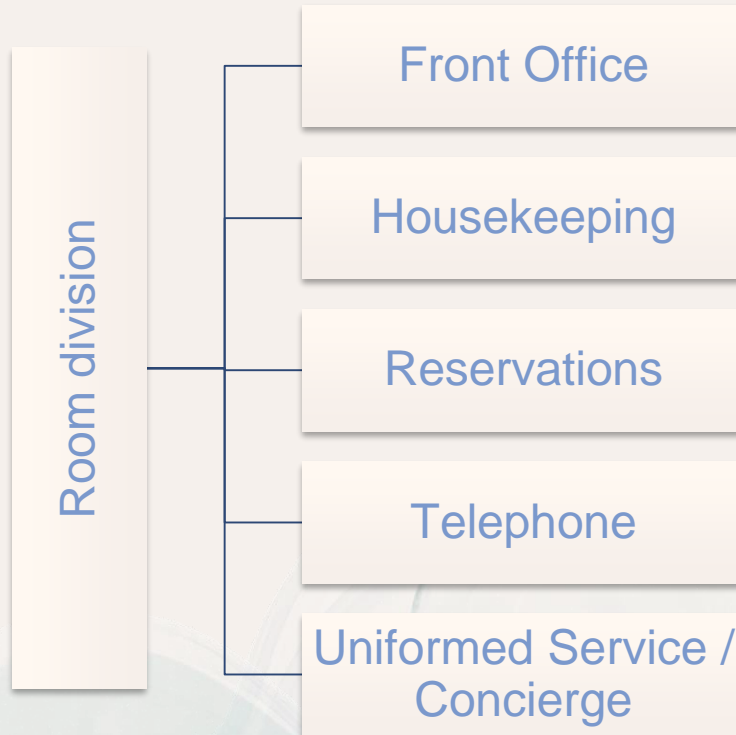
Organization of Hotel Departments



Introduction to the room division



Departmental Structure of Rooms Division



Front office department

Front Office Hotel Duties and Responsibilities

- ✓ Check-in and check-out of guests
- ✓ Making the reservations and maintaining an accurate record to avoid any conflicts
- ✓ Providing information to guests and guiding them on the possible activities they can enjoy during their stay in town
- ✓ Recording the occupancy in the hotel

Front office department

Front Office Hotel Duties and Responsibilities

- ✓ Communication between the guests and the other departments of the hotel
- ✓ Answering the telephone, transferring calls to the guests, and taking messages when the guests are absent
- ✓ Providing customer service by handling complaints, reservations for dining and other engagements
- ✓ Basic accounting and billing responsibilities

Relationship Between Front Office Department and Other Departments

Housekeeping Department

- Check-in, occupied and check-out rooms in order to organize room cleaning; and
- Special requests from guests, such as baby cot or extra blanket, etc., so that extra amenities and services can be provided to guests.

Engineering

- The engineering department is responsible for maintaining properly the hotel facilities under the care of the front office department such as the proper of functioning of the guest lift.

Relationship Between Front Office Department and Other Departments



Security

- The front office needs to provide guest information to the security department in the event of emergency; such as fire alarm, power failure and so on. When guest reports loss of property to the front office, security department will be informed to handle the case together with front office's assistant manager.

Human Resources

- The human resources department provides staff training and recruitment service to the front office. It also sets up the staff grooming and discipline standard for staff to follow.

Relationship Between Front Office Department and Other Departments



Food and Beverage Department

- The front desk will provide the food and beverage department with a guest room special amenities request form. The food & beverage department then arranges for item such as welcome fruit basket with fruits, chocolates and wine to be put in the guest room.

Sales and Marketing Department

- The sales and marketing department needs to work closely with the front desk and reservations department for reservations of groups, tours and corporate bookings. The front desk will provide to the sales and marketing department an updated rooming list, with guest room number upon the arrival of tours or groups.

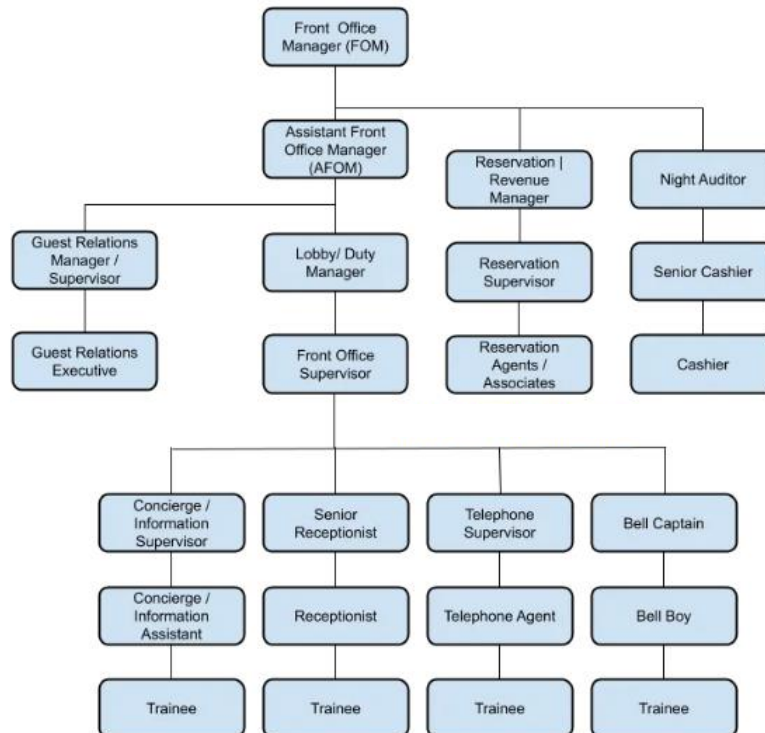


Hotel Front Office Department

Hotel Front Office Department

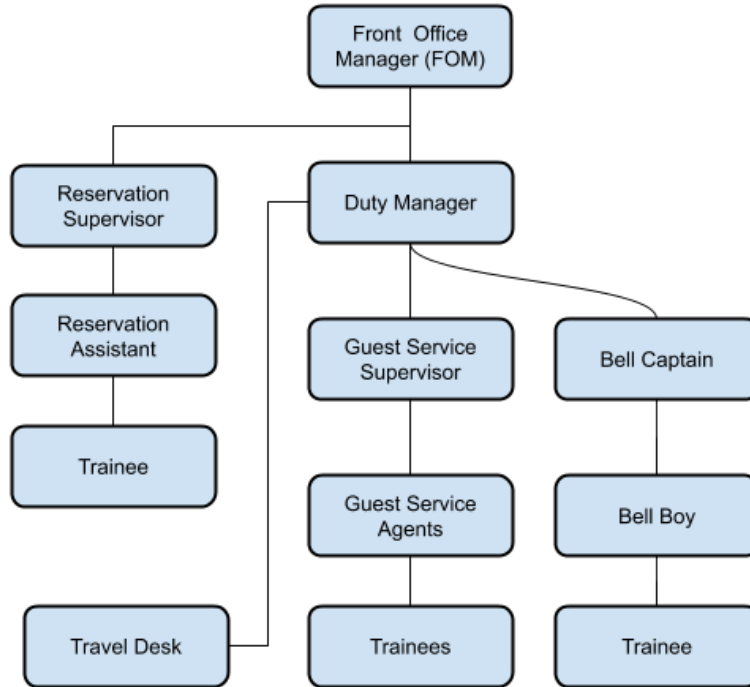
Front Office Organisation Chart Large Hotel

Front Office Hierarchy | Organisation Chart Large Hotel



Hotel Front Office Department

Front Office Hierarchy | Organisation Chart Budget Hotel or Small Hotel





KEY POSITIONS OF FRONT OFFICE

Front Office Manager

The front office department is headed by the front office manager (FOM) whose main duty is to enhance guest services by constantly developing services to meet guests' needs

Reservation clerk

Handle reservation request and prepare reservation confirmation slips

Receptionist

The main duty is to ensure that the hotel achieves the highest possible level of room occupancy and the maximum revenue.



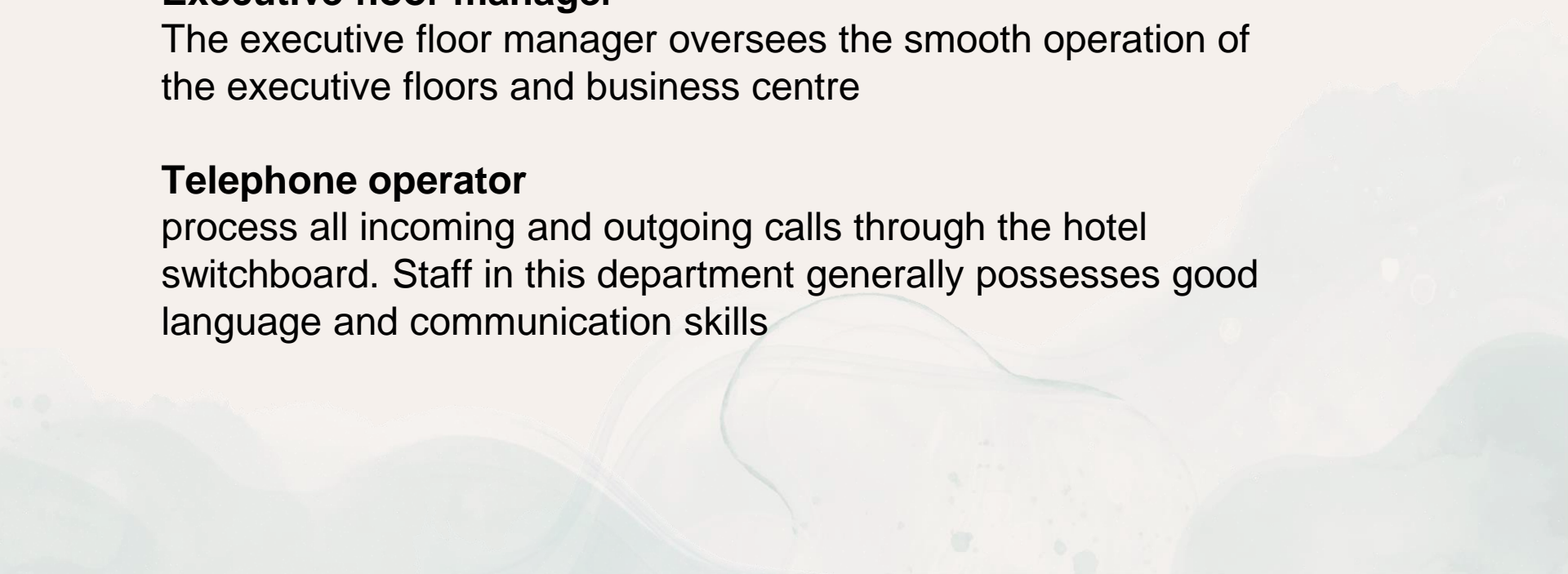
KEY POSITIONS OF FRONT OFFICE

Executive floor manager

The executive floor manager oversees the smooth operation of the executive floors and business centre

Telephone operator

process all incoming and outgoing calls through the hotel switchboard. Staff in this department generally possesses good language and communication skills



Hotel Front Office Department

Guest cycle



Hotel Front Office Department

New technology

Check-In-Kiosks – Park MGM Las Vegas

- *Easy Check-in Experience*
- *Get room faster*
- *Lobby hosts are available for questions and/or recommendations*
- *Have ID and/or Passport ready along with confirmation number*
- *avoid check-in lines and view upgrade options in one centralized location*

Hotel Front Office Department

New technology

Artificial Intelligence (AI)

Pepper Heads to Hospitality - helps out at hotels in two of the nation's most-visited destinations

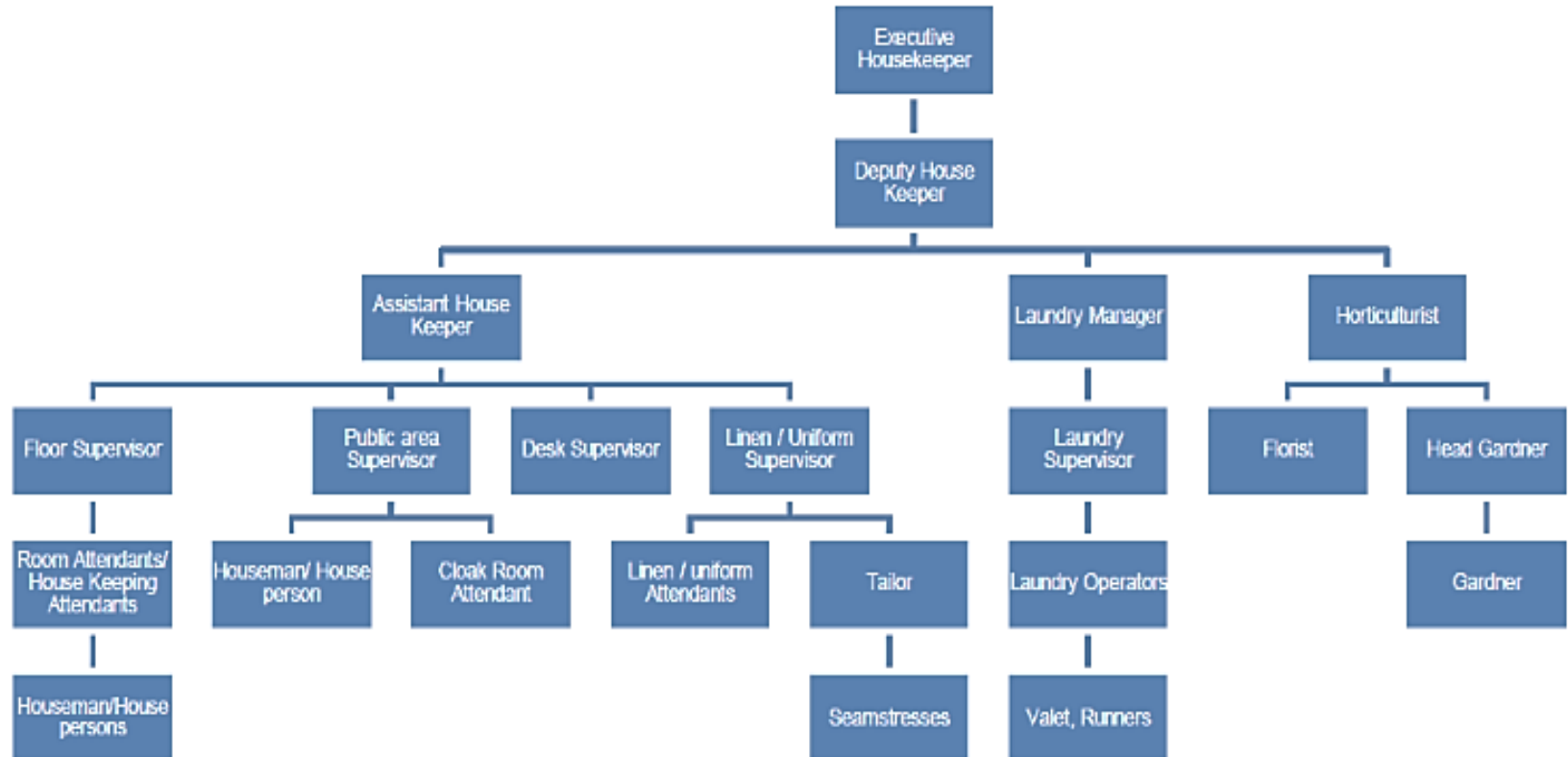
Pepper for hospitality can support hotel properties and staff in many different ways. Proactively calling guests over for a unique interaction, Pepper can interact with guests while they are waiting in line to check in, encouraging them to learn more about a property, help them find their way to the restaurant, gym or spa, or provide dinner recommendations for that evening. Pepper is also the perfect option for a fresh entertainment experience in the lobby or a private lounge.

(<https://softbankrobotics.medium.com/pepper-heads-to-hospitality-humanoid-robot-helps-out-at-hotels-in-two-of-the-nations-most-visited-db2796b35c12>)

Housekeeping Department

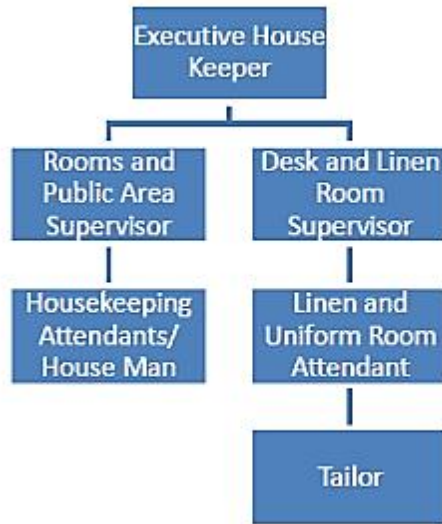
Housekeeping Department

Housekeeping department structure in a large hotel



Housekeeping Department

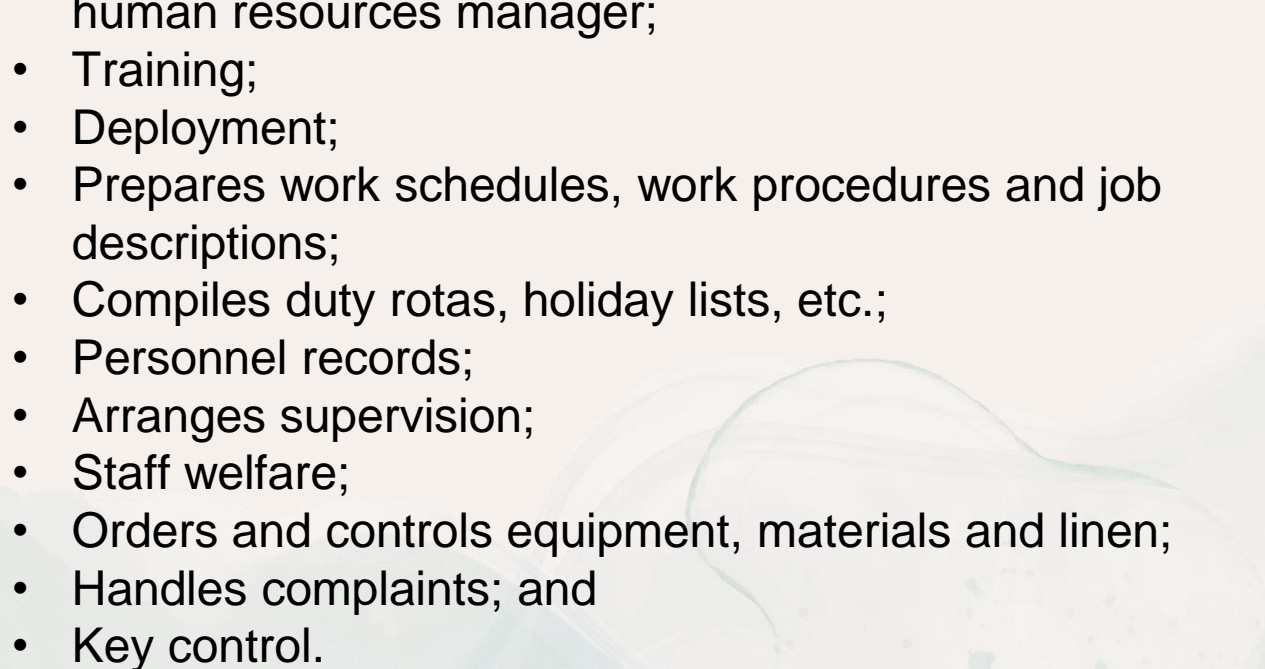
*Housekeeping department
structure in a small hotel*





KEY POSITIONS OF HOUSEKEEPING

Executive Housekeeper

- Interviews, selects and engages staff in conjunction with human resources manager;
 - Training;
 - Deployment;
 - Prepares work schedules, work procedures and job descriptions;
 - Compiles duty rotas, holiday lists, etc.;
 - Personnel records;
 - Arranges supervision;
 - Staff welfare;
 - Orders and controls equipment, materials and linen;
 - Handles complaints; and
 - Key control.
- 



KEY POSITIONS OF HOUSEKEEPING

Assistant Housekeeper

- Assists executive housekeeper in day-to-day operation;
- Dispatches room attendants and floor supervisors to assigned floor;
- Checks equipment and recommends new purchases;
- Inspects guest rooms, lobbies and back stairs;
- Keeps records of extra work performed by housekeeping department;
- Takes inventory; and
- Prepares attendance records.



KEY POSITIONS OF HOUSEKEEPING

Floor Supervisor

- Checks staff on duty;
- Redeployment;
- Supervision of staff;
- Checks section/floor of rooms by filling in the room inspection list;
- Conducts induction and general training;
- Orders and issues cleaning materials;
- Linen checks;
- Maintenance checks; and
- Liaises with reception on guest arrivals and departures.



KEY POSITIONS OF HOUSEKEEPING

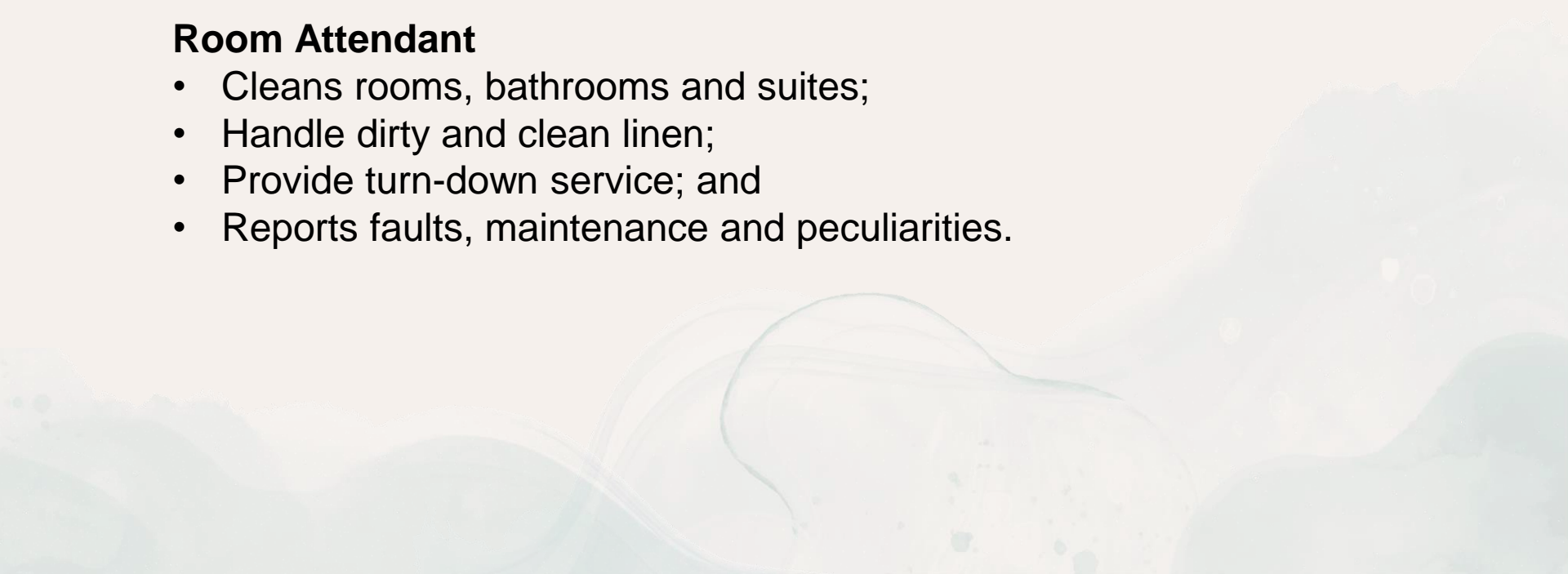
Public Area Supervisor

- Inspects public areas cleaned to see whether cleaning is adequate, supplies in public areas meet the standard and needs for immediate repair is reported;
- Makes maintenance report for restaurant or item in need of repair and follows up to make sure work is completed satisfactorily;
- Supervises cleaning of public areas, corridors and offices;
- Trains cleaners, advises executive housekeeper if performance is not satisfactory; and
- Liaises with other departments such as food and beverage department regarding the cleaning schedule.



KEY POSITIONS OF HOUSEKEEPING

Room Attendant

- Cleans rooms, bathrooms and suites;
 - Handle dirty and clean linen;
 - Provide turn-down service; and
 - Reports faults, maintenance and peculiarities.
- 

Housekeeping Department

Room cleaning procedures

- 1. Entering the Guest Room*
- 2. Having a First Check and Opening Up the Room*
- 3. Making the Beds*
- 4. Cleaning Up the Trash and Dusting the Room*
- 5. Cleaning the Bathroom*
- 6. Vacuuming*
- 7. Final Checking and Returning Rooms to Inventory*

Relationship Between Housekeeping Department and Other Departments

Front Office

- Housekeeping must continually exchange information on room status so that check-out rooms can be returned as quickly as possible. In addition, renovations, repairs and maintenance can be scheduled during periods of low occupancy.

Engineering

- It is the housekeeping staff's responsibilities to request the engineering department for minor repairs in order to avoid a major breakdown. They must work closely as a team to do preventive maintenance and renovations with minimum disturbance to guests.

Relationship Between Housekeeping Department and Other Departments

Human Resources

- The relationship between human resources department and housekeeping department is similar to those mentioned earlier with the front office department.

Food and Beverage

- The relationship between the housekeeping department and food and beverage department involves the supply of table linen and uniform, and the cleaning of their outlets.

Relationship Between Housekeeping Department and Other Departments



Sales and Marketing

- The sales and marketing department relies heavily on the housekeeping department for prompt delivery of goods/services as promised to the guests. The major problem they face together, especially in large hotels, is back-to-back conventions and groups.

Purchasing

- The Purchasing department buys all cleaning and guest supplies. Its relationship with the housekeeping department is self-evident. When it comes to deciding what brand, quality or size should be stocked - whether the item is cleaning powder or mattresses - the executive housekeeper must pool their knowledge to consider the characteristics, cost and availability of the products.

Room Status Codes

Terminologies	Codes	Descriptions
Occupied Clean	OC	The room is occupied and has been cleaned by room attendant
Occupied Dirty	OD	The room is occupied and hasn't been cleaned by room attendant
Vacant Clean / Ready	VC / VR	The room is vacant and has been cleaned by room attendant or ready for sale
Vacant Dirty	VD	The room is vacant and hasn't been cleaned by room attendant
Out of Order	OOO	The room is under maintenance, refurbishment or extensive cleaning
No Need Service	NNS	The guest has requested 'no service' for the room

Revenue-centred Department and Cost-centred Department

Revenue-centred Department

- Sales and Marketing Department
- Food and Beverage Department

Cost-centred Department

- Accounts
- Housekeeping
- Front Office Department
- Engineering
- Security
- Purchasing

Back-of-the-house Department and Front-of-the-house Department

Back-of-the-house Department

- Sales and Marketing Department
- Accounts
- Housekeeping
- Engineering
- Security
- Purchasing

Front-of-the-house Department

- Food and Beverage Department
- Front Office Department

Housekeeping Department

Adopted measures of Covid-19

Hong Kong Ocean Park Marriott Hotel

- Requiring that surfaces are treated with hospital-grade disinfectants
- Cleaned with hospital-grade disinfectants in guest room
- Enhanced cleaning technologies - electrostatic sprayers to sanitize surfaces throughout the hotel
- Using air purifying systems that are effective against viruses in the air and on surfaces

Housekeeping Department

New technology

HotSOS Housekeeping Software - Using Data to Shape Hotel Operations

- Advanced Task Automation
- Scheduled Maintenance
- Housekeeping Automation Mobile
- Room Inspections
- Hotel Guest Management
- Access to over 200+ API Integrations PMS Integration

Security procedure

Security procedure

- Maintaining systems
- Protection of personal property of guests, employees and the hotel

a) Handling Guests' Valuables

- Guest valuables found in the room during cleaning must be reported to the housekeeping department
- Stays in the room until the assistant manager, floor supervisor and the security officer arrive.
- must be recorded in the Housekeeping Logbook
- The guest room will be double locked until the guest returns.

Security procedure

b) Key Control

- Room attendant must complete or sign “The Sign in and out” log book for the key issued
- Always lock the key cabinet
- Keys must be returned to the housekeeping office
- Loss of key should be reported immediately

Hotel ABC							
<u>Key control sheet</u>							
Date _____							Page no.
Key code	Name	Signature	Time out	Issued by	Time in	Signature	Received by

Security procedure

c) Suspicious Person

Housekeeping staff must report any suspicious person roaming the guestroom floor

d) Lost and Found

Staff must hand in items found inside the hotel premises

All information should be record in the Lost and Found Logbook for reference if guests enquire of lost items.

Security procedure

New technology

Motorola Solutions' Safe Hospitality Solution - Improves Safety & Guest Experience

- The Safe Hospitality solution integrates these technologies via a simple cloud-based platform to support the specific operational, security and safety requirements of this industry.
- Video security analytics can send alerts to radios when unusual activity is detected, and access control can identify the security risk of a door propped open. Data from cameras and sensors can trigger staff to address guest needs or safety threats, while voice communications can dynamically connect teams to support everyday operations or emergency response.

(<https://hospitalitytech.com/motorola-solutions-safe-hospitality-solution-improves-safety-and-guest-experience>)

Future development in the accommodation sector

Future Development

➤ *Smart hotels*

Incorporating the Internet of Things (IoT) into a property is something that excites guests. It offers them a high level of convenience and efficiency, and also a sense of luxury.

Future Development

➤ *Sustainable hotel*

Generally, society is becoming more environmentally conscious as it becomes clear sustainability is an important issue. Sustainable hotels look at eco-friendly construction, energy saving, waste management as priorities.

PARKROYAL COLLECTION Pickering, Singarpore

The hotel was awarded as “Asia’s Leading Green Hotel. It is abundant in greenery, which helps to absorb heat, provide shade and improve air quality. About 60% of the guest room corridors are consist of garden spaces with natural light and air.

Future Development

➤ *Robot staff*

More and more hotels are using robots in some capacity, to help automate check-in and check-out, carry luggage and acts as concierges, or for room service.

Henn na Hotel, Japan

The English-speaking receptionist is a vicious-looking dinosaur, and the one speaking Japanese is a female humanoid with blinking lashes.

“If you want to check in, push one,” the dinosaur says. The visitor still has to punch a button on the desk and type in information on a touch panel screen.

Future development

➤ *Virtual Reality and Augmented Reality*

Virtual reality replaces the real world with visual and audio input while augmented reality layers virtual elements onto the real world. Customers who want to try before they buy can take virtual tours of your property and even parts of the destination. With AR, a hotel might use something like an interactive map to provide information to guests.



Thank You