

Assessing the scope and diversity of hilton hotels tourism essay



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There are 1.7 million employees engaged in the hospitality industry in the UK, which is almost 6% of the total working class people. Yearly turnover is £55-£60b from the hospitality industry, includes all sizes or types of hospitality businesses or organisations. It is so difficult to say that which is the biggest organisation, as it depends on so many factors. There are some top operators in the market specialised in own sectors. Generally, they are based on their yearly turnover, sizes, types, number of employees, sectors, sub-sectors etc.

According to VisitBritain, 27.7m overseas visitors came to the UK in 2004. There is a 13% increase in terms of like for like sales than the previous year. Visitors have spent an estimated value of £13b in the year 2004 increasing 10% than 2003, according to VisitBritain.

On the other hand, domestic tourists spent 70.5 million on holidays of more than one night within the UK. Domestic business trips were also made, estimated more than 22 million, in 2003. An estimated total domestic spend was £59 billion. In the case of tourism, there are an estimated 1.4 million jobs in the UK, which is 5% of all working people.

Scope:

There are 14 industries included in the hospitality sector; from hotels and restaurants through to events, gambling, pubs, and food contracts, school meals, catering for parties, conferences, Night clubs and travel services.

Diversity:

There are many types of Hospitality services available in the market, such as Luxury hotels (5*-7*), Boutique hotel, Mid range hotel, Budget hotel, guest
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house/B&B, residential serviced apartments, destination resorts, Time share, Unusual hotels, cruise ships, Conference venues, Coffee shops, fast foods, Public house etc.

There are many brands we can see in the local or global markets, such as Hilton, Marriott, Holiday Inn, Doncaster, and Sheraton etc. Services and prices may vary according to size/type and locations. As we know Luxury and Boutique hotels are quite expensive.

Hilton: Its history and development in the market

Hilton Worldwide provides business and leisure customers the finest in accommodations, service, amenities and value in the UK and worldwide. In 1919, Cisco, Texas, Conrad Hilton bought his first ever hotel, since then they have expended globally, kept original and travel concepts, and developed innovative technologies to maximize the guest experience. Hilton is the global hospitality organisation, straddling the accommodation sector from luxurious full-service hotels and resort to extended-stay suites and mid-priced hotels (About us: Hilton Worldwide, 2010).

There are more than 3, 600 hotels in 81 countries; their reliable group of hotel brands includes the Waldorf Astoria, Conrad Hilton Hotels & Resorts, Doubletree, Embassy Suites, Hilton Garden Inn, Hampton Inn & Suites, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations (About us: Hilton Worldwide, 2010).

Hilton's commitment to creating extraordinary guest experiences remains unaffected and their more than 130, 000 team members continue to

introduce the quality of service to the UK and the world's visitors for 90 years of operations (About us: Hilton Worldwide, 2010).

The organisational structure of various hospitality businesses

Large full-service hotel:

A well-run large full-service lodging facility, this requires the following department heads:

General manager

Assistant general manager

Controller

Plant engineer

Executive housekeeper

Human resources manager

Recreation director

Athletics director

Marketing and sales director

Gift shop manager

Front office manager

Food and beverage director

Garage manager

Mid-Size Hotel:

Figure 1 outlines the organization of a somewhat smaller lodging property.

Figure 1 Medium size lodging property

The department heads required include:

General Manager

Maintenance/groundskeeper

Front office manager

Controller

Restaurant manager

Housekeeper

Small limited-service hotel:

Organisation chart of a limited-service hotel much scaled down from that of a large hotel.

Figure 2 Small Limited-service hotel structure

The department heads include:

General Manager

Front office manager

Housekeeper

Maintenance manager

Hilton's vision, mission and organisational development

Vision:

To fill the earth with the light and warmth of hospitality (About us: Hilton Worldwide, 2010).

Mission:

We will be the pre-eminent global hospitality company – the first choice of guests, team members and owners alike (About us: Hilton Worldwide, 2010).

Values:

Their values as follows:

H

HOSPITALITY – passionate about delivering exceptional guest experiences.

I

INTEGRITY – do the right thing, all the time.

L

LEADERSHIP – leaders in our industry and in our communities.

T

TEAMWORK – team players in everything we do.

O

OWNERSHIP -the owners of our actions and decisions.

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N

NOW – operate with a sense of urgency and discipline (About us: Hilton Worldwide, 2010).

Setting the standard:

Sustainability is a brand standard. It's now a critical performance measure of the business just like quality, service, or revenue. They are the first major multi-brand hospitality organisation to make such an important rise.

Framework for Action

Measurement:

LightStay, proprietary system, analyses and reports sustainability performance at each property.

Figure 3 Framework for Action

Reporting:

Use third party to verify their system, processes and result. Validate current performance while establishing benchmarks for continuous future improvement, just like a financial statement.

Learning:

They understand the impact of property level and corporate initiatives and share best practices across the global system.

Continuous Improvement:

Sustainability is not a program. Instead, sustainable actions are incorporated into how they distribute hotel performance around the globe and a better experience for their guests.

2. 1 The contemporary focus of the managing hospitality

The importance of delivering continuous quality service in hotels, as defined by the guest. Successful extension of hospitality starts with management's commitment to a service management program. Preparing a service strategy statement will focus the planning efforts of the owners, management, and employees. Principles of total quality management provide a manager with an opportunity to involve frontline employees in analyzing the components of delivery of service and methods to improve existing services. The development of the service management program requires the involvement of frontline employees, discussion of the guest cycle, moments of truth, employee buy-in concept, screening of potential employees prior to hiring, empowerment, training, evaluation of the service management program, follow-through, and interfacing with other departments in delivering hospitality. A long-term commitment to a successful service management program is necessary.

2. 2 Operational and managerial issues reflecting on developments

Specific review of the role of the front office manager revealed many related concepts. Success in providing effective supervision begins with a review of the resources available to the front office manager, such as employees, equipment, room inventory, finances, and sales opportunities. After

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analyzing these resources, the front office manager can direct the department more effectively; the objectives of making a profit and delivering hospitality to the guest can be achieved more easily.

The functional role of the front office manager can be understood by preparing a job analysis and job description. This process allows the future professional to see the major responsibilities of the job and the various departmental relationships involved.

The many positions found on a front office staff have the common goal of providing hospitality to the guest. Training, empowerment, and flexibility are necessary to make the team work.

Forecasting, scheduling, developing a supervisory style, motivating personnel, balancing staff personalities, delegating tasks, training, and effectively communicating are only a few of the skills a good supervisor must master. It is a lifelong effort developed through continuing education and trial and error.