

**OPERATIONS MANAGEMENT IN HOSPITALITY
MANAGEMENT**

Student Name -Parveen Parveen

Student id-DE240146

Under valuable guidance of Mahmoud Abdou

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Types of data that a restaurant or hotel should collect before making a decision on layouts

Before making the final decision regarding layouts, restaurants or hotels should collect a wide range of necessary financial, customer and operational data to ensure that the space layout can support overall profitability, efficiency and customer satisfaction of the company. Firstly, the hotel and the restaurant should collect the behavioural and customer demand data, including peak times of check in and dining, pattern of customer flow, preferences of sitting, and the total number of guests per party. As stated by Stylos et al. (2021), this can help the hotel in terms of designing the most suitable layout, which can minimise unnecessary conditions of dealing with crowds along with optimising the seating arrangements, besides improving guest comfort. The restaurant or the hotel should also collect the data on operational workflow, which incorporates the pattern of staff movement, times of service delivery, and others, because it is important to ensure an efficient back-of-house layout to decrease employee fatigue besides speeding up the service. As commented by Yang and Luo (2021), collecting operational work flow information and data can also help in terms of leading to increased productivity, along with reducing the cost of labour. It is also extremely important to collect in necessary data on regulatory and safety requirements. For example, it is necessary to identify the hygiene standards, ventilation, food safety zone in the kitchen and fire exits to prevent any kind of penalty besides ensuring consumer safety and overall well-being of the guests.

Restaurants or hotels must have sufficient knowledge about the most effective way of utilising a space, and in this regard, it is important to collect the data on duration of table turnover, occupancy rate, square foot contribution of revenue, and others to identify the areas which are most frequently used within the hotels or the restaurants. Collecting data on space utilization can also help in terms of allocating the overall space of the hotel or the restaurant more strategically, along with reducing the excessive space of the waiting area. As opined by Nguyen and Nham (2022), it is also extremely important to collect data related to technology and infrastructure because contemporary hospitality management is strongly dependent on updated technology to enhance guest experience as well as operational efficiency. Relevant data on the distribution of power supply, the requirement of connectivity, and touch points of digital service can influence the entire configuration of the hotel layout. In the modern time most of the hotels and restaurants have been working on incorporating smart room infrastructure and facilities along with adapting a high-speed Wi-Fi network. Integrating all

of this advanced technology system into the layout will ultimately improve the overall customer satisfaction and engagement, along with supporting future scalability. While designing the hotel or the restaurant layout, it is extremely crucial to understand the customer demographics such as income level, age, cultural background, as well as lifestyle expectations. As commented by Nguyen and Nham (2022), such data will help the restaurant or the hotel to understand the space allocation for play and seating areas. For example, if the hotel is targeting the high-income class of people, then it should aim to have an enough open floor space for accommodating the guests in the lobby area (that must be elegant as well) so that the lobby can retain a healthy balance of coziness and breathing room. On the other hand, a family-friendly restaurant may need spacious seating as well as play areas.

Describing layout improvement

The lobby area of the hotel is observed to serve as the very first point of interaction between the hotel and the guests. Therefore, it is extremely important to redesign the layout of the lobby area most efficiently.

Redesigning reception area: One of the most crucial improvements which can be made as a part of the redesign process is to modify the reception area into a specific zone-based layout of the lobby, which can include separate space for the check-in and check-out out and digital kiosks of self-service.

Clearing the traffic flow: By dividing the overall lobby area into certain distinct zones, the entire flow of customer traffic can become much smoother because the guests can easily select the zone based on their needs. The newly designed hotel lobby will incorporate separate meeting areas, co-working zones, and casual dining zones. By creating such dedicated zones, the overall workflow will be much better.

Changing ambience: As commented by Fransiska et al. (2023), modern furnishing for strategic layout designing will be used while modifying the lobby area, such as the application of sound absorbent panels. The entertainment and sounds in the lobby area must be aligned with the agendas and needs of the respective guests. Keeping this in mind, soft furnishing and sober carpeting will be used to diffuse the sound, besides incorporating noise control material in the flooring and the wall covering.

Luggage assistance area: A separate area will be designed for locating and handling the luggage of the guests.

This particular improvement of the layout can ultimately enhance the overall quality of business operation of the hotel because it can reduce the excessive waiting time, along with enhancing the efficiency of employees. For example, the front desk employees can easily focus on more complicated enquiries of the guests whereas the routine tasks can be automated easily. Simultaneously, different technology-driven features, such as a mobile check-in and check-out section can also enhance the overall guest satisfaction through creating a stress-free as well as contemporary business environment within the hotel space. Ultimately, such a redesigning has a strong potential of supporting both of guest satisfaction as well as the operational goals through transforming the hotel lobby into a more welcoming and functional area (Nguyen and Nham, 2022). Enhancing seating arrangements as well as designing a cozy waiting area can make the entire lobby area feel like an extremely comfortable social hub, which can encourage interaction and relaxation rather than any unnecessary crowding new entrance gate. The newly designed lobby will also provide an increasing access to the digital services.

Reference List

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