ROOM DIVISION OPERATIONS IN HOSPITALITY INDUSTRY



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SINGH PUBLICATION
Lucknow, Uttar Pradesh, India

Published by



SINGH PUBLICATION
Head Office: 78/77, New Ganesh Ganj,
Opp. Rajdhani Hotel, Aminabad Road,
Lucknow - 226018, Uttar Pradesh, India
Email: singhpublicationlko@gmail.com

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ISBN: 978-81-972787-1-6

DOI: 10.5281/zenodo.14794332

Date of Publication: January 31, 2025

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Design by
ARIES PRINTING SERVICES
(Kolkata, India)

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Preface

The Room Division operations are both a cornerstone to the hospitality industry in terms of operational efficiency and the guest experience. Room Division is one of the core departments in any hotel or resort, covers a fairly wide spectrum of activities including reservations, administration on reception, guest relation, the housekeeping and maintenance. These operations are crucial to ensure a guest has a fantastic stay with no hassle and it is highly powerful to the success of a hospitality setup. Improvements in Room Division efficiency can directly determine how profitable a hotel is and how the hotel is perceived by its guests. As an example, the reservation system has to keep track of available rooms well, must respect guest preferences, and be ready for last minute changes; the front desk has to check in as many guests as possible for as fast as possible and answer possible complains. Housekeeping behind the scenes just makes sure rooms are clean and comfortable while maintenance personnel who take care of unexpected problems in the property. Each of these functions work together to enable a system which runs efficiently on a daily basis. Yet, the operations of these are of utmost importance yet these also present a special challenge. And as an important ongoing hurdle, there are also managing high guest expectations, maintaining service quality, handling shifting demand, and keeping communication between departments consistent. Furthermore, room division staffs must be trained for efficiency not in the loss of compassionate hospitality, providing personalization while maintaining operations speed in

a fast-paced industry. But in recent years, Technology started to make a huge difference in Room Division operations. Across all its properties, IHG is using automation, AI, and data analysis to eliminate steps in beneficial tasks, reduce time to complete tasks faster and improve the guest experience. But technology is ever changing, with new systems needing to be integrated and the human element of hospitality remains. The central issue is that operators have to ensure staff are trained properly, and the guest experience is not scuppered by over reliance on technology. It presents an introduction to the critical role of Room Division operations as a subset of the larger broader hospitality industry. Given that hotels and resorts are confronting guest expectations, cost and technological considerations, it is important to understand the complexity of Room Division functions for hotels' and resorts' continued success and importance in a competitive hospitality market.

Kolkata
January 31, 2025

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