



FOOD and Beverage Service LEVEL-I

Based on March, 2021 VERSION 3 OS



**Module Title: Developing and Updating Hospitality
Knowledge**

LG Code: CST FDP1 M1 LO (1-3) LG (1-3)

TTLM Code: CST FDP1TTLM 0221 v1

February, 2021

Adama ,Ethiopia

Page 1 of 49	Federal TVET Agency Author/Copyright	TVET program title-Food and Beverage Service level I	Version -1 February 2021
--------------	---	--	-----------------------------



Contents	page
LO #1- Seek information on the hospitality industry	3
Information Sheet 1- Identifying and accessing information sources in hospitality sector	4
Self-Check -1	6
Information Sheet 2- Obtaining information to assist effective work performance in hotel department	7
Self Check 2	13
Information Sheet 3- Accessing and updating specific information	14
Self Check- 3	18
Information Sheet 4- Enhancing quality of work performance using hospitality.....	19
knowledge.....	19
Self Check- 4	23
LO #2- Source and apply information on legal and ethical issues for the hospitality industry	24
Information Sheet 1- Obtaining information on Legal and Ethical issues	25
Self Check- 1	30
Information Sheet 2- Conducting day-to-day Hospitality industry activities.....	31
Self Check- 2	33
LO #3- Update hospitality industry knowledge.....	34
Information Sheet 1- Identifying and using opportunities to update general knowledge	35
Self Check- 1	36
Information Sheet 2- Monitoring current issues of concern to the industry	37
Self Check- 2	38
Information Sheet 3- Sharing updated knowledge.....	39
Self Check- 3	43
Answer Key for self-check	44



LG #1	LO #1- Seek information on the hospitality industry
Instruction sheet	
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> • Identifying and accessing information sources • Obtaining information to assist effective work performance • Accessing and updating specific information on relevant sectors • Enhancing quality of work performance using hospitality knowledge <p>This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> • Identify and access information sources on the hospitality industry appropriately and correctly • Obtain information to assist effective work performance within the industry • Access and update specific information on relevant sectors of work • Use knowledge of the hospitality industry in the correct context to enhance quality of work performance 	
Learning Instructions:	
<ol style="list-style-type: none"> 1. Read the specific objectives of this Learning Guide. 2. Follow the instructions described below. 3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them. 4. Accomplish the “Self-checks” which are placed following all information sheets. 5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks). 6. If you earned a satisfactory evaluation proceed to “Operation sheets 7. Perform “the Learning activity performance test” which is placed following “Operation sheets” , 8. If your performance is satisfactory proceed to the next learning guide, 9. If your performance is unsatisfactory, see your trainer for further instructions or go back to “Operation sheets”. 	



Information Sheet 1- Identifying and accessing information sources in hospitality sector

1.1 Introduction to hospitality industry

We have to identify information on hospitality industries. Hospitality industry is part of a group of companies known as travel, hotel and tourism industry that provides goods and services to travelers. The hospitality i.e. hotel sectors and tourism industries are the fastest-growing industries in the world (Walker, 2010). This is the indication that these industries in need great attention in order to focus on customer for their retention and loyalty through the satisfaction the customers receive from the host in line with safety-security issues. Other scholars describe hospitality as an institution that provides variety of services to travellers (Barrows, Powers and Reynolds, 2012).

From above definition and description, one can recoil that hotel sector is one of the hospitality components that can deliver variety of services to its customers. Walker also further elaborate that the hotel sector is complex because of its hugeness and welcoming so many tourists and travellers that can draw the attention of many stake holders as government body, hotel sector owners, practitioners, policy makers and researchers highly.

1.2 Sectors of the hospitality industry:

A. Tourism Sector-

Tourism is defined as people travel away from home overnight; they need a place to stay. A large percentage chooses paid accommodation (as opposed to staying with friends or family), with the choice of accommodation depending on several factors:

- Cost
- standard or quality
- availability
- length of stay
- destination/location
- purpose of travel
- star rating standard
- types of services and facilities available



Tourism is described as an industry with in different sectors: accommodation, adventure tourism recreation, attractions, events and conferences, food and beverage, tourism services, transportation, and travel trade. Sometimes the industries of tourism are composed of 5 sectors: accommodations, food and beverage Services, recreation and entertainment, transportation, and travel services.

B. Hotel Sector-

Hotel industries or hotel sector can be defined based on various situations such as location of hotel, rating level, number of rooms, major and minor departments and like (Negi and M.J.,2016:Foskett and Paskins).



Self-Check -1	Written Test
----------------------	---------------------

Write short answers briefly

1. Define the following terms that have linkage with hospitality industry:

- a. Define hospitality
- b. Tourism
- c. Hotel

2. What are the two sectors of hospitality?



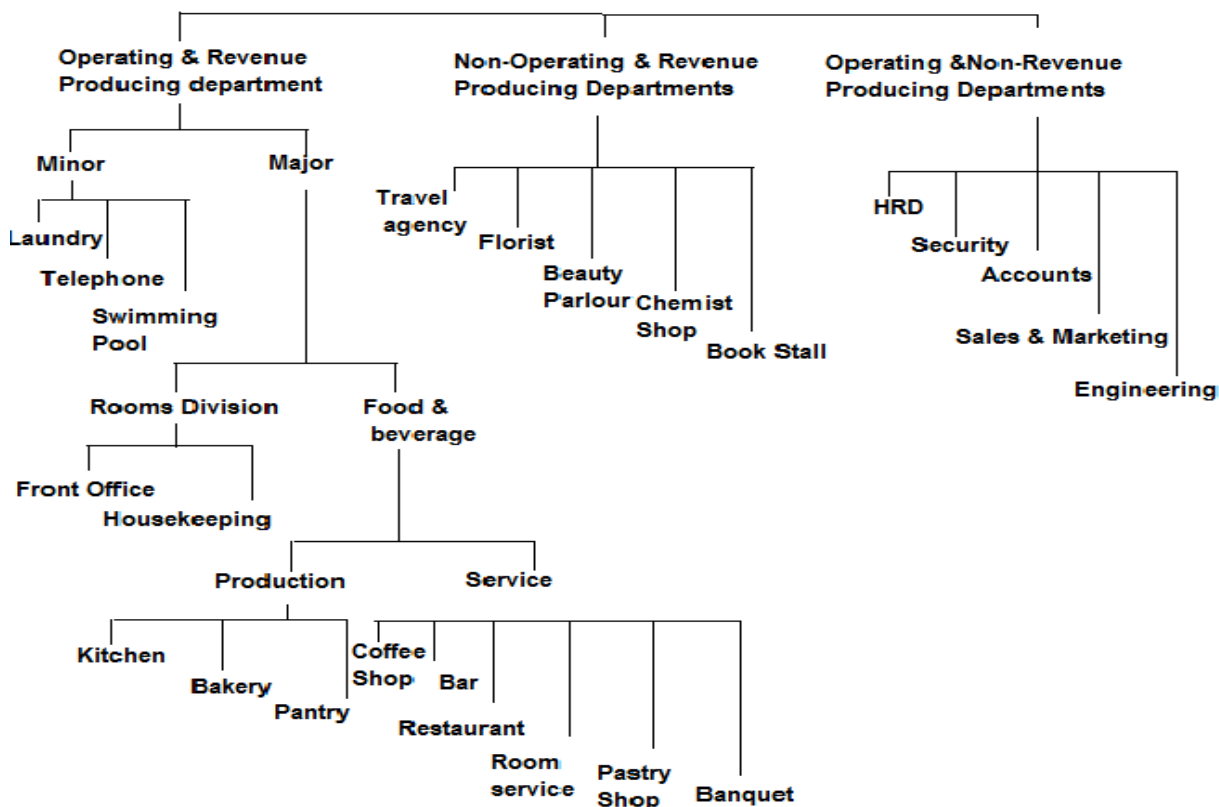
Information Sheet 2- Obtaining information to assist effective work performance in hotel department

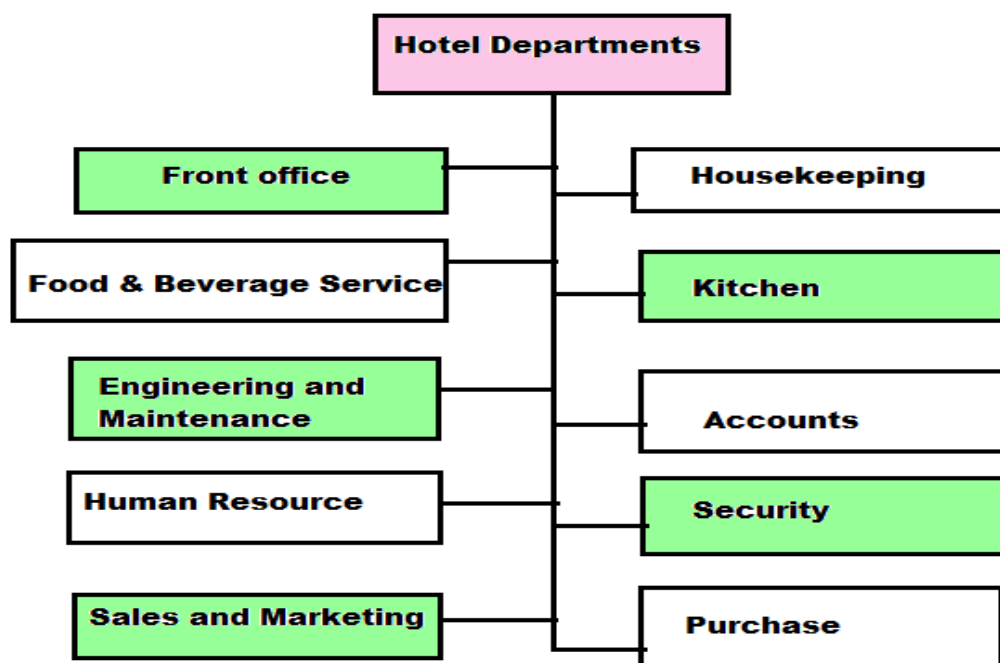
2.1 Introduction

Hotel industries are composed of multiple businesses that have at least four basic departments such as front office, housekeeping, food and beverage preparation and food & beverage service. Hotel industry can be also defined as a business establishment that as at least the four basic departments in willing to deliver service in payment in return for the service.

Hotel departments based on main sections and revenue generating departments are as follow:

ORGANIZATION OF THE HOTEL





2.1.1 Food and beverage Service department:

It is one of the hotel main departments which is composed of restaurant, bar and like sections in it. A **restaurant** is a commercial establishment committed to the sale of food and beverage to customers. A restaurant may be licensed part of a hotel operation, whereby the sales of the restaurant contribute to the sales of performance of the hotel as a whole. Restaurants may also be independent business entities under individual ownership and management. Basically, restaurants provide tables and chairs for people to sit and eat food prepared by an attached kitchen. They are equipped with crockery, cutlery and linen which may vary in quality according to the standard of the restaurant, which is determined by its décor, independent bar, entertainment facilities and above all, the quality of services.

A **Bar** is a commercial establishment committed to the sale of beverage (both alcoholic and non-alcoholic). It may be also licensed part of a hotel operation, whereby the sales of the bar contribute to the sales of performance of the hotel as a whole. Bar may also be independent business entities under individual ownership and management. Basically, restaurants



provide tables and chairs for people to sit and drink. This is determined by its décor, entertainment facilities.

2.1.2 Front office department

The front office department is the main point of contact for all guests staying at a hotel, motel, resort or guest house. There are various functions performed by front office, and by the sections or departments within it, such as reservations, check in, guest information and check-out. The switchboard is also a front office responsibility. In smaller operations all functions are generally performed by one or two staff members who answer the phones, provide information, take reservations and perform all the duties associated with front office.

Common services offered by front office department include:

- Reservation for advance booking
- Check-in on arrival
- Room and key allocation
- Porter and providing information
- Security for valuables(safety deposit boxes)
- Recommendations for hotel/motel/resort facilities and services
- Recommendations for transport , attractions, entertainment activities and events, as well as all types of other information
- Telecommunications , messages and newspapers
- Business services such as word processing, photo copy
- Account payment and bill settlement

2.1.3 Food production or kitchen operations department:

Kitchen is a place where food is prepared. While larger kitchens may have distinctly different sections to deal with various aspects of food preparation, smaller kitchens may have different functions done by a single person.



Fig1 food preparation area

2.1.4 Housekeeping department:

The housekeeping department is often the largest department in the establishment of a hotel. Housekeeping plays great role in creating a stylish environment and maintaining high standards of cleanliness. It is an essential part of any hospitality operation, including restaurants, clubs, trains, and serviced apartments.

Housekeeping is responsible for meeting requests for irons and ironing boards, laundry, babysitter, extra linen or towels, and numerous other items. Guest liaison is a key aspect of work in housekeeping as staff are asked many and varied questions by guest. Other housekeeping is responsibilities are décor, the selection of furnishings and wall coverings being very important.

Housekeeping department is also responsible for the image of the establishment, and as much it plays an important role in selling the organization to the public. Thus, housekeeping has to ensure that the hotel premises are kept clean and highly presentable.

Generally, the housekeeping department in the hospitality industry performs the following tasks:

- Ensuring that guest accommodation is clean and hygienic
- Making sure that all fittings are in good working order
- Checking that all supplies (such as toiletries and mini bar stock) have been replenished
- Ensuring that public areas (such as the lobby) are clean and polished



- Making sure that furnishings and fittings, including light fittings, are clean and in good condition.
- Ensuring that windows are cleaned regularly.



Fig ... Cleaning equipment/tools:

2.1.5 Security department: Security is supportive department for the whole establishment and its role is to monitor customer and staff safety and security. Prevention is the main focus, achieved through regular patrols and early intervention.

2.1.6 Maintenance and Engineering department:

This supportive department ensures the smooth running of all of all equipments operations including plant and refrigeration. Although it works most closely with housekeeping, this department is responsible for all building maintenance, including air-conditioning and fire extinguisher systems, energy management and repairs. Painters, electricians, refrigeration mechanics and carpenters all work in this department. Energy and waste management are important environmental issues in relation with this department.

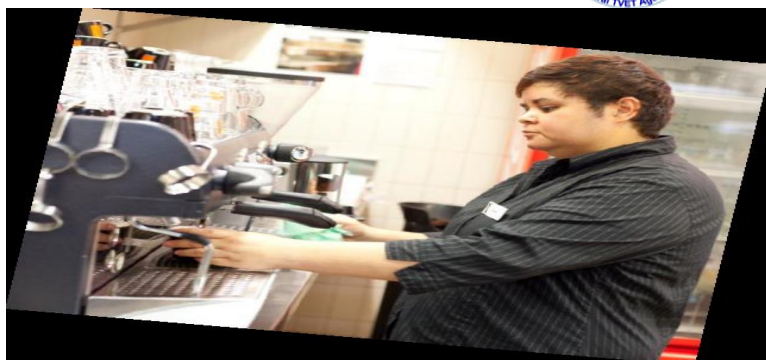


Fig2. Maintenance

2.1.7 Clubs & gaming:

Members' clubs may apply to their local licensing authority for club gaming permits and club machine permits.

Gaming club is an opportunity for students to socialize and have fun together based on their hobby of playing video games. Students will have an opportunity to play multi and single player games, and spend time discussing gaming strategies and preferences. Participants must be signed up for the club to attend.

2.1.8 Finance department:

Their function and responsibilities include financial **accounting** preparation, **reporting**, analysis, budgeting, project management and more. Their key role tends to focus on immediate financial issues and management.

2.1.9 Marketing and Sales department: Supportive hotel department

The primary responsibility of the sales managers who make up the marketing and sales department is sales, or the selling of the hotel Facilities and services to individuals and groups. Sales managers sell Rooms, food and beverages to potential clients through advertising, attendance at association and conference meetings and with direct contacts. The division of work among the sales managers is based on the type of customers a hotel is attempting to attract. Individual sales managers often specialize in corporate accounts, conventions, or tour and travel markets.

**Self Check 2****Written Test**

Directions: Answer all the questions listed below.

1. List the components of basic hotel departments with their key functions
2. List the components of Supportive hotel departments with their key functions.

Name-----

score_____

Date_____

Rate_____



Information Sheet 3- Accessing and updating specific information

3.1 Accessing Information on hotel Sector:

It is the process of providing information on all sections of hotel Sectors within the Hospitality Industry especially on the following sections:

1) Accommodation

The accommodation sector of the hospitality industry is concerned with providing customers with a place to stay, on a temporary basis. It is most commonly associated with the tourism industry, where people book holidays or trips and require lodgings, but the accommodation sector also caters to local people seeking a short break from their everyday routine, or those who require temporary accommodation for almost any other purpose.

a. HOTELS

Arguably the most obvious form of accommodation that falls within the hospitality industry, hotels cater to people who require overnight or longer-term stays. Aside from offering lodgings, they tend to provide various other services, including room service, housekeeping, and facilities for eating and drinking.

b. Motels

Motels are similar to hotels, but are specifically designed for use as overnight accommodation by motorists. With this in mind, they are generally situated at the roadside, and will have free car parking facilities. Unlike hotels, however, motels usually offer little in the way of additional services or amenities.

c. Bed & Breakfasts

Bed & breakfasts, also known as B&Bs, are small establishments, which offer overnight stays and breakfast in the morning. Most B&Bs owners live in the property, while guests are provided with a private room and, in most cases, they will also have a private or en suite bathroom. However, bathroom facilities are sometimes shared.



d. Food & Drinks

While food and drinks are necessities, most food and drinks services also fall under the hospitality industry umbrella, due to the fact that they offer people a way of spending their leisure time and disposable income, as well as an opportunity to socialise and enjoy an experience. Again, the food and drinks sector caters to a wide range of customers, including tourists, locals, ex-pats and passers-by.

e. Restaurants

Restaurants provide customers with food and drinks services, with the food either being eaten in the establishment, or taken away for consumption. This section of the hospitality industry includes fine dining restaurants, takeaway restaurants, fast food restaurants and a variety of other restaurant types.

3.2 updating information:

- Changing (something) by including the provision of the most recent information on the necessary hotel sectors and make ready to the concerned body
- To make (something) more modern ,i.e. not retarded information

So, the basic information is important on the following basic issues:

- Basic needs
- Family Guest
- Shopping / Leisure Guest
- Special Occasion Guest

Needs

- Looks for steady and fast Internet connection, to access email.
- Basic business Centre service (copy, print, fax).
- Travel Adaptor, Mobile/ phone/iPod/iPad chargers and connectors.
- Ability to connect to multiple devices through WiFi.
- Likes International Newspaper and magazines.



- Early and healthy breakfast / early bird breakfast.
- Workplace and inspiring work environment.
- Healthy and stimulating lunch, dinner, room service menus in the communicative environment.
- Efficient & speedy service, discretion, accurate invoicing
- Guest would be interested in information on shopping malls, outlets, galleries, City maps, Area / Neighbourhood information.
- Requires more luggage space, more hangers, bathroom amenities etc.
- Looks for Happy hour/afternoon tea etc.
- Swimming pool and other leisure activities in the hotel.
- Fancy/special restaurant recommendation
- Amenities from the Hotel, (Cake, Wine, chocolate, personalized gift)
- Special attention at Arrival/check in.
- Recommendations for nice restaurants (nice view), beach activities and other attractions in the city
- Special touch at turn down service.
- DVD Player, DVD rental / Xbox etc.
- Prefers Room service.
- Late check out.

Family Guest

- Travelling with children, parents or relatives.
- Visiting relatives or attending marriages or special functions.
- Average stay 4-5 nights, likely to book through a travel or tour operator.

Shopping / Leisure Guest

- Wearing leisure clothes, brand clothes.
- Guest may come from Middle East, South East Asia, Europe, Japan, America.
- Asking about shopping areas, carrying lots of shopping bags during the stay
- Average stay 3-4 nights
-



Special Occasion Guest

- A couple, wearing leisure clothes.
- Honeymooner is usually from abroad, Birthday or Anniversary may be local too.
- The average stay of Birthday/Anniversary Guest 1-2 nights (weekend), Honeymooner 3-4 days (mostly as a stopover to/from next destination)
- Book or reserves rooms early and may request for special arrangements and amenities in the room.

**Self Check- 3****Written Test**

Directions: Answer all the questions listed below.

1. Clearly define updating information
2. List at least 4 basic occasions that need updated information to guests
3. Write at least three points about characteristics of Special Occasion of Guest to the hotel

Name-----

score_____

Date_____

Rate_____



Information Sheet 4- Enhancing quality of work performance using hospitality

Introduction:

Quality can be defined as how good or bad either in tangible object or service delivery to consumers or users. It can also be expressed as uniform or consistence delivery of service to enhance customer satisfaction to the maximum level. Quality can be either tangible or intangible in the hospitality industry.

4.1 Enhancing quality of work performance using hospitality knowledge

Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy given needs.(American Society for Quality) Quality, an inherent or distinguishing characteristic, a degree or grade of excellence. If your hotel does not offer quality services to its customers they will find .Quality can be enhanced by application of hotel standards that can satisfy hotel customers.

The Quality in a Hotel has power to enable guests to enjoy a range of facilities including gyms, fitness classes and more!

Quality of a hotel can be reflected in different departments of a hotel: Gym, location and appearance of a hotel, restaurant appearance,decore of a room etc



Ex ample1 ,Gym



Fig.1. High quality of hotel fitness center



Fig2 A hotel with fresh swimming pool



Fig3 Honey money suit bed



Fig4 Restaurant View with setting up furniture



Some tips or characteristics of hotel quality to improve Service at a Hotel are:

1. Treat every guest like a VIP
2. Make training an everyday priority and not just a one-time event
3. Provide personalized customer service
4. Create a positive start for new employees
5. Update your technology toolbox
6. Take measure of your customer service performance.
7. Tie your staff's actions to the hotel's overall performance

**Self Check- 4****Written Test**

Answer the following questions correctly

1. Define the term ‘‘ hotel quality’’.
2. Hotel quality can be reflected in various departments. List some of these sections.
3. What are tips to improve Service Quality in a hotel industry?

Name-----

score_____

Date_____

Rate_____



L G#2	LO #2- Source and apply information on legal and ethical issues for the hospitality industry
Instruction sheet	
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> • Obtaining information on legal and ethical issues • Conducting day-to-day hospitality industry activities <p>This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> • Obtain information on legal and ethical issues • Conduct day-to-day hospitality industry activities 	
Learning Instructions:	
<ol style="list-style-type: none"> 1. Read the specific objectives of this Learning Guide 2. Follow the instructions described below. 3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them. 4. Accomplish the “Self-checks” which are placed following all information sheets. 5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks). 6. If you earned a satisfactory evaluation proceed to “Operation sheets 7. Perform “the Learning activity performance test” which is placed following “Operation sheets” , 8. If your performance is satisfactory proceed to the next learning guide, 9. If your performance is unsatisfactory, see your trainer for further instructions or go back to “Operation sheets”. 	



Information Sheet 1- Obtaining information on Legal and Ethical issues

1.1 Introduction Legal and Ethics:

Law is one of the most important professions that is usually made by government which is used to order the way in which a society, an organization or an individual behaves in a particular rule, principle and guidance (Cambridge University press and Dictionary). Ethics is a system of accepted beliefs which control behaviors. It can also define as the study of what is morally right and what is not.

Hospitality Law covers a wide range of legal issues which include contracts, hotel liability, duty of hotels toward guests, employment laws, antitrust legislation, alcohol licensing and food safety to name a few. Industries such as transportation, hotels, bars, motels and other various leisure establishments and services must comply with all laws set forth by the various governing authorities of this area of practice.

So Obtaining information on legal and ethical issues to assist effective work performance legality of the hotel and ethical issues are very mandatory.

1.1.1 Legal obligation issues- It focuses mainly on the following basic issues:
Hygiene, liquor and smoking area determination

A. Consumer protection in Hotel: The Consumer Protection Act (CPA) introduces wide-ranging legal measures to protect consumers, including hotel guests, from exploitation and abuse to obtain the service from the industry. Consumers should not be restricted based on their race and ethnicity and etc when concluding contracts. As consumers, hotel guests could also be victims of unfair business practices. Hotels use standard form contracts that may include unfair terms that favor the business and which are over-protective of business interests.



B. EEO (equal employment opportunity)

What is EEO?" The basic EEO definition (or equal employment opportunity) is the principle that every person, regardless of attributes such as race, gender or sexual orientation, has an equal opportunity to find employment based on merit. Ensuring the Right to Equal Employment Opportunities of Persons with Disabilities as well as free of bias from gender.

C. Anti discrimination:

- Anti-discrimination law or non-discrimination law refers to legislation designed to prevent discrimination against particular groups of people.
- Discrimination is the act of making unjustified distinctions between human beings based on the groups, classes, or other categories to which they are perceived.
- Discrimination is the unfair or prejudicial treatment of people and groups based on characteristics such as race, gender, age or sexual orientation.

D. Work place relations in hotels:

Workplace relations can be regarded as the relationships and interactions in the labor market between employers and employees (and their representatives), and the intervention in these relations by governments, government agencies and tribunals (e.g. Fair Work Commission).

E. Child sex tourism :

Sex tourism is travel to a different locale for the sake of sexual activity, particularly with prostitutes. Sex tourism supports human trafficking (slavery), one of the largest criminal industries in the world. The World Tourism Organization, a specialized agency of the United Nations, defines sex tourism as "trips organized from within the tourism sector, or from outside this sector but using its structures and networks, with the primary purpose of effecting a commercial sexual relationship by the tourist with residents at the destination" (**Wikipedia**).

Some people travel to engage in sex with child prostitutes in a practice called child sex tourism. While it is criminal in most countries, this multibillion-dollar industry is believed to involve as many as 2 million children around the world.



"Child sex tourists may not have a specific preference for children as sexual partners but take advantage of a situation in which children are made available to them for sexual exploitation. It is often the case that these people have travelled from a wealthier country (or a richer town or region within a country) to a less-developed destination, where poorer economic conditions, favorable exchange rates for the traveler and relative anonymity are key factors conditioning their behavior and sex tourism.

In an effort to eradicate the practice, some countries have enacted laws to allow prosecution of their citizens for child abuse that occurs outside their home country, even if it is not against the law in the country where the child abuse took place, for example, the United States Protect Act. The Code of Conduct for the Sexual Exploitation of Children in Travel and Tourism is an international organization composed of members of the tourism industry and children's rights experts with the purpose to eradicate the practice of child sex tourism (Ibid).

Child sex tourism continues to be a problem in major hubs, including Addis Ababa, Bahir Dar, Hawassa, and Bishoftu; reports identify mostly (Sexual Exploitation of Children in Ethiopia by human right, 2021).

1.1.2 Ethical issues

Honesty, Hospitality managers are honest and truthful. They do not mislead or deceive others by misrepresentations. **Integrity**: Hospitality managers demonstrate the courage of their convictions by doing what they know is right even when there is pressure to do otherwise.

A. Confidentiality :

The principle of **confidentiality** is about privacy and respecting someone's wishes. It means that professionals shouldn't share personal details about someone with others, unless that person has said they can or it's absolutely necessary.

B. Over booking :

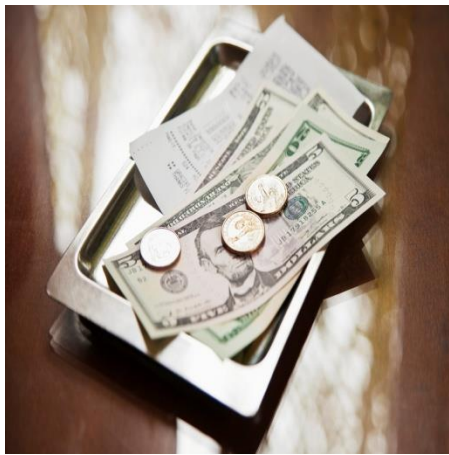
To sell more tickets than one have available. On the other expression, "Overbooking is a situation when the total number of rooms reserved for a certain period of time exceeds the total number of rooms available for sale for the same period. In other words, it is the number of additional reservations a hotel needs to achieve 100% occupancy (Setupmyhotel.com).



C. Pricing: Lodging industry revenue managers set prices based on the following criteria:

- Buyers must be convinced the prices they pay are fair if they are to become loyal, repeat customers.
- Front desks and sales staff at a hotel must be convinced the prices they charge guests are fair if they are to be effective salespersons for the business
- Regulatory agencies must be convinced prices charged are fair or they may be motivated to increase their oversight and control of an industry

D. Tipping :



A



B

Fig1 Tipping

A gratuity (normally called a tip) is a sum of money customarily given by a client or customer to certain service sector workers for the service they have performed, in addition to the basic price of the service.

E. Gifts and services free of charge :

Free goods and services should not be paid VAT on things like free samples if they meet certain conditions that set by the specific hotel organization.



Free goods and services

One doesn't have to pay VAT on things like free samples if they meet certain conditions.

Table..1

Supplies	Condition to meet so no VAT due
Free samples	Used for marketing purposes and provided in a quantity that lets potential customers test the product
Free loans of business assets	The cost of hiring the asset is included in something else you sell to the customer
Free gifts	The total cost of all gifts to the same person is less than £50 in a 12 month period
Free services	You don't get any payment or goods or services in return



Self Check- 1

Choice and match Test

Part I: Multiple Choice

Choose the best answer from the given alternatives

1. _____ is an obligation that a person has when acting towards others colleagues, customers and the general public.
A. Consumer protection B. Duty to care C. legal obligation D. treatment
2. It is against the law to discriminate people against the following except
A. race B. language C. age D. none of the above
3. The specific legislation in the hospitality industry does not include
A. Customer number B. Hygiene C. liquor D. smoking
4. Identify the incorrect statement
A. Every industry has activities that are the subject of specific legislation.
B. Customers must be fully informed of all costs before they purchase a product or service
C. Tipping is compulsory in customer service
D. It is very important to remain ethical in your work

Part II: Match column “A” with the appropriate answer under column “B”

A

1. Code of Conduct
2. Work place relations
3. Confidentiality

B

- A. act of providing service
- B. keeping information
- C. Govern working relationship
- D. rules and regulations

Name-----

score-----

Date-----

Rate-----



Information Sheet 2- Conducting day-to-day Hospitality industry

2.1 Introduction to conduction of Hospitality practices

Conduct day-to-day hospitality industry activities in accordance with legal obligations: mixing cocktails, housekeeping, management and all operational topics should be listed and briefly described. So they can survive in today's competitive business world. Conduct day-to-day hospitality industry activities according to legal obligations and ethical industry practices is crucial ones.

What are the operations or activities of a hotel? (See-“*Obtaining information to assist effective work performance in hotel department*”)

Hotel operations vary in size, function, complexity, and cost. Most hotels and major hospitality companies have set industry standards to classify hotel types.

How does a hotel operate?

Standard hotels operate 24 hours a day. For this operation to be successful, departments must communicate and work together to provide quality customer service to the guests. Successful operation of a hotel business is all about putting heads in beds and providing a good experience.

Conduct hotel operation means manage hotel activities that are performed daily in a hotel. On the other hand conduction of hotel operation is related to hotel management group. **Hotel management** is really about overseeing every operation of the property. This requires knowledge of distribution strategy, finance, customer service, staff management, marketing, and more.



There are some qualities of effective Management for Hotel Management:

- **Communicate**-have good exchange of ideas .i.e have smooth communication among hotel staff, providing guests with the excellent experience they've come to expect.
- **Delegate**- a person sent or authorized to represent others, in particular an elected representative sent to some where area or field job.



Fig1 delegation process

- **Know Your Stuff**-Have good practical skills and knowledge in a about your stuff Skill, talent and ability
- **Hire Right**- It is a leading provider of on-demand employment background checks. In general it is called employees background screening
- **Reward Star Employees**- something that is given in return for good or evil done or received or that is offered or given for some service or attainment the police offered a **reward** for his capture.
- **Have Amazing Incentives**-Have unique incentives to staff
- **Create A Positive Work Environment**-Make the work area convenient to the staff industry
- **Bottom Line On Tips for Hotel Management**-Involve the bottom line staff with management activities.

**Self Check- 2****Written Test**

Directions: Answer all the questions listed below.

1. List activities performed in a hotel industry.
2. What is the role of Marketing in a hotel?
3. The following terms are some of qualities of effective Management in Hotel: Give exact definition for the following terms accordingly.
 - a) Reward Star Employees
 - b) Know Your Stuff
 - c) Hire Right
 - d) Delegate
 - e) Communicate

Name_____

score_____

Date_____

Rate_____



LG #3	LO #3- Update hospitality industry knowledge
Instruction sheet	
<p>wThis learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> • Identifying and using opportunities to update general knowledge • Monitoring current issues of concern to the industry • Sharing updated knowledge <p>Sharing updated knowledge with customers and colleagues This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> • Identify and use opportunities to update general knowledge • Monitor current issues of concern to the industry • Share updated knowledge 	
Learning Instructions:	
<ol style="list-style-type: none"> 1. Read the specific objectives of this Learning Guide 2. Follow the instructions described below. 3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them. 4. Accomplish the “Self-checks” which are placed following all information sheets. 5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks). 6. If you earned a satisfactory evaluation proceed to “Operation sheets 7. Perform “the Learning activity performance test” which is placed following “Operation sheets” , 8. If your performance is satisfactory proceed to the next learning guide, 9. If your performance is unsatisfactory, see your trainer for further instructions or go back to “Operation sheets”. 	



Information Sheet 1- Identifying and using opportunities to update general knowledge

Technologies are constantly changing in industries and it should keep updating with what is happening and one needs to take the time to update to match with the ever changing of technology. Use any opportunity in upgrading ones skills helps keep up-to-date within his or her field and makes one self more competitive in job .

The reasons why we follow updating knowledge:

- a. the ever changing world situation in political, religion and others
- b. high competition
- c. technology ever-changing
- d. resource limitation in the world
- e. unlimited human need

Some ways of Keeping and upgrading Knowledge

1. Take Professional Development Courses of a hotel. Professional development courses can help you expand **your** professional skill set, learn something new, or even earn academic credit to put towards a degree, masters, PhD level
2. Utilize Online Resources
3. Attend Professional Events
4. Network Online
5. Invest in Continuing Education and Certification in different professions



Self Check- 1	Written Test
---------------	--------------

Directions: Answer all the questions listed below.

1. Technologies are constantly changing in our world. What are the points to be touched to update knowledge to match with the ever changing world?
2. Why one keeps and updates his or her Knowledge in hospitality industry?

Name-----

score_____

Date_____

Rate_____



Information Sheet 2- Monitoring current issues of concern to the industry

Monitor is the process of observing and checking the progress or quality of (something) over a period of time; keep under systematic review. Both monitoring and evaluation have linkage meanings but there is little bite differences between them.

How do you evaluate a hotel? It can be defined as the making of a judgment about hotel in the amount, number, or value of something performed in hotel industry.

Following is the list of most important metrics that will help hoteliers to analyze hotel's market performance to create the suitable market strategies through:

- a. Average Daily Rate (ADR)
- b. Revenue per Available Room (Rev PAR)
- c. Average Occupancy Rate / Occupancy (OCC)
- d. Average Length of Stay (ALOS)
- e. Market Penetration Index (MPI)

We need to identify, monitor and use a range opportunities to remain informed about:

- Industry trends (food and accommodation preferences, changes to consumer spending habits, destination popularity, etc)
- Emerging markets
- Government initiatives
- Labor issues
- Industry expansion and contraction
- Economic issues
- Technological advance



Self Check- 2	Written Test
---------------	--------------

Directions: Answer all the questions listed below.

1. Define the term ‘ hotel monitoring’.
2. What are the most important metrics to be monitored in hotel evaluate hotel performance

Name-----

score_____

Date_____

Rate_____



Information Sheet 3- Sharing updated knowledge

3.1 Share updated knowledge

The most commonly found **smart** technology in any hotel room is to do center on the air conditioning and the room temperature. Recently major chains, like Hilton Hotels, have launched apps and digital devices which allow customers to remotely control their rooms as well as other information shared by hotels to guests.

Watch out for these new technological developments and implement those that appeal and aid in sharing updated knowledge to the most hotel industry in 21 centre.

- **Automated check-ins** and check-outs. Hotels have brought about a different outlook to check-ins and check-outs
- **Digitized Room Keys-** Digital keys work through a hotel's mobile app, typically paired with Bluetooth. It's a technology in place at some major hotel chains. The high-tech keys allow you to skip the check-In process, give you instant access to your room when it's ready and, of course, they eliminate those magnetic key cards.
- **Chat bots-**
- It is a computer program that's designed to simulate human conversation. Users communicate with these tools using a chat interface or via voice, just like they would converse with another person. Chatbots interpret the words given to them by a person and provide a pre-set answer.



Fig1 Chat bots process



- **Near Field Communication (NFC) Technology-**

It is a short-range wireless connectivity technology that lets NFC-enabled devices communicate with each other.

- **Infrared Sensors-** Active infrared sensors both emit and detect infrared radiation. Active IR sensors have two parts: a light emitting diode (LED) and a receiver. Active infrared sensors both emit and detect infrared radiation. When an object comes close to the sensor, the infrared light from the LED reflects off of the object and is detected by the receiver. Active IR sensors act as proximity sensors, and they are commonly used in obstacle detection systems (such as in robots).

Top Hospitality Technology Trends for 2021

- **Cloud Migration-**It refers to servers that are accessed over the Internet and the software and databases that run in to the cloud infrastructure

- **Integrated Guest Applications-**

Hyper-V integration services, are a bundled set of software which, when installed. It also synchronizes time between the guests and host operating systems and can send data back to the drivers and applications within the virtual machine. It is designed to enhance the performance of a virtual machine's guest operating system.

- **Going Touch less-** controlled by movement or sound, rather than by a keyboard which allows the cards to be "touch less" - no magnetic stripes that must be used in the operation.



Touchless check-in not only saves time ...



Fig2 Going Touch less

- **Wireless Mobile Devices for Staff-**

Mobile phones and wireless devices (together termed and referred to as 'mobile devices' for the purposes of easily mobile from place to place) issued to staff which staff to operate smoothly as the staff can communicate while they are in motion.

- **Location-based services-**

Location Based Services (LBS) include applications that depend on the user location to provide a service/information that is relevant to the user at that location. LBS normally use mobile devices with positioning ability to provide the service or information to the user.



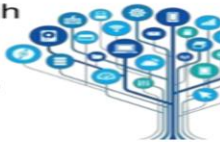
INFORMATION TECHNOLOGY IN HOSPITALITY INDUSTRY

INFORMATION TECHNOLOGY

INFORMATION TECHNOLOGY means the technology involving the development, maintenance, and use of computer systems, software, and networks for the processing and distribution of data

In today's business environment, **INFORMATION TECHNOLOGY** assists organization to manage information dynamically and influences business competitiveness through assisting decision makers to make appropriate decisions.

INFORMATION TECHNOLOGY helps to meet the demands for timely and accurate information by customers



**Self Check- 3****Written Test**

Directions: Answer all the questions listed below.

1. Define information technology in hotel industry
2. List methods by which we share updated knowledge from hotel staff guests. Give clear clarification to each method of share updated knowledge
3. List at least 3 hospitality technology trends in 2021.

Name_____

score_____

Date_____

Rate_____



Answer Key for self-check

Self Check 1

- 1, a. Hospitality industry is part of a group of companies known as travel, hotel and tourism industry that provides goods and services to travelers
 - b. Tourism is defined as people travel away from home overnight; they need a place to stay
 - c. Hotel industries or hotel sector can be defined based on various situations such as location of hotel, rating level, number of rooms, major and minor departments. Hotel sector is also can be defined as an establishment that at least provide food, beverage and accommodation to customers.
2. The two sectors of hospitality are hotel sectors and tourism sectors

Self Check -2

1. Basic hotel departments with their key functions are as follows:
 - A. **Food and beverage Service department**-It is responsible for the sale of food and beverage to customers.
 - B. **Front office department**-This a hotel department which is responsible for various functions such as reservations, check in, guest information and check-out.
 - C. **Housekeeping Department**- The largest department in volume which is responsible for maintaining high standards of cleanliness, laundry provision to make highly presentable to guest.
 - D. **Food preparation department**-
It another name for Food production department called Kitchen. Its roles are preparing various dish locally as well as international foods, especially in international hotels.
2. Supportive hotel departments with their key functions are as follow:
 - A. **Security department**- monitors customer and staff safety and security



- B. Maintenance and Engineering department-** supportive department to monitor customer and staff safety and security t which ensures the smooth running of all of all equipment operations.
- C. Finance department:** It is a supportive hotel department which is responsible for financial accounting preparation, reporting, analysis, budgeting and other similar activities.
- D. Sales and marketing department:** It is supportive hotel department which is responsible for the selling of the hotel facilities and services to individuals as well to groups.

Self Check-3

- 1. Updating information** on hotel is the process of providing of the most recent information on the necessary hotel sectors and make ready to the concerned body
- 2. Some basic occasions that need updated information to guests are:**
 - A. Special guest needs
 - B. Family Guest request
 - C. Shopping / Leisure Guest
 - D. Special Occasion Guest
 - E. A couple
 - F. Honeymooner
 - G. Birthday
 - H. Anniversary
 - I. Booking for special arrangements and amenities

3. Some points about characteristics of Special Occasion of Guest to the hotel

- Looks for steady and fast Internet connection
- Basic business Centre service
- connection of multiple devices through WiFi
- Likes International Newspaper and magazines



- Early and healthy breakfast / early bird breakfast
 - Healthy and stimulating lunch, dinner, room service menus
 - Efficient & speedy service, discretion, accurate invoicing
 - Guest would be interested in information on shopping malls, outlets, galleries
 - Requires more luggage space, more hangers, bathroom amenities etc.
 - Looks for Happy hour/afternoon tea etc.
 - Swimming pool and other leisure activities in the hotel.
 - Fancy/special restaurant recommendation
 - Amenities from the Hotel
 - Special attention at Arrival/check in
 - Special touch at turn down service
 - Late check out
-
- Travelling with children, parents or relatives
 - attending marriages
 - A couple, wearing leisure clothes.
 - Honeymooner is usually from abroad, Birthday or Anniversary may be local too.

Self Check-4

1. Hotel Quality:

It can be defined as how good or bad either in tangible object or service delivery to consumers or users in the hotel industry. It is very crucial to full fill hotel facilities in the basic departments to enhance quality of a hotel.

- It is a uniform or consistence delivery of service to enhance customer satisfaction to the maximum level.
- It is the totality of features and characteristics of a product or service that bear on its ability to satisfy given needs to customers



2. Hotel quality can be reflected in various departments. Some of these sections are Gym, swimming pool, restaurant dining facilities and guest room for honey money

3. The tips that can help to improve Service Quality in a hotel industry are:

- Treat every guest as a VIP
- Conduct training continuously to hotel staff
- Provide personalized customer service
- Create a positive start for new employees
- Update your technology toolbox
- Take measure of your customer service performance
- Tie your staff's actions to the hotel's overall performance

Self Check -1

Part I: Multiple Choice

- | | |
|------|------|
| 1. C | 3. A |
| 2. D | 4. C |

Part II: Match

- 1.D
- 2. C
- 3. B



Self Check-2

1. The role of Marketing in a hotel is make promotion in the hotel as well as outside the hotel
2. The following terms are some of qualities of effective Management in Hotel: exact definition for the following terms are as follows:
 - a. **Reward Star Employees**- something that is given in return for good or evil done
 - b. **Know Your Stuff**- Have good practical skills and knowledge in a about your stuff Skill, talent and ability
 - c. **Hire Right** – on demand employment background checks
 - d. **Delegate**- a person sent or authorized to represent others
 - e. **Communicate** - have good exchange of ideas

Self Check-1

1. The points to be touched to update knowledge to match with the ever changing world are
 - Take Professional Development Courses of a hotel.
 - Utilize Online Resources
 - Attend Professional Events
 - Network Online
 - Invest in Continuing Education and Certification in different professions
2. There are various reasons one keeps and updates his or her Knowledge in hospitality industry. Among these are:
 - the ever changing world situation in political, religion and others
 - high competition
 - technology ever-changing
 - resource limitation in the world
 - unlimited human need



Self Check-2

1. Hotel monitoring is the process of observing and checking the progress or quality of hotel operations
2. The most important metrics to be monitored in hotel when a hotel evaluates hotel are performance
 - Average Daily Rate (ADR)
 - Revenue per Available Room (Rev PAR)
 - Average Occupancy Rate / Occupancy (OCC)

Self Check-3

1. Information technology in hotel industry can be defined as the technology involving development, experiences and uses computer systems to facilitates hotel operation
2. List methods by which we share updated knowledge from hotel staff guests. The clear definition of methods of share updated knowledge is as follow:
 - **Automated check-ins** and check-outs
 - **Digitized Room Keys-** Digital keys work through a hotel's mobile app, typically paired with bluetooth
 - **Chat bots-** It is a computer program that's designed to simulate human conversation.
3. Hospitality technology trends in 2021 are
 - Cloud Migration
 - Integrated Guest Applications
 - Going Touch less