Unit 7: Managing Accommodation Services

<table>
<thead>
<tr>
<th>Unit code</th>
<th>K/616/1794</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit level</td>
<td>4</td>
</tr>
<tr>
<td>Credit value</td>
<td>15</td>
</tr>
</tbody>
</table>

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

**LO4 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

<table>
<thead>
<tr>
<th>Pass</th>
<th>Merit</th>
<th>Distinction</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LO1</strong> Explain the types of accommodation services available within the hospitality industry</td>
<td><strong>M1</strong> Evaluate a range of different accommodation services and the implications of ownership grading, classifications and online reviews upon guests’ decision-making</td>
<td><strong>LO1 LO2</strong> <strong>D1</strong> 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</td>
</tr>
<tr>
<td><strong>P1</strong> Identify the scale and size of the accommodation services found within the hospitality industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>P2</strong> Explain the different forms of ownership available to accommodation services</td>
<td><strong>P4</strong> Explain the organisation of front office functions within a variety of accommodation services</td>
<td></td>
</tr>
<tr>
<td><strong>P3</strong> Discuss the role that, grading, classifications systems and online review sites play when potential guests look for and book accommodation</td>
<td></td>
<td><strong>M2</strong> Analyse how operations of the front office department within a selected organisation meet the overall business mission and objectives</td>
</tr>
<tr>
<td><strong>LO2</strong> Discuss the role of the Front Office department within accommodation services</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>P4</strong> Explain the organisation of front office functions within a variety of accommodation services</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>P5</strong> Discuss the key roles within the front office department for a selected organisation</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pass</td>
<td>Merit</td>
<td>Distinction</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
<td>-------------</td>
</tr>
<tr>
<td><strong>LO3</strong> Assess the contribution of the Housekeeping department to providing effective accommodation services</td>
<td><strong>M3</strong> Evaluate the relationship between the housekeeping department and other key departments in a selected organisation to provide effective quality accommodation services</td>
<td><strong>D3</strong> Critically evaluate the importance of communication between the housekeeping and facilities department for providing effective quality accommodation services that meet overall guest satisfaction</td>
</tr>
<tr>
<td><strong>P6</strong> Review the key roles found within the housekeeping department in a selected organisation</td>
<td><strong>P7</strong> Assess the importance of forecasting linen stock and other guest supplies to ensure sufficient supply to meet demand</td>
<td></td>
</tr>
<tr>
<td><strong>P8</strong> Illustrate the importance of interrelationships between housekeeping and other key departments within a selected organisation to provide quality provision and services</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LO4</strong> Explore the role facilities and security plays within accommodation services</td>
<td><strong>M4</strong> Assess the role maintenance plays within the accommodation services in ensuring overall guest satisfaction</td>
<td></td>
</tr>
<tr>
<td><strong>P9</strong> Examine the importance of scheduling maintenance or repair work to minimise disruption to guests</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>P10</strong> Discuss the importance of security within a selected organisation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Recommended resources

Textbooks
New Jersey: John Wiley & Sons.
Harlow: Pearson.

Websites
www.boutiquehotelier.com  Boutique Hotelier
Industry reports, articles and news
(General Reference)

www.hoteller.com  Hotelier Magazine
News
(General Reference)

www.hotellerInternational.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 Unit 37: Facilities Management Unit 38: Concepts and Innovation in Hospitality*