



## **International Diploma**

**in**

## **Hotel Operations & Management**

**A Program teaching you to become proficient and knowledgeable in all aspects of hotel operations and management; about the key features of hotels, the main departments and their responsibilities, and how to provide good service to customers.**



This Program aims to train men and women to be knowledgeable and professional in the operation and management of hotels, and in hotel positions. Hotel departments perform many operations which need trained, efficient staff to ensure guest satisfaction, and section leaders to control and guide them. Hotels vary in size, standard and type, and cater for guests with differing demands, which requires managerial understanding and skill. Hotels must be correctly and carefully marketed and promoted, and finances managed to avoid losses; all hotels are businesses with common functions and their prosperity and profitability requires managers with the skill and ability to ensure staff are effective, that guest needs are met, and that a quality service is provided. This Program covers all of these aspects and more.

## **Course Outline**

### **Module 1 - Functions and Types of Hotels**

- Hotel functions and types, ratings and categories.
- The various locations, sizes, standards, range and quality of facilities provided by hotels.
- Hotel businesses and the hotel industry.
- Types and categories of hotel guests and their motivations for travel and visiting hotels.

### **Module 2 - Hotel Products and Markets**

- Hotel products: accommodation, food and beverages.
- Tangible and intangible features of hotel products, various services.
- Categories of travellers and hotel users and their features.
- The marketing of hotels and methods of selling hotel products; brochures, the internet, websites.

### **Module 3 - Hotel Organisation, Management and Staff**

- Planning the provision of hotel services.
- The organisation and management structures of hotels, organisation charts.
- Recruitment and staffing in the hotel industry, responsibilities and requirements, training.
- Computerisation and computer systems in hotels.

### **Module 4 - The Hotel Reception: The Front Office**

- Hotel front offices: the visitor's first impressions of the hotel.
- The decor, planning, positioning, arrangement and presentation of the reception.
- Duties of receptionists, personal qualities needed by receptionists.
- Reservations, reservation systems, guest registrations, check-in, room allocation.

### **Module 5 - The Hotel Reception: other Responsibilities**

- Answering queries and providing information about the hotel and other matters.
- Dealing with guests' complaints, satisfying customers; uniform staff and their duties.
- Guest billing, manual and computerised systems.
- Check-out, cashiering, payment methods.

## **Module 6 - Hotel Bedrooms and Bathrooms**

- Guests' requirements and expectations.
- Beds and bedrooms, furniture and equipment, fixtures.
- Decor, lighting, heating, cooling, air conditioning, fire safety.
- Bathrooms and en suite facilities.

## **Module 7 - Hotel Housekeeping**

- The duties of the housekeeping department, organisation of the housekeeping department.
- The housekeeping supervisor and staff; work and responsibilities.
- Staff training, motivation equipment and stocks, servicing, linen, security
- Room inspections, room status systems.

## **Module 8 - Hotel Catering 1**

- Meals and room rates which include meals.
- Menus: courses and dishes, table d'hote and la carte menus.
- Styles of service, service charges, taxes, cover charges.
- Types of catering outlets.

## **Module 9 - Hotel Catering 2**

- Hotel catering: purchasing, suppliers, receipts of foodstuffs, control of costs.
- Storing and issuing foodstuffs, security and protection.
- Food preparation, hygiene issues and concerns, food outlets, catering.
- Kitchen staff, kitchen layout, hygiene.

## **Module 10 - Hotel Catering 3**

- Food sales: hotel restaurants, their ambience, layout, decor, lighting.
- Types of menus, content, presentation, quality.
- Types of service, self-service, waiter service, plate, silver, gueridon.
- Restaurant staff, qualities, training, duties.

## **Module 11 - Beverages**

- Types of hotel beverages, bar sales, bar types and locations, restaurant beverage sales.
- Alcoholic and non-alcoholic beverages, beverage sales control.
- Ordering, deliveries and storage of beverages.
- Room service, minibars.

## **Module 12 - Hotel Businesses**

- Additional guest services, merchandising, concessionaires, licences.
- Financial accounts and accounting statements, hotel computer systems.
- The ownership of hotels, the need for profitability.
- Starting a hotel, a hotel as a small business.