

# The key roles of an ideal hotelier marketing essay



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The world economy at the moment now is characterized very often as a service economy. This is mainly due to the increasing importance and the division of the service sectors in the economies of most developed countries and other developing countries. Companies in the service industry are involved in retail, transport, distribution, food and beverage services and other service companies dominated also called the service sector, the tertiary sector of industry. The services sector involving the rendering of services to businesses and final consumers. It is, therefore, includes accounting, computer services, restaurants, tourisms and others. Therefore, a service industry is one in which goods are not produced, while primary industries are extracting minerals, and petroleum. of land and secondary industries are those that manufacture products, including builders, but not remodeling contractors.

## **QUESTION 1**

Explain the unique characteristics that separate service businesses from other business that deal with tangible products

## **ANSWER QUESTION 1**

A hotelier is a person who takes charge of or manages a hotel. He or she may be the owner of the establishment, the president of the board that operates the hotel, the executive director of the hotel's location or chain, or the hotel's general manager. Depending on how the term is applied, the responsibilities of a hotel's manager may vary. One who owns a hotel will be responsible for taking care of all the problems common to real property and carry the ultimate responsibility for any and all taxes and proper compliance with building codes and local laws regarding operation of the facility. The

chief executive with the title of a hotel to its name will be responsible for most aspects of business and general promotion of the operation and be liable to the owner or owners of the profitability of the installation. The hotelier who is also the chairman of the board will provide a line of communication to investors and owners of the current situation of the hotel, while the hotel manager will provide supervision of a wide variety of functions that affect the daily operation of the hotel.

Marketing services are opposed as tangible products. At its core, intangible services that are consumed during the production can't be saved, stored or resold as soon as they have been used and unique services cannot be produced back as duplicate items which are exactly the same as the previous original goods even if it's for the same service provider. Marketing services is a relatively new phenomenon in the field of marketing, getting the value of a regulation until the end of the 20th century. Marketing services was first introduced to the fore in the 1980s, when the debate about marketing services was significantly different from the products to be classified as a separate discipline. Prior to this, the services are just helping the production and marketing of goods and, therefore, were not considered to be relevant apart from their own.

Services have unique characteristics that differ from other products or goods. Some characteristics of the services are highly intangible and have no physical existence. Therefore, the services cannot be touched, held, taste, or melt. This is the most defining characteristic of a service and that differs substantially from the product. Not only that, it also presents a unique and different challenge to those involved in marketing of services. This is

because it is necessary to attach attributes to offer practical other intangible. While the others are low tangible services component product may vary from low to high. For example: training, consulting, legal advice are services that have almost zero tangible components; Although restaurants, fast food centers, hotels and hospitals offer services in which their services coupled with a tangible product objectives, such as food in restaurants, medicines in hospitals, hotels and more services ever. Inseparability of services are produced and consumed simultaneously.

Variability intangibility services are activities carried supplier, as opposed to physical products, which cannot be seen, tasted, felt, heard or smelt before it is consumed. Because services are not tangible, they do not have the features that attract training, consulting, legal consulting services, which have almost no tangible components, as opposed to the delivery is not possible prior to the actual purchase and consumption. Marketing service cannot be based on evidence, based on the buyer products are generally used in the evaluation of alternatives before you buy. Thus, as a result, the services are not known by the client before they get them. The provider must comply with certain things in order to improve customer trust: supplier can try to increase the tangibility of services and highlight the benefits of services, instead of describing the features. Not all intangible product maintenance as.

It is a challenge for the vendor services. Thus, the seller must also develop the capacity while the quality to meet the demand. Variability of services are very diverse, as they depend on the service provider, and where and when they are granted. Marketing services are faced with a problem in the

normalization of their life, as it varies depending on personal experience, clients, time and business. Service buyers are aware of this volatility.

Therefore, service firms must make an effort to deliver the consistently high quality of service, and this is achieved by the choice of good and skilled workers.

## **QUESTION 2**

Discuss what should a person prepares if he/she wants to become a hotelier.

## **ANSWER QUESTION 2**

To become a successful hotel, we need more than a good knowledge of the hotel industry. We have to develop excellent management, time management, interpersonal and research skills, and good interpersonal skills. A good landlord knows how to delegate, but always keeps a close eye on all the features of the kitchen, business, service, cleaning, maintenance, reception, and always in motion, always in contact with staff and guests. To succeed in this race, we have to be a good communicator and aggressively seek information about what is happening in the hotel industry and society in general. As good hotel manager, follow very closely all aspects of cooking, business, service, cleaning, maintenance, reception and we will talk with staff in all areas. We will continually monitor customer satisfaction, and deal with the many problems that occur in this business. Also establish and maintain relationships with other people working in the hospitality, tourism, media and the community in order to promote your business and to keep abreast of the issues, trends and opportunities that may affect your business. This makes the hotel an exciting direction difficult race, with many opportunities for personal and professional growth and social interaction.

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## **These are the key roles of an ideal Hotelier**

Make sure that their business meets the needs of its users or clients

Assure that the hotel and its services (e. g. function rooms, restaurant) are marketed and promoted

In charge of making sure that the bookings, reservations and other selling processes are efficient and effective

Making sure that the hotel is well-maintained, safe, clean and generally meets expected standards

Assure the care, comfort, satisfaction and goodwill of the guest or customer

Manages and plan the business for present, short term and long term success.

## **These are the task of a Hotelier**

Recruit staff and train staff.

Delegate tasks and responsibilities for the staff.

Supervise staff.

Control the quality, which includes regular inspections.

Establish and monitor procedures.

Establish and communicate standards.

Ensure that all staffs and clients safety and well being.

Select supplies or suppliers (linens, equipment, food etc).

Increase staff productivity.

Promote the business and its services.

Update, renovate or redecorate the building or rooms.

Plan the budget.

## **Legalising and licensing a Hotelier**

An hotelier may require a range of licenses and permits, both local and national, to operate a hotel, to prepare and serve food, to sell liquor and so on. These may vary from country to country, so check with your local government. If we are starting our business from scratch, we will probably need city approval to open, and may need to meet different building, safety, and environmental standards and requirements, all of which require government or official approval. We will need health department approval, and will usually undergo regular official health inspections to ensure that we meet established health standards, or be forced to close. As an employers, we might need to meet government requirements regarding superannuation, wage scales, workmen's compensation, and discrimination on basis of race, age, gender, though requirements contrast between countries. Do our research and find out what is required in our region.

## **CONCLUSION**

In establishing our career in this way, focus on the development and consistently reflects a high degree of professionalism. We pay attention to our attire and cleanliness, to be minimized, simple and tidy at all times. Do

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your best in any work that is the best of our ability at all times. Be polite, decent, respectful and true to our colleagues, superiors and customers, to be scrupulously honest, listen carefully, and do not be afraid to suggest improvements or to identify areas that need improvement. Greeting guests, colleagues and superiors by name whenever possible is a sign of great respect and let the manager or owner know that we want to prove our self and Excel. Take every opportunity to learn and develop new skills, and to assist in other areas to gain more skills and exposure. In addition, it was reported. Keep track of what is happening on site, such as what is coming groups, special visitors, seasonal variations or special events, and to understand the distribution and sections of the hotel, and what is offered. This will help us identify opportunities for promotion, direct customers to different parts of the hotel, and when we talk to managers or owner, we must show that we are interested in the business, and willing to learn