

Unit 7: Managing Accommodation Services

Unit code	K/616/1794
Unit level	4
Credit value	15

Introduction

The accommodation sector is one of the largest sectors in the tourist industry, providing a wealth of opportunities for students to work within a dynamic and diverse sector. Opportunities are growing for accelerated career advancement, and positions in differing destinations and different types of establishments are expanding.

The sector is an integral part of the hospitality industry and this unit will provide students with a comprehensive understanding of the diverse accommodation services available to guests. Students will gain an overview of accommodation services, the different forms of ownership and classification systems. The functions of the front office will be introduced and they will explore the role the front office plays within accommodation services. The importance of housekeeping management will also be assessed along with the facilities and security functions of accommodation services.

Students will be able to identify trends and technologies for the sector and the impact they have on the different functions, services and guest provisions.

Learning Outcomes

By the end of this unit students will be able to:

1. Explain the types of accommodation services available within the hospitality industry
2. Discuss the role of the Front Office department within accommodation services
3. Assess the contribution of the Housekeeping department to providing effective accommodation services
4. Explore the role facilities and security plays within accommodation services.

Essential content

LO1 Explain the types of accommodation services available within the hospitality industry

Different types of accommodation services:

Different types and categories of accommodation providers

Global hotel chains and consortia

Serviced and non-serviced businesses

Different business purposes, objectives and supply of products and services

The size and contribution to GDP

Different business operating models e.g. low-cost model, the informal accommodation model e.g. Airbnb

Scale and scope of accommodation services:

Luxury, mid-range, budget or limited service

The types of facilities found within each: restaurants, valet, concierge, private dining, bars, banqueting and spas

Staffing levels within different types of accommodation providers

Ownership and affiliations:

Independently owned properties versus chain hotel management including management contracts, franchises, and referral groups

Classification, grading and online guest review sites:

Different types of classification systems

Issues related to classification systems

The impact of online review sites e.g. TripAdvisor on accommodation services

The role classification, grading and review sites have on hospitality consumer decision-making

Trends in accommodation services:

Digital and technological trends, themed and concept hotels, the move away from traditional accommodation provisions

The effect of changes on the growth of industry brand development, performance and profitability

The impact of digital technology on accommodation services:

Benefits to guests and accommodation properties e.g. increased level of consumption and increased loyalty

The impact on service provisions e.g. using smart phone and tablets for real time guest insights

LO2 Discuss the role of the Front Office department within accommodation services

Front Office operational structure:

Functional areas of the Front Office: reservations, reception, guest services, concierge and Night Audit

Front office organisational charts

Roles and responsibilities:

Different functional roles of the Front Office Manager, Reservation Manager, Reception Manager, Guest services Manager, Night Audit Manager, and Head Concierge

Front Office staff

The skills, qualities and competencies required for different functional roles

The importance of the role of Front Office services and the interrelationships between the different functional areas

How Front Office operations relate to overall business mission and objectives

LO3 Assess the contribution of the Housekeeping department to providing effective accommodation services

Housekeeping operational structure:

Role of housekeeping within different types of accommodation services

In-house versus contracted out housekeeping

Roles and responsibilities:

The key role and responsibilities of the Executive Housekeeper e.g. managing HR concerns such as high turnover, recruitment, selection, training, scheduling, budgeting and employee motivation

Managing a multicultural team

Managing and forecasting inventories:

Managing linens, uniforms, guest loan items, equipment, cleaning supplies and guest supplies

Consumable versus non-consumable items

Forecasting stock levels and establishing operating par stock levels

Budget and control of expenses:

Operating versus Capital Expenditure budget

Actual costs versus budgeted costs

The impact of forecasted occupancy levels v actual occupancy levels on the housekeeping budget

Controlling of expenses: operating expenses, specific area expenses and purchasing

Security concerns and the role the housekeeping department plays in creating safe and secure establishments

Guestroom cleaning:

Room assignments, inspections and turndown service

Room status codes

Daily cleaning, deep cleaning and maintenance of rooms

Rules and regulations concerning the use of chemicals and equipment

Environmentally-friendly procedures for sustainable housekeeping:

Green certified cleaning products, green detergents, energy efficient washers and dryers, biodegradable guest amenities, water saving techniques

Integrating sustainable practices with guest loyalty schemes

Relationship between housekeeping and the other functional departments found within accommodation services:

Front Office, Food and Beverage, Conference and Events

L04 Explore the role facilities and security plays within accommodation services

Roles and responsibilities:

Key roles and functions of Facilities Manager, Maintenance Engineers, Security Manager, Security Guards

Maintenance:

Different types of maintenance, routine, preventative and scheduled

Cost implications of maintenance requirements

Room refurbishments and the importance of scheduling maintenance to minimise disruption to guests

Relationship between maintenance department and the housekeeping department:

How faults are communicated to the maintenance department

Work orders and allocation

Computerised maintenance management systems

Security:

Key card access, after-hours access to the property

Risk assessment security plans, alarms, camera systems, Health and Safety and fire procedures

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<p>LO1 Explain the types of accommodation services available within the hospitality industry</p>		<p>LO1 LO2</p> <p>D1 Critically evaluate a range of different accommodation services and the role front office plays in achieving positive grading, classifications and reviews to meet overall business objectives for guest satisfaction and profitability</p>
<p>P1 Identify the scale and size of the accommodation services found within the hospitality industry</p> <p>P2 Explain the different forms of ownership available to accommodation services</p> <p>P3 Discuss the role that, grading, classifications systems and online review sites play when potential guests look for and book accommodation</p>	<p>M1 Evaluate a range of different accommodation services and the implications of ownership grading, classifications and online reviews upon guests' decision-making</p>	
<p>LO2 Discuss the role of the Front Office department within accommodation services</p>		
<p>P4 Explain the organisation of front office functions within a variety of accommodation services</p> <p>P5 Discuss the key roles within the front office department for a selected organisation</p>	<p>M2 Analyse how operations of the front office department within a selected organisation meet the overall business mission and objectives</p>	

Pass	Merit	Distinction
<p>L03 Assess the contribution of the Housekeeping department to providing effective accommodation services</p>		<p>L03 L04</p> <p>D3 Critically evaluate the importance of communication between the housekeeping and facilities department for providing effective quality accommodation services that meet overall guest satisfaction</p>
<p>P6 Review the key roles found within the housekeeping department in a selected organisation</p> <p>P7 Assess the importance of forecasting linen stock and other guest supplies to ensure sufficient supply to meet demand</p> <p>P8 Illustrate the importance of interrelationships between housekeeping and other key departments within a selected organisation to provide quality provision and services</p>	<p>M3 Evaluate the relationship between the housekeeping department and other key departments in a selected organisation to provide effective quality accommodation services</p>	
<p>L04 Explore the role facilities and security plays within accommodation services</p>		
<p>P9 Examine the importance of scheduling maintenance or repair work to minimise disruption to guests</p> <p>P10 Discuss the importance of security within a selected organisation</p>	<p>M4 Assess the role maintenance plays within the accommodation services in ensuring overall guest satisfaction</p>	

Recommended resources

Textbooks

CASADO, M. (2011) *Housekeeping Management*. 2nd ed. New Jersey: John Wiley & Sons.

HAYES, D. and NINEMEIER, J. (2016) *Hotel Operations Management*. 3rd ed. Harlow: Pearson.

O'FALLON, M. and RUTHERFORD, D. (2011) *Hotel Management and Operations*. 5th ed. New Jersey: John Wiley & Sons.

VALLEN, G. and VALLEN, J. (2013) *Check-In Check-Out: Managing Hotel Operations*. 9th ed. Harlow: Pearson.

Websites

www.boutiquehotelier.com	Boutique Hotelier Industry reports, articles and news (General Reference)
www.hotelier.com	Hotelier Magazine News (General Reference)
www.hotelierInternational.com	Hotelier International News and articles (Research)
www.luxuryhotelassociation.org	International Luxury Hotels Association Publications, news, trends (General Reference)

Links

This unit links to the following related units:

Unit 26: Revenue Management

Unit 27: Front Office

Operations

Management Unit 37:

Facilities Management

Unit 38: Concepts and Innovation in Hospitality