Introduction to the Hospitality Industry

European Institute of Innovation, Entrepreneurship and Technology
Lessingstraße 79, 13158 Berlin, Germany

Mahmoud Abdou| Berlin



Lessingstraße 79,
13158 Berlin, Germany
Phone: +49 30 233618555
Fax: +49 30 233618556
Email: info@eiiet.com

Discover the world of eiIET

Index

1. Characteristics of Hospitality Products
2. Reservations Department
3. Guest Services/Uniformed Services



2- FUNDAMENTALS OF HOTEL REVENUE MANAGEMENT

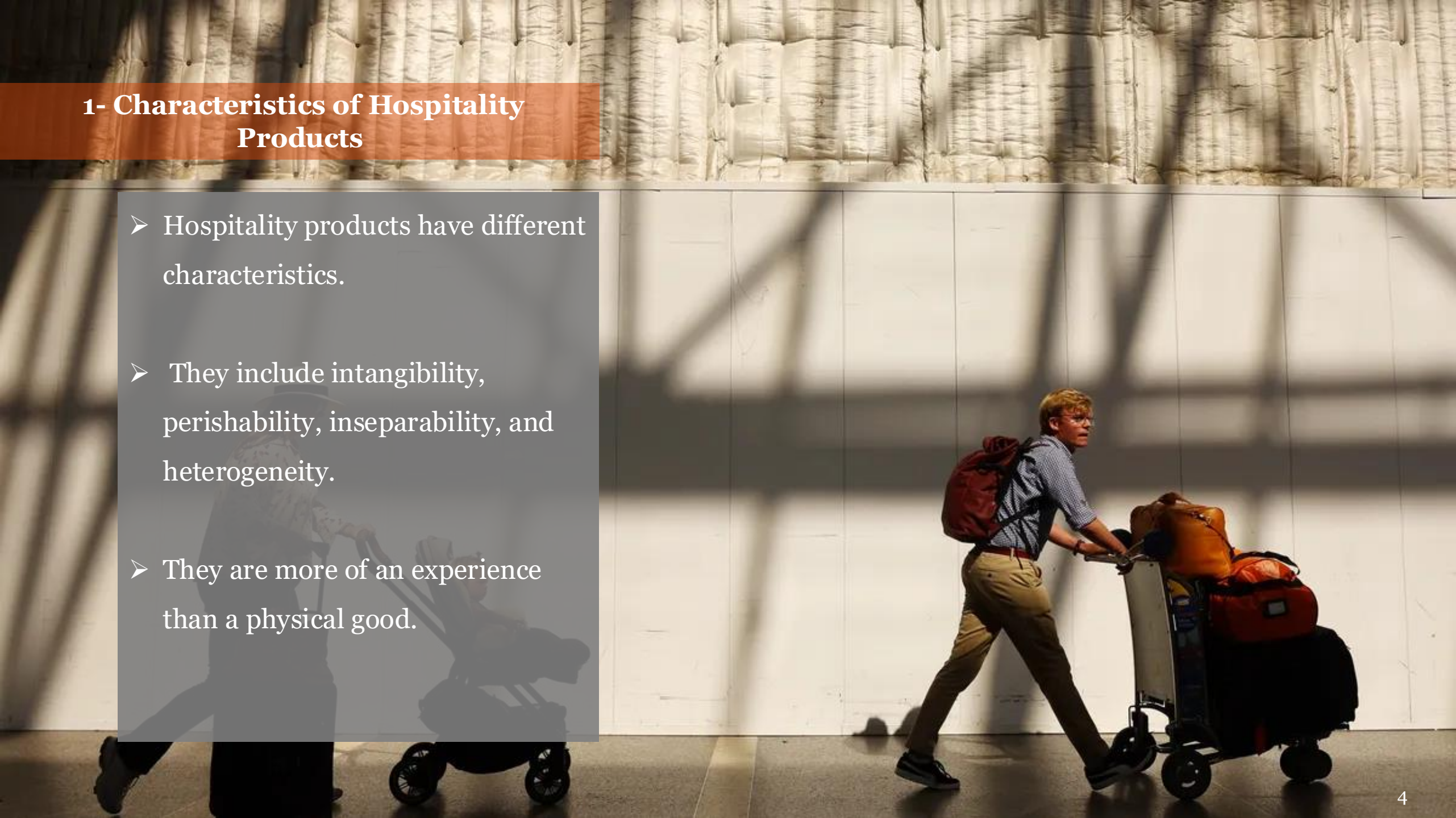


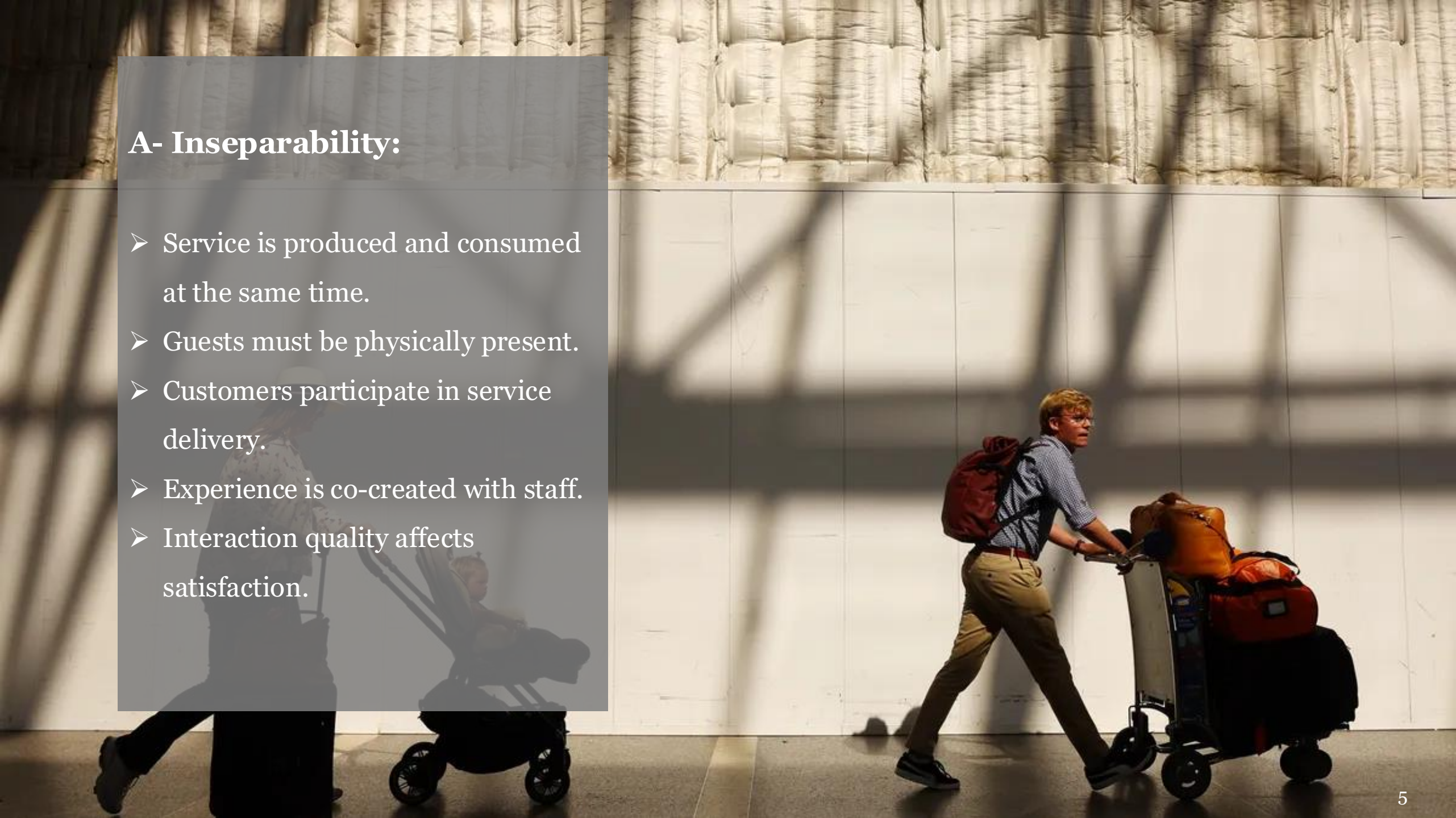


1- THE CHARACTERISTICS OF HOSPITALITY PRODUCTS

1- Characteristics of Hospitality Products

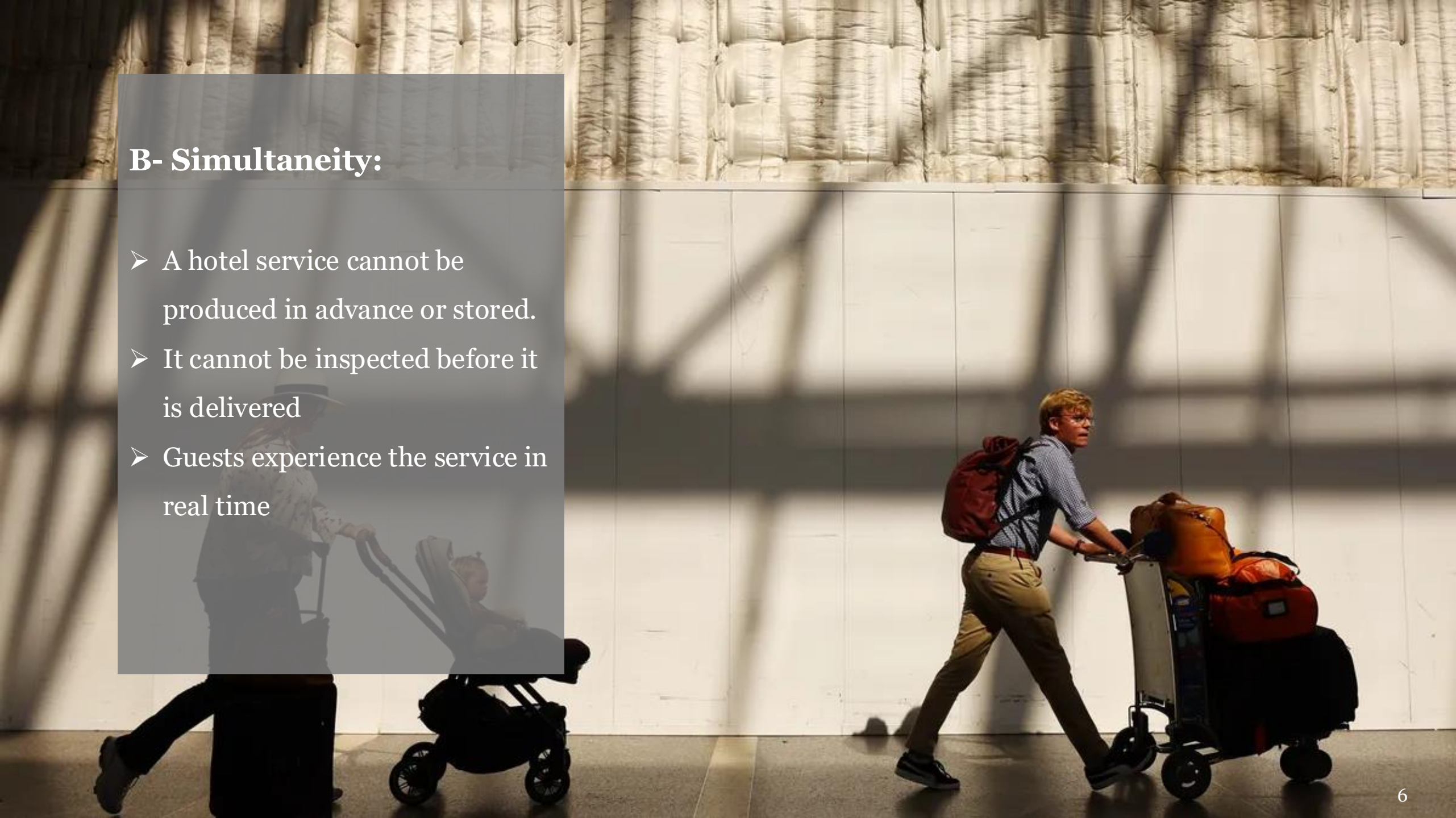
- Hospitality products have different characteristics.
- They include intangibility, perishability, inseparability, and heterogeneity.
- They are more of an experience than a physical good.





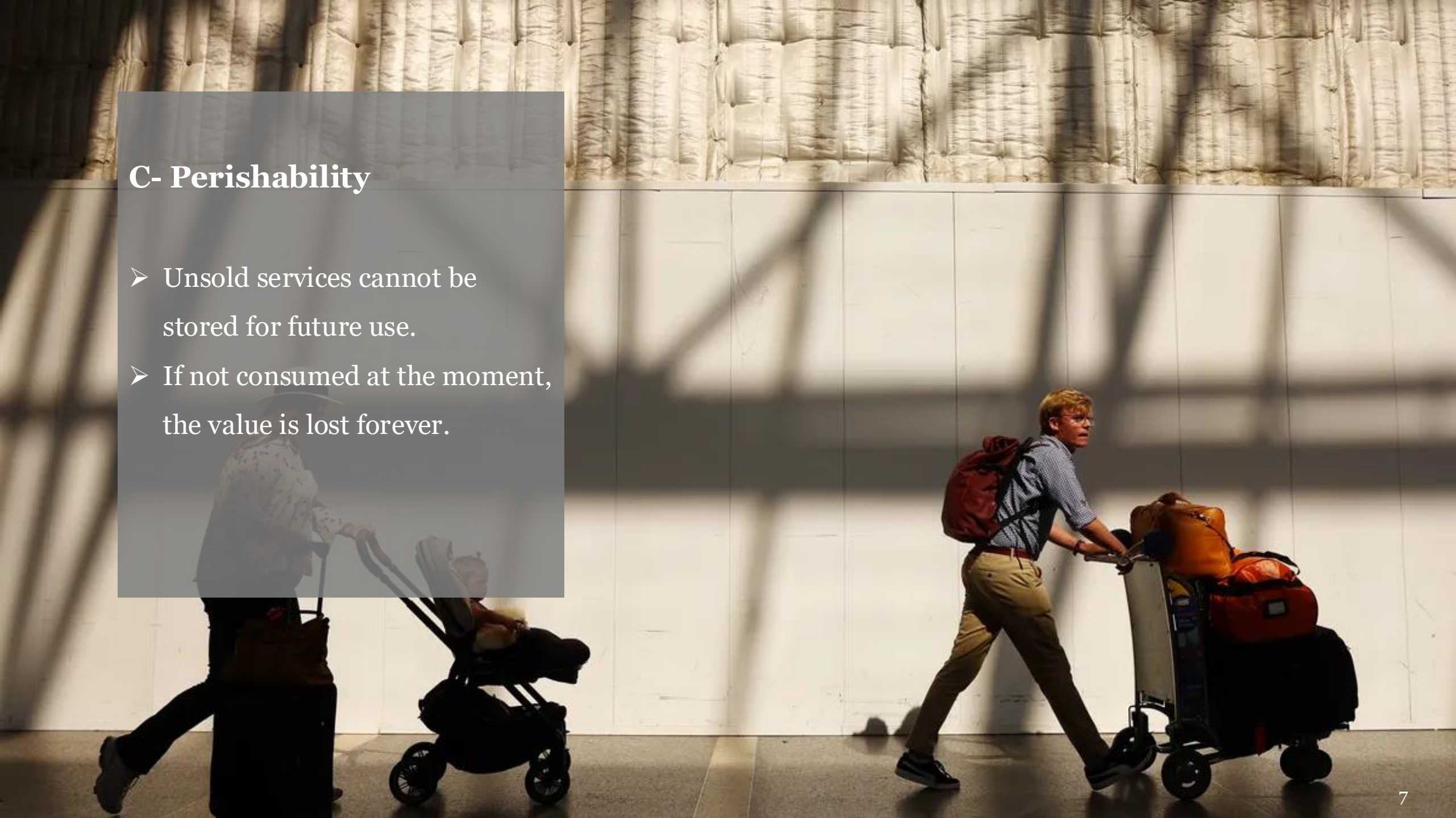
A- Inseparability:

- Service is produced and consumed at the same time.
- Guests must be physically present.
- Customers participate in service delivery.
- Experience is co-created with staff.
- Interaction quality affects satisfaction.



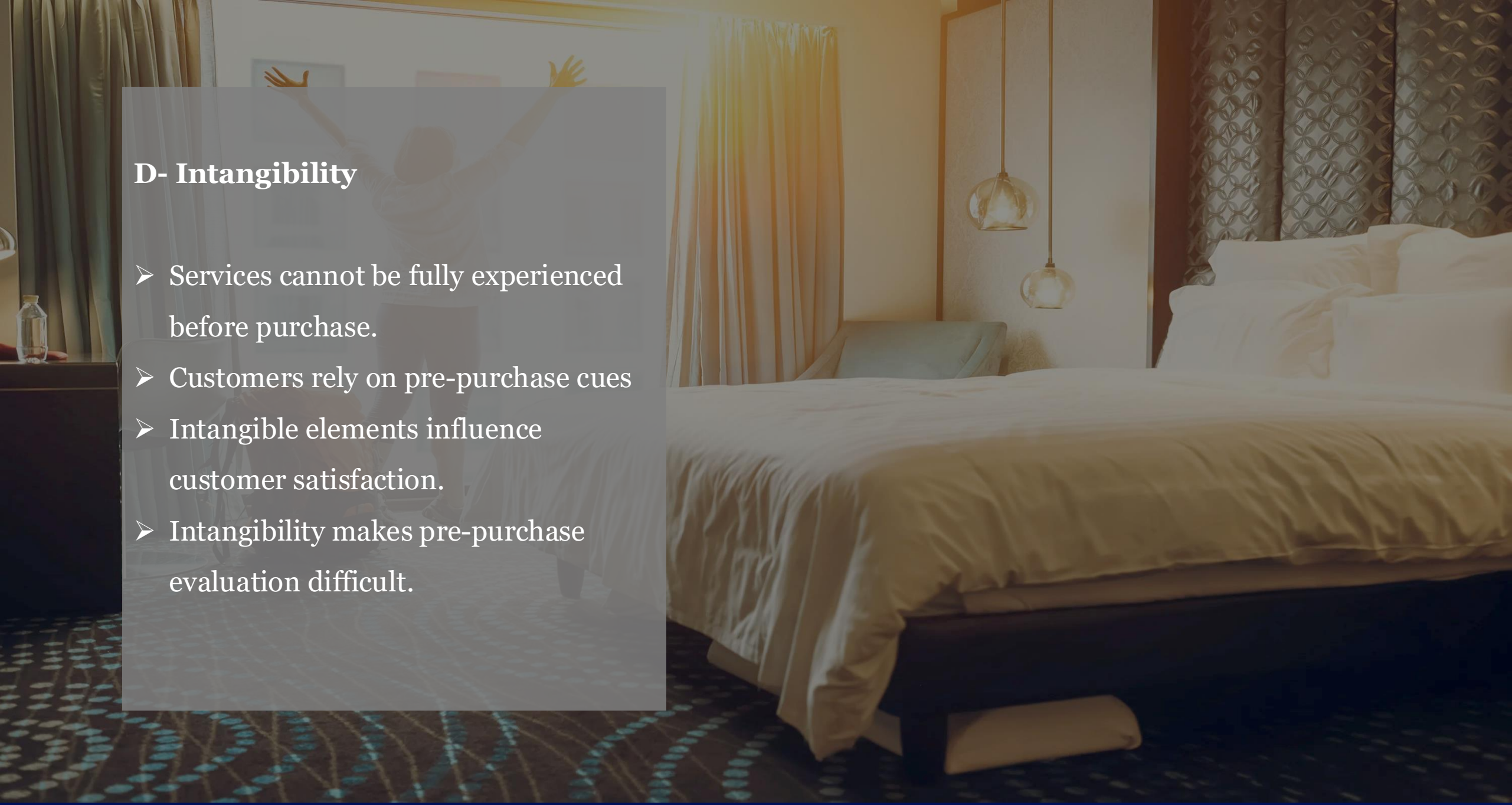
B- Simultaneity:

- A hotel service cannot be produced in advance or stored.
- It cannot be inspected before it is delivered
- Guests experience the service in real time



C- Perishability

- Unsold services cannot be stored for future use.
- If not consumed at the moment, the value is lost forever.



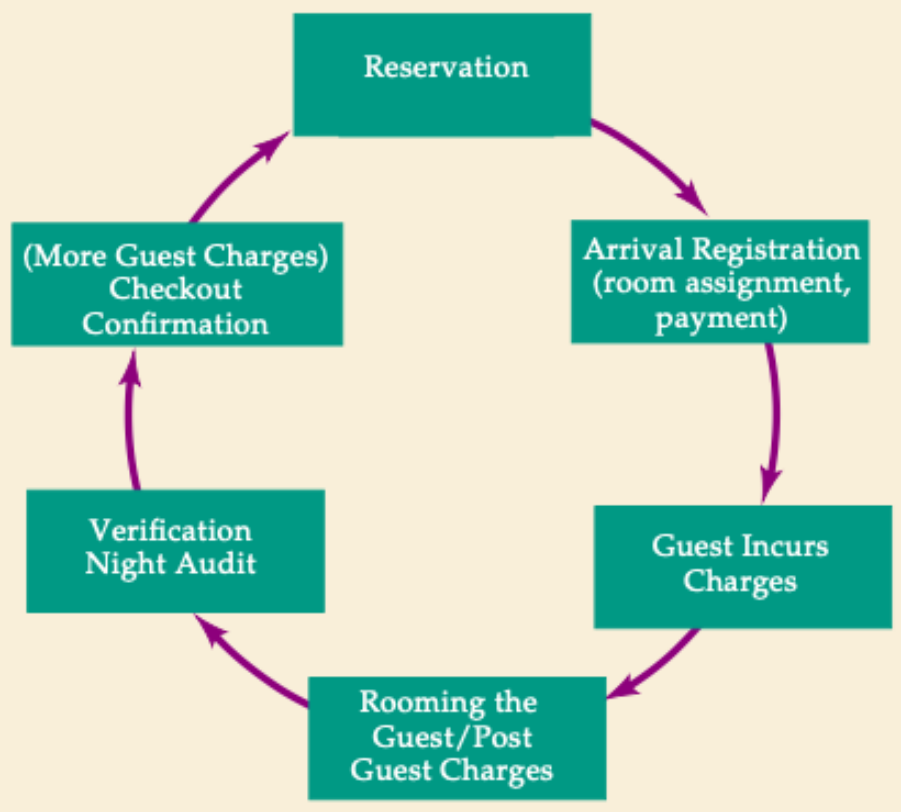
D- Intangibility

- Services cannot be fully experienced before purchase.
- Customers rely on pre-purchase cues
- Intangible elements influence customer satisfaction.
- Intangibility makes pre-purchase evaluation difficult.

2- Reservations Department

2- Reservations Department

Reservations: An Overview



- Headed by the Reservations Manager
- In many hotels, the manager is on the same level as the Front Office Manager

Reports to:

- Director of Rooms Division or,
- Director of Sales

Importance of Reservations

- Sales and Yield Management
- Reservations emphasizes the sales aspect of hotel operations
- Includes the concept of yield management
- Goal: maximize room revenue and occupancy

2- Reservations Department

First Contact with Guests:



- Reservations is often the first contact point for guests
- Contact is commonly made by telephone
- The guest forms a first impression of the hotel during this interaction

- **Skills Required in Reservations**

- Exceptional telephone manners
- Strong telemarketing skills
- Ability to promote hotel advantages over competitors
- Ability to provide the best value for guests

2- Reservations Department

Department Goals:



- Exceed guest expectations during reservation process
- Sell all hotel rooms at the maximum possible revenue
- Avoid guest dissatisfaction or feelings of overcharging

- Department Size:

- Number of employees depends on hotel size
- Larger hotels may employ several reservation associates
- Reservations is considered an important operational department

2- Reservations Department

Main Types of Reservations

A- Confirmed Reservations



- Made with enough time for a confirmation slip to be sent to the guest

Confirmation may be sent by:

Mail or fax

- Confirmation Details

- Confirmation number
- Arrival and departure dates
- Type of room booked
- Number of guests
- Number and type of beds
- Special requests

2- Reservations Department

Main Types of Reservations

B- Guaranteed Reservations



- Ensures that the reservation will be held for the guest
- Commonly used for late arrivals
- The hotel takes the guest's credit card number as a guarantee

- Importance of Guaranteed Reservations

- The hotel agrees to hold the room for late arrival
- Guests are more likely to cancel in advance if they are unable to arrive

- Helps:

- Improve room inventory accuracy
- Reduce no-shows

2- Reservations Department

Main Types of Reservations

C- Advance Deposit / Payment



- Another Form of Guarantee

- The hotel may require advance payment during busy periods or holidays

- Deposit may include:

- One-night stay
- Entire stay

- Credit Card Guarantee

- The guest's credit card may be charged automatically
- Usually covers the first night's accommodation
- Discourages no-shows and protects hotel revenue

2- Reservations Department

Main Types of Reservations

C- Advance Deposit / Payment

- Corporate Guaranteed Reservations

- Companies may guarantee all employee reservations
- Prevents problems with late arrivals
- Important in high-demand cities

- Release of Non-Guaranteed Reservations

- Hotels may release non-guaranteed reservations
- Usually at 4:00 p.m. or 6:00 p.m. on arrival day
- Common in periods of high demand and occupancy

3- Guest Services/Uniformed Services

Guest Services / Uniformed Services



- First impressions are very important in hotels.
- Guest service staff have a special responsibility in welcoming guests.
- Department is headed by the:
  - Guest Services Manager or;
  - Bell Captain

- Uniformed Service Staff

- Door Attendants
- Bellpersons
- Concierge

In some hotels, the concierge reports directly to the Front Office Manager.

3- Guest Services/Uniformed Services

Role of Door Attendants



- Serve as unofficial greeters of the hotel.
- Wear professional and impressive uniforms.
- Responsibilities include:
  - Greeting guests
  - Opening and closing car doors
  - Assisting with luggage
  - Hailing taxis
  - Keeping entrance area clear
  - Providing hotel and local information

3- Guest Services/Uniformed Services

Role of Bellpersons:



- Bellperson Responsibilities

- Escort guests to their rooms
- Transport guest luggage
- Explain hotel services and room features

- Required Skills

- Knowledge of:

- Local area
- Hotel facilities and services

- Need for:

- Pleasant personality
- Outgoing attitude
- Strong guest communication skills

3- Guest Services/Uniformed Services

Concierge:



- A uniformed hotel employee
- Has a separate desk in the lobby or concierge floor
- Operates separately from:
  - Front office room clerks
  - Cashiers

- Main Role of the Concierge

- Assists guests with a wide range of personalized services
- Provides convenience, information, and special arrangements

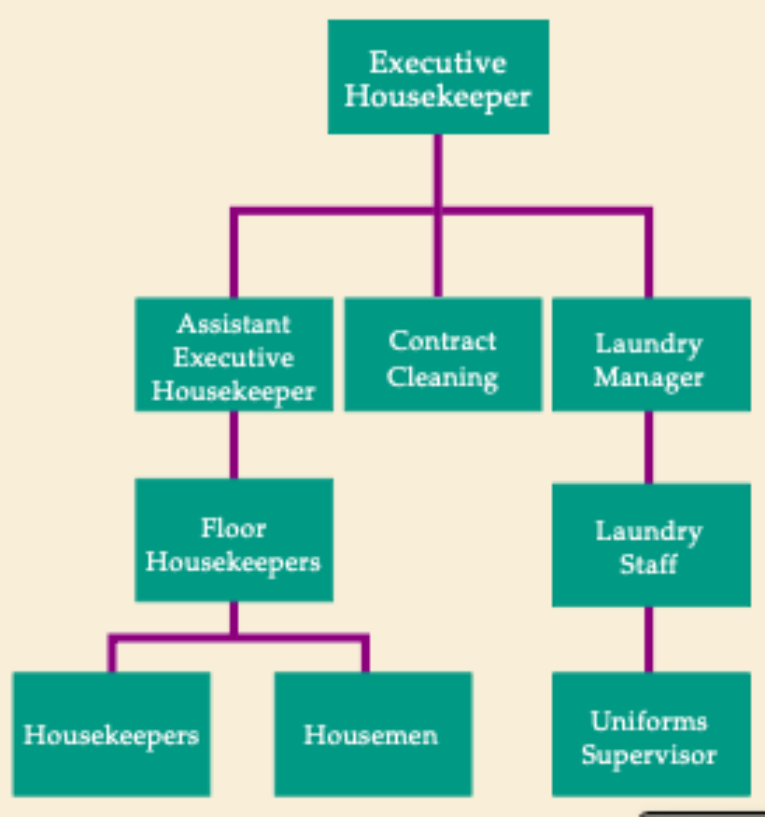
3- Guest Services/Uniformed Services

Common Concierge Services:

- Obtaining tickets to popular shows
- Arranging restaurant reservations
- Providing advice on:
  - Restaurants
  - Activities
  - Attractions
  - Amenities and facilities
- Airline ticket assistance and flight reconfirmation
- Handling VIP messages and special shopping requests

3- Guest Services/Uniformed Services

Housekeeping Department:



- The largest department in the hotel in terms of staff
- Up to 50% of hotel employees may work in housekeeping
- Essential for hotel operations and guest satisfaction

Challenges in Housekeeping

- Hard work and physically demanding tasks
- Comparatively low pay
- High employee turnover rate

3- Guest Services/Uniformed Services

Housekeeping Department:

- Leadership of Housekeeping

- Executive Housekeeper / Director of Services

➢ Responsible for overall department management

- Executive Housekeeper Duties

➢ Leadership of people, equipment, and supplies

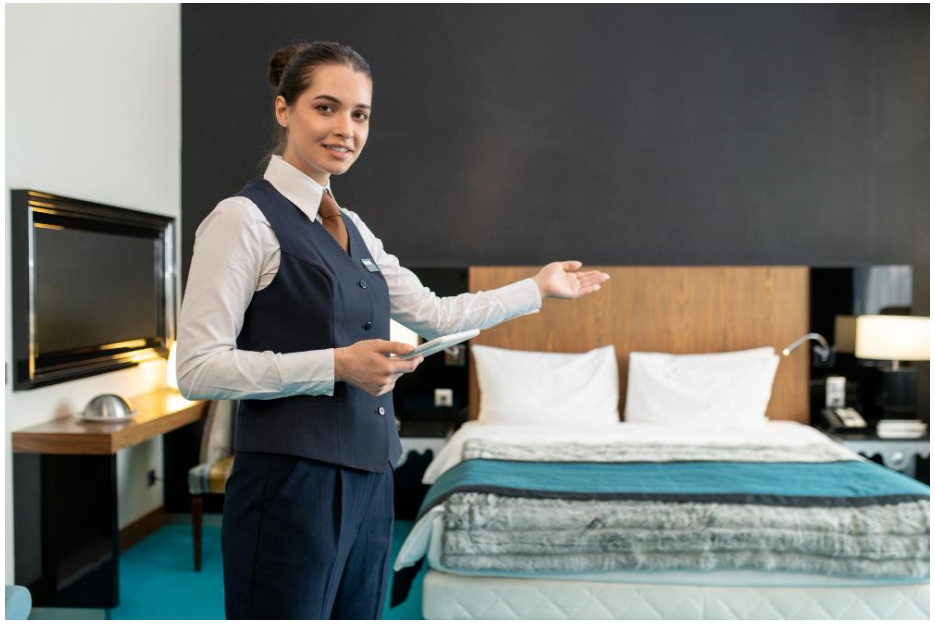
➢ Cleanliness of guest rooms and public areas

➢ Managing department within financial guidelines

➢ Maintaining accurate records

3- Guest Services/Uniformed Services

Housekeeping Department:



- Importance of Housekeeping

- Guest Satisfaction
- Housekeeping is critical to hotel success
- Guest surveys consistently rank:
  - Room cleanliness as the #1 priority
  - Cleanliness strongly influences guest satisfaction

Thank you

European Institute of Innovation, Entrepreneurship and Technology

Lessingstraße 79,

13158 Berlin, Germany

Phone: +49 176 55524449

Discover the world of eiIET