

The background image shows a vibrant nighttime cityscape. A prominent feature is a large steel truss bridge illuminated with bright purple lights, spanning across a body of water. The city skyline in the background is filled with lit-up buildings. In the foreground, a woman is seated at a table in a waterfront cafe, looking out at the view. The table has a lamp and a floral arrangement. The overall scene is a mix of urban architecture and a relaxed waterfront setting.

Accommodation Management

S H O R T C O U R S E

STUDY GUIDE

HOW TO WORK THROUGH THIS COURSE

Over the following pages, you will move through a logical, self-paced learning experience that can enlighten and educate you in Accommodation Management.

It is important from the outset to understand that learning about something is not the same as just reading about it. Learning implies a permanent change in what you know and can do.

Anyone can read a book and understand it; but for most people the detail of what you read is largely forgotten.

Reading something once only puts information into short-term memory. It is soon lost if you don't 'work' on it. Studying the same information takes longer, but by thinking about it and processing it you can transfer that information to long-term memory. This way, you will enhance your ability to recall and apply that information for years to come. If you take your time to work through the 7 lessons that follow, you will learn.

Read, Reflect, Research, Revise

Throughout the following pages, you will find not only things to read about, but also things to do:

1. Throughout each lesson, there are suggestions of things to do under the headings "Learn More". These are all sorts of ideas about things you can do in order to explore the subject further.
2. At the end of each lesson, there is an interactive self assessment test (assignment), for you to undertake. When you click on this, your computer needs to be online. You will be taken to our cloud-based online school. The answers you choose will be evaluated immediately, and your results can be seen on completion of each test. You can return and repeat tests if you wish.

Undertaking these tasks will involve reflection, research and revision of the topics you read about. By repeatedly encountering each topic in different ways, your perspective on each subject will broaden, and the commitment of information to longer term memory will strengthen.

You don't need to undertake all of the suggested tasks if you don't want to; but we strongly recommend that you do some in each lesson, and that you take all of the self-assessment tests.

The more time you spend doing these things, the stronger your learning will be.

Completing the Course

After completing all 7 lessons you will be presented with a final assessment which can also be undertaken online.

Do not attempt to do this until you have worked through all 7 lessons, and feel like you have learnt the subject well.

Upon finishing this final assessment you will immediately see your final results, and you can save a pdf copy of those results as a "Certificate of Completion".

Welcome Audio

Click the button below to listen to the welcome audio for this course. This feature is supported by most computers and some mobile devices.



HOW DOES THIS COURSE WORK?

WATCH THIS VIDEO FIRST

<https://vimeo.com/441179158>

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DISCLAIMER: This institution accepts no responsibility for the attitudes or actions of our graduates. The education you receive through this course in no way guarantees your actions in the future will always be as they should be. Your actions in your profession, or in any other situation where you apply what you have learnt here, will be affected by many things other than just the learning from this course. Success or failure of a graduate depends upon not only what they learn in this course, but also, what they learn elsewhere, as well as personal qualities and attitudes.

LESSON 1 THE INDUSTRY

INTRODUCTION

The hospitality, tourism, events and catering services industry is a very broad sector with a huge range of different businesses within it. They all have a service and customer focus; however, the specific products and services will differ.

The sector within which you operate as an accommodation provider is very broad with lots of opportunities to create a successful business. Each sector will have different customer traits and this will be an important consideration when you think about ways in which you will operate.

It is also important to recognise that the accommodation sector is vast, and

can come in many different guises. The opportunities are fairly endless in terms of what you can create and offer, and as time progresses so do the ways in which provision is developed.

As a member of the accommodation sector, it is useful to be able to:

- Develop knowledge of the nature *and* structure of the hospitality industry.
- Develop an understanding of the contemporary issues relevant to the industry.
- Develop generic business skills that are required in today's business environment, for example - interpersonal skills, leadership, marketing, planning, and so on

Suggested Tasks: ▼

Throughout this course you will be provided with suggested tasks and reading to aid with your understanding. These will appear in the right hand column.

Remember: these tasks are optional. The more you complete, the more you will learn, but in order to complete the course in 20 hours you will need to manage your time well. We suggest you spend about 10 minutes on each task you attempt, and no more than 20 minutes.



THE ACCOMMODATION INDUSTRY

The role of the accommodation sector stems from a long history of development in the field of hospitality provision. In many countries, hotels (as one example from the accommodation sector) have evolved as extensions of domestic hospitality. Today, there is no defined hotel. Hotels range from small sized boutique hotels of fewer than 20 rooms to magnificent towering buildings catering to thousands of guests at any one time. The scope of the industry is also enormous. When we consider consumer trends and global markets, we know that in the hotel industry, net revenue is in the region of \$570bn USD annually and is expected to continue to grow beyond this.

In many countries the accommodation sector supports many, many jobs and is indispensable. It provides opportunities for earning foreign income through tourism; has the ability to stimulate rural development where perhaps there are limited business opportunities; and can offer opportunities to develop international relationships.

Industry groups in different countries may define a hotel in different ways. We suggest a typically accepted and simplified definition is:

“A hotel is an establishment of a permanent nature ranging in standard and size, which consists of bedrooms and communal areas, offering short term accommodation for which money is paid.”

It is common for hotels (and other parts of the accommodation sector)

to be classified or rated against a generic system which is only valid in one country. There is no internationally defined standard which allows comparison between all other systems of classification. However, by having specialised classification systems, potential guests/visitors/consumers have the knowledge of what they could expect from the hotel. These specialised classifications are normally linked to the hotel's general purpose.



As a member of the sector, you should be aware of the main reasons for classifying hotels as these provide you with the opportunity to consider your choices for your establishment. This can be done through analysis of the market which in turn will support you in your business decision-making journey. This can be through the following areas:

- **Competitor comparisons** – looking at both the immediate, and wider, area for competitors will be one of the first things that helps inform decision making. Identifying those business which are successful will also help you to understand what attracts customers to the area.

- **Analysis of performance** – reviewing both local and national performance will help to acknowledge the level at which similar businesses are operating. This is important to provide a benchmark for your own business.
- **Identifying market gaps** – in some locations there will be many, many providers all offering very similar accommodation. This may be because demand is so high that there is room for that volume of supply. However, in other areas it will be important to differentiate yourself from the competitor so that you're filling a gap in the market. Filling that gap will ensure that you're not offering the same as everyone else. When everyone is competing for the same pool of customers with

little differentiation between the accommodation, price becomes a key issue to those customers.

- **Marketing strategies** – to become a successful accommodation provider you need the ability to market yourself and ensure that your target market knows that you're there. Utilising research and using observation, you will soon get a feel for what will work and what won't.
- **Customer requirements** – understanding what your customers want (and need) is the main element of being successful in any business. When you understand this, and provide the product or service that meets this, then you have a much higher chance at being successful.

To portray the type of accommodation for advertising and promotional purposes, a hotel (or similar) may be described in terms under the following headings:

Location	Form of ownership	Facilities	Type of client
Urban or city centre	Independently owned	Sailing	Business people
Suburban	Chain	Golf	Community
Rural	Franchise	Conventions	Tourist
Semi-rural/ countryside	Syndicate owned	Ski	Traveller
Island		Condominiums	Holidaymaker
Airport		Business Centres	Family
Beach Resort		Room Service	Special interest
Tourism Centre (near attractions)		Restaurant(s)	
Business Centre		Licensed bar	
		Swimming pool	
		Sports facilities	

LEARN MORE >>>

Suggested Tasks

Find 2 different people (friends, colleagues, anyone) who you can interview regarding their perception of hotels they have stayed in.

Ask each (separately),:

What are the best and worst hotels you have stayed in?

Why?

Take notes.

Consider the best and worst hotels you have stayed in yourself, and consider why.

Consider how different people may have different or similar perceptions about what is most important to them when staying in a hotel.