

Rooms division assignment



**ASSIGN
BUSTER**

The unit examines the role of the rooms division within the management of a hospitality operation, the operational elements that comprise the rooms division and how these are deployed by management to maximise both occupancy and rooms revenue. Learners will gain understanding of the role of the front office as the 'nerve centre' of customer activity with network communication links within and to other departments. They will also gain understanding of the management of housekeeping services.

Learners will be able to identify trends and technologies which impact on rooms division operations and effectively utilise a computerised operating system within the rooms division. Main Assignment Tasks Learning outcome 1 You are a trainee manager who has been asked by his manager to prepare a short induction presentation to ensure that newly recruited staff understands services provided by the rooms division in diverse contexts.

TASK 1 (ACI. 1) services for at least two organisations. Examples of front office services) Housekeeping and maintenance Decoration and furnishings Refurbishment Accommodation environment and occupancy Guest services and supplies Linen services and laundry Cleaning services Environmental issues You will need supporting notes describing accommodation and front office services. Provide real industry examples where possible and make sure you reference your sources of information. Please submit a hard copy of your presentation and notes by the xx/xx/2013.

Please also include these with your final report. TASK 2 (ACI . 2) Produce a table outlining the roles and responsibilities of Accommodation and Reception Services staff using as an example of a specific company. Accommodation Staff Responsibilities Roles Reception Service Staff

Company 1 - Roles Notes should support your tables Give clear references to sources of information. Please submit a hard copy of the table and notes by xx/xW2013. Please also include the table with your final report.

TASK 3 (ACI . 3) Discuss the legal and statutory requirements in relation to the room's division operations. (Examples of legal and statutory

requirements)Healthand Safety Hazardous substances Protective clothing

Consumer law Price tariff and display Data protection TASK 4 (AC 1. 4)

Evaluate services provided by the rooms division in a range of hospitality

businesses (Examples of different businesses) Hospitality businesses Hotel

Restaurant University campus Learning outcome 2 TASK 2. Assess the

importance of the front of house area to effective management. The areas

that are important to effective management include: Business/Department

plans Operations POS management Night audit Use oftechnologyControlling

and updating front-of-house-services Consumer and data protection Pricing.

TASK 2. 2 given hospitality operation. Company 1 - Key Aspects Some of

these should include: Visual impacts First impressions Design and layout

Zoning Ambience Colour Flowers/Plants Heating Lighting Security TASK 2.

Importance to planning and management Critically discuss the key

operational issues affecting the effective management and business

performance of the front office area for a given operation Examples of front

office area operations: Services - Rooms related Concierge Information Sales

Administration Financial Marketing Human resources, quality, customer

Learning outcome 3 1 . Assess the importance of property interiors and

design to effective management using a specific company (AC3. 1).

Business departmental plans, operations and procedures Interior design in terms of visual impact, ambience, ratings, cost Access to mobility within interior, fabrics/furnishings/fittings Space, lighting, heating, effect of colour, flows plants 2. Discuss the critical aspects of planning and management of the accommodation service function for a given hospitality operation (AC3. 2) To include the bedrooms, function rooms, meeting, staff, public) Linen and laundry, cleaning, leisure areas, waste management, use of technology, health and safety, consumer and building regulations, evaluating and controlling rooms services. .

Analyse the key operational issues affecting the effective management and business performance of the accommodation service function for a given operation. (AC3. 3) Human resources Quality and Customer Learning outcome 4 4. Performance revenue/yield management activities to maximise occupancy and erishability cycle Distribution channels, pricediscriminationdifferent rates and tariff structures to maximise occupancy Inventory management including the use of booking horizons to maximise yield, advantages and disadvantages of yield management.

Hotel internet marketing including viral marketing 5. Discuss the sales techniques that room division staff can use to promote and maximise revenue. (AC4. 2) Tariff structures, market based pricing, negotiated sales, (delegate, seasonal and corporate packages) Use of overbooking policy, sales leads, referrals, selling other services, Up-selling, repeat business, customerloyaltyscheme, ource of bookings, central reservations, agents. 6. Discuss the purpose and use of forecasting and statistical data within the rooms division. (AC4.) Comparison of actual data to projected, formulation

of marketing and pricing policy, Operational and financial reports. 7.

Calculate room division performance indicators to measure the success of accommodation and sales. (AC4. 4) Front office performance indicators (room occupancy %, sleeper %, double/twin occupancy %, average room rate, and average sleeper %. Achievement of Pass, Merit and Distinction Grade Achievement of a Pass grade: A pass grade is achieved by meeting all the requirements defined in the assessment criteria for pass for each unit.

Achievement of a merit grade To achieve a merit grade you must achieve a pass grade and also your essay/ assignment/coursework demonstrates your abilities and skills in the following areas: M1 identify and apply strategies to find appropriate solutions M2 select/design and apply appropriate methods/ techniques M3 present and communicate appropriate findings On successful completion of these assignments learners will achieve the following learning outcomes: Achievement of Pass, Merit and Distinction Grades 1 .

Achievement of Pass Grade A Pass grade is achieved by learner on meeting all the minimum requirements defined in the assessment criteria for each unit. 2. Achievement of Merit Grade To achieve a Merit grade learner must achieve a pass grade and also his/her essay/ assignment/coursework demonstrate his/her abilities and skills in the following areas: M1: Identify and apply strategies to find appropriate solutions. Effective Judgements have been made Complex problems with more than one variable have been explored An effective approach to study and research has been applied M2: Select/design and apply appropriate methods/techniques.

Relevant theories have been applied A range of methods and techniques have been applied A range of sources of information have been used The selection of methods and techniques/sources have been Justified The design of methods/techniques have been Justified Complex information/data have been synthesised and processed Appropriate learning methods/techniques have been applied M3: Present and communicate appropriate findings. The appropriate structure and approach has been used Coherent, logical development of principles/concepts for the intended audience A range of methods of presentation have been used

Technical language has been accurately used Communication has been taken place in familiar and unfamiliar contexts The communication is appropriate for familiar and unfamiliar audiences and appropriate media have been used 3. Achievement of Distinction Grade To achieve a Distinction grade learner must achieve a merit grade and also his/her essay/assignment/coursework demonstrate his/her abilities and skills in the following D1: Use critical reflection to evaluate own work and Justify valid conclusions. Conclusions have been arrived at through synthesis of ideas and have been Justified

The validity of results has been evaluated using defined criteria Self-criticism of approach has taken place success D2: Take responsibility for managing and organising activities. Autonomy/ independence has been demonstrated Substantial activities, projects or investigations have been planned, managed and organised Activities have been managed The unforeseen has been accommodated The importance of interdependence has been recognised and achieved D3: Demonstrate convergent/lateral/creative

thinking. Ideas have been generated and decisions taken Self-evaluation has taken place Convergent and lateral thinking have been applied

Problems have been solved Innovation and creative thought have been applied Receptiveness to new ideas is evident Effective thinking has taken place in unfamiliar contexts Plagiarism and Collusion Any act of plagiarism and collusion will be seriously dealt with according to the regulations. In this context the definition and scope of plagiarism are presented below:

'Plagiarism occurs when a student misrepresents, as his/her own work, the work, written or otherwise, of any other person (including another student) or of any institution.

Examples of forms of plagiarism include: the verbatim (word for word) copying of another's work without appropriate and correctly presented acknowledgement; the close paraphrasing of another's work by simply changing a few words or altering the order of presentation, without appropriate and correctly presented acknowledgement; unacknowledged quotation of phrases from another's work; The deliberate and detailed presentation of another's concept as one's own. All types of work submitted by students are covered by this definition, including, written work, diagrams, designs, engineering drawings and pictures. 'Collusion occurs when, unless with official approval (e. g. in the case of group projects), two or more students consciously collaborate in the preparation and production of work which is ultimately submitted by each in an identical, or substantially similar, form and/or is represented by each to be the product of his or her individual efforts.

Collusion also occurs where there is unauthorised co-operation between a student and another person in the preparation and production of work which is presented as the student's own. (ibid)' If an extension is necessary for a valid reason, requests can be made using a course work extension request form available from the college. Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension.