

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

MYKOLAYIV NATIONAL AGRARIAN UNIVERSITY

Educational - Scientific Institute of Economics and Management

Management Faculty

Department of Hotel and Restaurant Business and Business Organization

«HOTEL MANAGEMENT AND HOTEL MARKETING STRATEGIES»

**METHODICAL RECOMMENDATIONS
FOR PRACTICAL WORK AND INDIVIDUAL WORK
FOR HIGHER EDUCATION APPLICANTS
OF THE SECOND YEAR OF STUDY (BACHELOR'S DEGREE)**

Specialty 241 “Hotel and restaurant business”

Full-time mode of study



Mykolayiv

2020

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UDC 005:339.138:640.43

H82

It is printed by the decision of the scientific and methodical commission of management faculty of the Mykolayiv National Agrarian University, the protocol No. 3 from 26. 11. 2020

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INTRODUCTION

Managing a hotel comes with a range of responsibilities. A manager must be able to adapt to new challenges, help different departments and ensure the hotel maintains a standard of excellence. As a hotel manager, you will be responsible for overseeing and having a strong knowledge of finance, planning, service and organization. While you have a team of managers working alongside you, as hotel manager you have to lead rather than follow. You must also make sure your staff are managing their time and departments efficiently, whether that be through improving their monthly profits or simply ensuring a guest's expectations are exceeded.

Hotel management involves the management of anything that's related to the hotel industry. If you want to gain a foothold in this business, you will need to learn about all the techniques of managing a hotel business including marketing, hotel administration, catering management, housekeeping, and accounts. The primary goal behind learning the ins and outs of hotel management is to run a hotel successfully while managing the other aspects of the business at the same time.

You must have strong attention to detail, leadership and teamwork skills. At some hotels, depending on the size and type, you may find yourself dealing with a lot of more day-to-day tasks than you would at a more prestigious place. You may also have less contact with guests, but you'll spend time monitoring the business through regular meetings.

1.1. CHECK-IN AND CHECK-OUT PROCESS

1. When a guest enters your hotel, you should ALWAYS say “Welcome to _____ Hotel” - this is a must! Your guests will automatically smile at you. They will feel welcomed and at home.

These two words “Welcome to” are very powerful and they impress guests enormously.

2. The majority of all guests are impatient to receive their Wi-Fi code. Due to this, mention the code right after a guest has filled out their registration form and provided their credit card information. That will immediately brighten their mood.

3. Do not forget to mention your Hotel-Info-Map. Recommend some attractions close by and provide some insider tips. Guests love to hear some “cool locations” that they have never heard of, or read in a Lonely Planet guide.

4. Emphasize your facilities and benefits. Impress your guests and shine like a star. The check-in process is a magic moment for both parties. You have a pitching moment and your guests will listen for sure. Each check-in is unique. Each time you have the chance to make a guest come back again and again. You can even create long lasting friendships with your guests just because of a perfect check-in.

5. Keep a bowl full of sweets at the reception. Guests love to dig into that bowl. This bowl will brighten the mood of your guests as well. Trust me - this is an advice you want to put into action.

6. As soon as you are done with the formal requirements, proceed with your great services. Bring the luggage to the guests’ rooms. Do not wait for a tip - say it is your pleasure to serve them.

Write down what a **“Perfect Check-Out”** means to you.

Imagine to be your own guest. What do you expect while you check out?

1. Ask questions!

2. Answer your questions as a guest and as a hotel manager.

Exercise Instructions

Shut off your phone, close email and eliminate all distractions

For example - as a guest I expect:

- Fast Check-Out, No queue
- Friendliness, Thankfulness, Happiness, Professionalism
- Correct Invoice
- To receive a tiny gift would be a bonus

For example - as a manager I want:

- To see my guests leave with a bright smile
- To insert the next reservation for them
- To hear that they recommend us
- To receive a great feedback and online review

Questions:

How can I reach my Check-Out goals?

What do I need to Improve?

How can I speed-up my check-outs?

What do I really have to mention while I check-out guests?

What do I have to say to make my guests give us an awesome online guest review?

1.2. CREDIT-CARD RESERVATION

Checklist for your Credit-Card machine

- Use a wireless credit-card machine
- Before check out - check the machine
- Always make sure that the machine is charged
- Make sure that a paper roll is inserted
- Make sure that it is connected to your WiFi
- Put the machine back to its place where it belongs

Credit-Card Reservation:

1. Make credit-card reservations when you receive guaranteed bookings - Guaranteed bookings are much more preferred by accommodation businesses. However, to increase bookings it is a better strategy to offer a reservation feature that is flexible.

When we receive a guaranteed booking:

Usually, it goes like this - the guests provide us a credit-card and we make a reservation on it - so we do not subtract any money - we just make sure that we will receive the money after the guest's check-out.

Such a reservation is valid for 30 days. So, make sure that you do not make the reservation too early. For example, 2 months prior the check-in. However, always have a look that the provided credit card is valid; therefore, make a reservation of 1 Cent. If the credit card is invalid, then you need to let the Online Travel Agency know about it, or call the guests directly. If a new valid credit card is not provided within two days, then you can cancel the reservation. You do all of this procedure to be on the safe side. It is much more convenient to do all the work before the check-in than to receive nasty surprises on the due date.

If you have the possibility to make reservations on credit-cards, then go ahead; otherwise, it could happen that guests just leave your hotel without paying the bill.

Exercise Instructions

Shut off your phone, close email and eliminate all distractions

Write down as many benefits of having a housekeeping list as possible. Like that you realize how important it is to have one available.

Some benefits are:

- Your cleaning staff has an overview of leaving, staying and arriving guests
- # rooms for bedding change is given
- You know exactly how many rooms are available
- Getting confused which room to clean is almost impossible.
- The housekeeping list can be forwarded to any staff member without big explanations.
- A housekeeping list is a huge time saver.

1.3. CHECKLIST FOR UNBEATABLE OFFERS

When you want to secure bookings during an exhibition, then you need to check off some points

1. Check your competitors
2. Have a good look at the availability - how many hotels are already sold out, how many rooms are still available in the other hotels that are close by the exhibition center
3. Find a price per night per room that is quite in the middle
4. Make sure that your ordinary price is much higher than the price you are going to offer the person who is interested in staying in your Hotel
5. Mention explicit that you are providing a huge discount to this person.
6. Tell him that the ordinary price is XYZ but you are receiving the price ABC. That is a 10% discount.
7. In this way your offer will stand out and the person will realize how much money he/she is actually saving.
8. If you are really eager, then use scarcity. Tell the person that this offer is just valid for 2 more days, due to the fact that you have another person who already mentioned some interest in booking the rooms at the same time.
9. Another method to obtain the confirmation is to let the person know that the prices may increase the more time is passing. Right now you are offering a top deal but you cannot promise that this offer will last.
10. Last but not least, offer that the person can call you any time to ask any questions he/she has. You are more than happy to answer them all.

Furthermore, you are happy to make reservations in restaurants close by or organize a shuttle service. You are there to serve them in any way.

Exercise Instructions

Shut off your phone, close email and eliminate all distractions

Write down all the “PROS” & “CONS” that come into your mind when you think about responding to emails within 15 minutes.

For example - **PROS**:

- The potential new guest realizes that you are eager to help, give directions, leave no questions unanswered and find solutions.
- You demonstrate that you are responsible, like to communicate and care about customer service.
- Through one simple answer, you emphasize that your potential new guest has a contact person in the hotel.

For example - **CONS**:

- You could make a tiny mistake by responding in a hurry.
- You could forget mentioning important information.
- You could overlook a question of the potential new guest.

1.4. PRACTICAL TASK

My Hotel

- Create a “PDF”
- Full name / company that receives the confirmation
- Exact date of the stay
- Room-type
- Price (mention all necessary information)
- Emphasize your best services
- Available Parking Spot (perhaps free of charge)
- Important - Mention your “Cancellation Rules”
- Thank you note - We are happy to serve you
- Your name - Logo, Tel., Address, Web, etc.
- Impress your guests - Welcome Video
- Not usual: mention additional services

1.5. CHECKLIST “RECEPTION”

What you definitely need to have & take care of!

- Hotel Software “PMS” Property Management System
- Make sure your invoices are correct (all details)
- Make prices for the next year -“Channel Manager & OTA”
- Backup of your server
- Emergency telephone numbers (list)
- Fax / 2x printers (laser printer)
- Keycards instead of ordinary keys

CHECKLIST - RECEPTION

HOW TO BE CERTAIN THAT YOUR HOTEL IS READY TO WELCOME YOUR FIRST GUESTS

THE RECEPTION IS YOUR COCKPIT

Besides of the fact, that the reception is your holy grail, it is your cockpit to have an overview of your Hotel as well. There are a couple of things that you need to have at your reception to be ready for usual business and for guests favours. The following list may seem obvious; however, I want to mention the single items to ensure that you are prepared to serve your guests and complete your work.

AT YOUR RECEPTION YOU NEED :

- EMERGENCY-TELEPHONE-NUMBERS - PC, SOFTWARE, PMS, CHANNEL MANAGER, OTAS, WIFI, AIRCONDITION, HEATER, ETC.....
- CORDLESS TELEPHONES.....
- PC WHERE YOUR HOTEL SOFTWARE IS AVAILABLE.....
- INTERNET.....
- INTERNET LOGIN CODES.....
- HOTEL SOFTWARE.....
- PRINTER.....
- PAPER FOR THE PRINTER.....
- PEN.....
- PENCIL.....
- EDDING.....
- HIGHLIGHTER.....
- STAPLE.....
- PAPERCLIPS.....
- NOTEBOOK.....
- PUNCH.....
- SCISSOR.....
- CALCULATOR.....
- SCOTCH TAPE.....
- RULER.....

THE RECEPTION IS YOUR COCKPIT

- STAMPS.....
- CALENDAR.....
- BUSINESS CARDS.....
- ENVELOPES.....
- CITY MAP.....
- INFORMATION HOW TO GET FROM YOUR HOTEL TO THE CITY.....
- BUSINESS CARDS OF RESTAURANTS.....
- MAGAZINE OF UPCOMING EVENTS.....
- CUPBOARD OF RECOMMENDATIONS AND SMALL CITY MAPS TO GO.....
- PRICE LIST OF YOUR MINIBAR.....
- CARD CASES FOR YOUR ROOMKEYS.....
- CHECK CONNECTION BETWEEN CREDITCARD.....
- CREDIT CARD READER - (FULLY CHARGED).....
- KEYCARD PROGRAMMING MACHINE.....
- WATCH.....
- LIGHTER.....
- CHEWING GUM.....
- CORDLESS TELEPHONES.....
- STICKING PLASTER FOR SMALL INJURIES.....



2. HOTEL PROMOTION



Managing a small hotel is tough – especially when you’re doing most of the work yourself!

The good news is you can always run creative promotions to boost your bottom line.

If you’re trying boost bookings and increase revenue flow at your hotel, there are few easier or more effective ways to do it than introducing some simple promotions.

Promotions are great because you can be very flexible and targeted with what you offer, and often they’ll grab the attention of travelers searching online.



5

PERFECT CHECK IN
(YOU GIVE HIM THE ROOM KEY)



YOU GIVE HIM ALL IMPORTANT
INFORMATION ABOUT YOUR HOTEL

6



7

YOU BRING HIM TO HIS ROOM
(CARRY HIS LUGGAGE)



HE SLEEPS IN YOUR HOTEL/HOTEL ROOM

8



NEXT DAY

9



HE CHECKS OUT

10



HE GIVES YOU A PERFECT RATING

11



THE GUESTS BOOKS AGAIN

12



Famous through MKT-Channels

- Print media - (Flyer, Magazines), Social Media-> FB, Twitter...
- Focus on 1 CHANNEL
- Simplicity - Design, Information, Infographics => Powerful
- Social Media - finish before you start
- Focus on one city
- Collaborations - Pros / Cons

Focus on 1 MKT-Channel First!

- Print media - (Flyer, Magazines)
- Social Media-> FB, Twitter, Instagram, Pinterest, Reddit, etc.
- Time consumption
- Simplicity - Design, Information, Infographics => Powerful
- Social Media - finish before you start
- When do you post?
- How many times do you post?
- What are you looking for?
- (Th. & F.-1pm-4pm) (at least once)
- Provide answers
- Connect different FB-accounts with each other
- Use posts for other social media channels

2.1. HOW TO ATTRACT THE RIGHT TARGET GROUP

- Louis Vuitton, Burberry & Chanel - What makes them special?
- Who is window-shopping?
- Who is purchasing?
- Know who you want in your Hotel! —> BusHotel
- Pro / Con

Make a list of your personal ideas how to make your own hotel special

1. _____
2. _____
3. _____
4. _____
5. _____

2.2. HOW TO COMMUNICATE WITH YOUR GUESTS

- Obtain email addresses - 4 successful tested ways
- Do not write newsletters -> send personal letters
- Write one single friend
- Do not bombard your friends
- Build a community / tribe
- Invite your guests - events
- Create scarcity

2.3. HOW TO KNOW WHAT TO OFFER

How to offer services that nobody else offers

- Check them out
- Make notes
- What impressed you
- Analyze good / bad points
- Customer service - Amazon/Apple/Virgin
- Ask a friend to stay in your hotel!

2.4. HOW TO RECEIVE 5 STAR-RATINGS!

Step Nr. 1

- Check all rooms -> clean
- Fully Equipped -> pillows, towels, toilet paper, minibar, remote-control, etc.
- Check the parking space, entrance, lobby, reception, floors, windows -> clean

Step Nr. 2

- Organize your reception
- Prepare yourself for upcoming Check-Ins
- Make Credit Card reservations
- Program keycards
- Print Internet-Codes
- Fantastic mood

Step Nr. 3

- Make a “Perfect Check-In”
- Say “Welcome to ...”
- Offer sweets
- Offer a welcome drink
- Carry the luggage
- Small-Talk

Step Nr. 4

- Check the breakfast-room
- Fresh

- Enough
- Variety
- Cutlery
- Napkins
- Coffee-Machine
- Clean tables
- Decoration

Step Nr. 4

- Make a “Perfect Check-Out”
- Check the billing address
- Ask for feedback - explain WHY
- Tell the guests your rating goal
- Provide a gift, gift-card, cleaning-pad
- Ask for a video feedback / picture

No need for a consultant

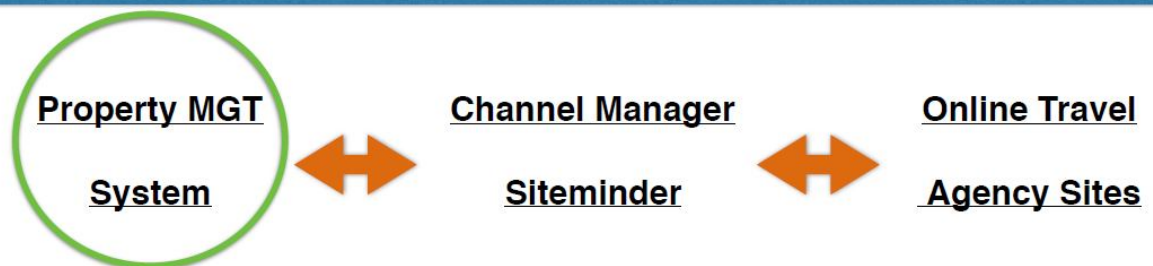
You Can Do It By Yourself!!!

3.1. MANAGER'S CHECKLIST

- Reception
- Lobby
- Rooms
- Breakfast
- Your Service
- Internet
- Parking-Space
- Cleanliness
- Website
- Prices



First Step: Setting up - Our PMS



The room availability is **reduced** by 1 Single-Room
on all connected services



All details are automatically transferred to the PMS



Credit Card, Name, Address, extra wishes, etc.

The Channel Manager

★ YOU SAVE A LOT OF TIME ★

★ All your OTAs are connected ★

★ Login once ->
manage rates & availability on all booking sites! ★

Siteminder

eliminates the risk of over-bookings
eliminates the risk of inserting wrong information

having no channel manager is annoying & tuff!

For Me Personally

Siteminder = Huge Relief!

Less Stress

A Channel Manager

★ Key Component ★

★ to increase sales & become more successful ★

Let me know

I will take care of the rest

It makes more SENSE

to pay a monthly fee & no extra commissions

than to pay

an employee to do the same work

My recommendation

If you do not have a channel manager yet...

choose Siteminder

they are providing a great

technology / software / platform

& customer service

**occurring mistakes
due to manually inserted information**

will automatically be gone

**do not worry anymore & concentrate
on other important topics**

3.2. PROVIDE SPECIAL SERVICES

- Fresh fruits on the desk
- Magazine / Newspaper hanging on the room door
- Special sweets with your own logo
- A note on the bed with the surname on it
- Gift Card
- Early Check-In / Late Check-Out
- Car-Wash
- Shuttle Service
- Wellness treatment
- Tickets for the cinema / theatre

Provide Special Services

Always REMEMBER

- Difficult to erase the first impression
- The communication should overweight the facilities
- People love to talk about great experiences

3.3. SOME OF THE BEST TOOLS THAT DEFINITELY INCREASE OCCUPANCY

1. Take pictures with you and your guests! Yep! Look for guests that are willing to take pictures with you. (Happy guests of course) Make sure to ask guests that are already staying a couple of days at your hotel and are glad to be in a picture with you.

Choose guests you've built an owner-client relationship with. Taking pictures with your guests has a lot of value. Do not be shy! Your guests will be surprised about your question but there are many guests that will just be excited and support your mission.

2. Go one step further - Make a video feedback with your guests. Choose nice guests and ask if they want to give you a video feedback about your hotel and services. I know that is a tough assignment. The first video feedback is hard to do but as soon as you've gained experience, there is nothing to worry about.

3. There are a couple of guests leaving thank-you notes for the whole staff. If you receive some, then do not throw them away. These thank-you notes are very precious and are not common to receive. We are always keeping them. Why?! Well, we are taking pictures of the notes and posting them on our website / social media platform.

How to change your old image

- New Name / Logo / Design
- Inform all of your guests - BIG PROMOTION OPPORTUNITY
- Special Event - Scarcity - Deadline
- Reception, lobby, carpet, decoration, staff-uniforms, envelopes, invoices, pens
- Pillows, colourful bedding
- Do not limit your fantasy
- New Website, new pictures – crucial

How to have a full house

- High occupancy rate - at least 60%
- Calculate your occupancy rate:
 - - Number of beds x days the Hotel is open = Capacity
 - - Overnight stays x 100/capacity = Hotel occupancy in %

$$10 \times 365 = 3650$$

$$2190 \times 100 / 3650 = 60\%$$

- Location - (transportation connection - train, bus, taxi, bike, boat...)
- Entertainment - (restaurant, bar, lounge, club, mall, exhibition, sports arena, swimming-pool, wellness, gym, cinema, grocery store)
- Environment (park, beach, river, specific district)
- Bad situation -> SOLUTION -> be outstanding
- Adjust/Set prices
- -> COMPARE
- Create special Prices/Events
- How many stars do you have?
- Do you have awards?
- What makes your Hotel unique?
- Rate your services
- Rate your rooms
- Ask yourself!

- What does the Internet say? Feedbacks
- Get out of the vicious circle
- Make sure your website is eye-catching!
- Design - Simple
- Booking-Function
- Information
- Pictures
- Directions
- Social Proof
- Connect to more OTAs
- Contact big companies / foreign companies -
special offer
- (exhibition, foreign-exhibitors, airport, airlines, train, mobile, insurances, car-rentals, various distributors-, cars, books, furniture, schools, universities, IT, grocery stores, embassies, language schools, financial institutes, hedge-funds, lawyers, accountants, chamber of commerce, wholesale companies, theatre, exclusive textile labels - much more

3.4. HOW TO HIRE THE RIGHT PERSON

- Why do you want to work for me and not for another Hotel?
- Why do you enjoy working at a Hotel?
- What kind of experience do you have?
- How long are you planning to work for me?
- What do you expect?
- Where do you want to be in five years?
- Let the person do some tasks
- Is the candidate motivated to do more than expected?
- Is the candidate a robot or does the candidate want to play a role in your Hotel?
- Brian Tracy - “The Law of Three”
- 3 candidates
- 3x times
- 3 different places
- Interview by 3 additional team members
- Check 3 references of the candidate
- Ask for additional 3 references
- Ask further specific questions:
- Could you tell me some of the strengths or weaknesses that this candidate would have in performing a job like this?
- Is there anything you could tell me that would help me to make a better hiring decision?
- —>Would you hire this person back again if he applied to you for a job?<—
- Use the *SWAN Formula by John Swan*
- S= Smart
- W= Work hard
- A= Ambition
- N= Nice

- As Leona Helmsley once said in her advertisement for her hotel chain, “We don’t hire people and train them to be nice; we just hire nice people.”
- “Good to Great”, Jim Collins suggests
- Think through the Job

How to make more profit although you have the same Hotel & # of rooms

- Main product = room per night
- Food / beverages - Minibar (decent prices)
- Restaurant / Cafe
- High-Speed Internet
- TV / Netflix
- Website = “Money Machine” > reservation process – additional products, online shops
- On the phone - upgrades, special offers, reservation-restaurant
- TRX, yoga-mat, bikes, equipment to do some sports
- Umbrellas, alarm, own branded products (coffee, sweets, lotion)
- Sunscreen at the reception
- Shuttle-Service

3.5. HOW TO MAKE YOUR HOTEL LOOK LIKE NEW

Is this Hotel new?

- It smells nice!
- Inexpensive = paint the walls!
- Wall-panel with different pictures
- New flowers / plants
- New pictures
- Fancy LED - the whole Hotel
- Take a guest perspective

How to sell rooms two times during a day

- Partner with dayuse.com or hotelsbyday.com

How to upgrade your rooms

- New mattresses
- New bedding
- New inlays
- Design of your towels, blanket, pillows - coloured ones
- New curtains
- New chairs
- Decoration
- Massage chair
- Sound system
- New technical devices - new TV, Tablet, variety of charger strings (enterprise feeling),
- New shower head, new lavatory seat
- LED different colours – control

3.6. CHECKLIST FOR CLEANING AGENTS

CHECKLIST – CLEANING AGENTS

WHAT YOU DEFINITELY NEED TO CLEAN A HOTEL ROOM

- GLOVES.....
- CLEANING RAG**.....
- RED:** FOR THE TOILET, URINAL AND THE TILES IN THE SURROUNDING AREA.....
- YELLOW:** FOR THE SANITARY AREA AS SINKS, TILES, CABINETS, FIXTURES, MIRRORS, SHOWER ENCLOSURES AND BATH.....
- BLUE:** FURNISHINGS, DESK, CABINETS, CHAIRS, SHELVES, RADIATORS, DOORS ETC.....
- GREEN:** SPECIAL AREAS FOR EXAMPLE. CLEANING AND DISINFECTION IN NURSING (NURSING BEDS), OP OR KITCHEN.....
- MOP TWISTER (WHOLE FLOOR).....
- BUCKET.....
- VACUUM CLEANER.....
- SPONGES.....
- VINEGAR FOR THE KETTLE IF ONE IS IN THE ROOM.....
- CLEANING SUPPLIES FOR THE TOILET.....
- CLEANING SUPPLIES FOR THE SANITARY AREA.....
- CLEANING SUPPLIES FOR THE ROOM DOOR - TO GET RID OF THE FINGER-PRINTS.....
- STAINLESS STEEL CLEANER.....
- GARBAGE BAGS.....

CLEANING TIPS

WHAT YOU DEFINITELY NEED TO CLEAN A HOTEL ROOM



AT LEAST ONCE IN A WEEK THE SHOWER DRAIN HAS TO BE CLEANED. THE HAIR HAS TO BE TAKEN OUT.



IF YOU HAVE A KITCHEN IN YOUR ROOM AND YOUR GUESTS ARE NEVER USING IT, YOU NEED TO RUN WATER THROUGH THE KITCHEN SINK.



ONCE IN A MONTH YOU SHOULD CLEAN THE CURTAINS



USE FULL PROTECTION MATTRESSES SAVERS - THEY ARE KIND OF EXPENSIVE BUT YOU WILL BE ABLE TO USE YOUR MATTRESSES FOR A VERY LONG TIME!



SET A TIME LIMIT TO CLEAN A ROOM

Checklist for the bathroom

You need to provide your guests a place for:

- Wash-bag/spongebag
- Toothpaste
- Toothbrush
- Makeup - mirror
- Napkins
- Cups to wash out the mouth
- Trash, little bags for the women

Following items **MUST** be available

- Toilet paper
- 3x towels - big, medium, small (bath mat)
- Towel holders
- Shower gel
- Hand soap
- Lavatory brush
- Sign in the bathroom: If you put the towels on the floor we will change them / if not you will use them again; however, if the towels are dirty you need to change them anyways.

Checklist for the pantry kitchen

The pantry kitchen is a highlight - it really provides a feeling of being at home and the guests are much more flexible and independent.

Pantry Kitchen Equipment:

- Hotplate
- Microwave
- Kettle
- Refrigerator
- Cutlery, bread knife
- Cutting board
- Mini-bar-box
- Plates, glasses, cups
- A kitchen sink
- Sponge / soap to clean the dishes
- Trash bin

Checklist for Room, Bathroom & Kitchen

How to clean a room?

To answer this question - we have to ask another question:

What does the guest expect?

- It has to be clean
- No clothes of other guests should be still in the room
- No dirty dishes, no dirty towels or anything else that has to do with a prior guest who stayed in the room
- Everything has to function, lights, TV, heater, air-condition, hot and cold water

How do we meet this expectation? -> first of all we need all the cleaning detergents

Cleaning supplies, gloves, mop twister, sponges, vinegar for the kettle, stainless steel cleaner, garbage bags, scented spray for the room and furniture, vacuum, glass cleaner, rags in different colours.

Cloth for the desk, for the dust, pantry kitchen

Ask the company that placed the floor for the right cleaning detergent

The Pantry Kitchen:

- The kitchen sink has to be filled with water, if it is not used regularly
- Clean the dishes
- Put new dishes and cutlery
- Be careful with the dishes that belong to the guests / do not take them away - clean them right at the spot

The Bathroom is very important

- The shelf must be clean, the mirror, the shower, toilet, garbage can, floor
- The outflow has to be cleaned at least once in a week
- The shower drain has to be cleaned, the hair has to be taken out
- Make sure that no tiny hair is in the bathroom

Items that should be available on every room:

- Iron
- Ironing board
- Electric kettle
- Tea / Coffee cups
- Tea / Coffee / Cappuccino powder
- Sugar
- Coffee milk
- Spoon

Items that guests love to see in a mini-bar:

- Nuts
- Chips (ungarish)
- Pringles (any but small)
- M&M's (yellow / black)
- Nussini
- Corny
- Nic-Nacs (small)


Items that should be available on every room:**Beverages:**

- Sprite
- Coca-Cola (normal / light / zero)
- Fanta
- Water (with / without gas)
- Beer

Keep the prices moderate. Our guests are regularly emptying the mini-bar due to the fact that our prices are low and suitable.


If you do not have a mini-bar yet, then go and implement one. If you have a mini-bar then start analyzing your sales. Think about lowering or increasing your prices slowly but surely. What are you selling most? What has almost no sale? Is there anything you can offer to surprise your guests? Be creative and think of yourself being the guest - "what would I love finding in this minibar?"


3.7. HOTEL RATING




HOTEL RATING


BAD RATING




Hotel Guest (582 )
from Frankfurt, Germany


Terrible location, dirty throughout

Good Rating



Bad Rating



Don't trust the pictures. The room is very old. The decoration is totally different from what describe in the picture. Missing lamp. Most of the power socket doesn't work. TV is not functioning.




Hotel Guest (582 )
from Frankfurt, Germany


The shower was dirty and we we're not able to use it. Bathroom overall wasn't really clean. There was only one key.

Good Rating



Bad Rating



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Hotel Guest (582 )
from Frankfurt, Germany


Only bottom linen on the bed, The top linen was only a douve which I was sure was not the type that is changed with every customer. VERY Unhygienic . Pillows, very old, very uncomfortable. Room is cleaned only every other day. Was left to wait over 30 minutes to check in. First room given had seperate toilet and shower which was not part of the room, like advertised. They changed my room when I complained. Paid EUR 530.00 for three nights. Not expensive for Frankfut but vry xpensive for what you get. Breakfast, EUR8.00 per day but VERY limited choice.

Good Rating



Bad Rating



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Hotel Guest (582 )
from Frankfurt, Germany

**1. strange smell of room
2. blanket is old and dirty.
3. owner women order worker servering the breakfast to her,maybe worker is also servant, owner behavior is ugly when guest have breakfast and sea that.**

Good Rating


Bad Rating


*1. strange smell of room
2. blanket is old and dirty.
3. owner women order worker servering the breakfast to her,maybe worker is also servant, owner behavior is ugly when guest have breakfast and sea that.*



Hotel Guest (582) 
from [Frankfurt, Germany](#)

Good Rating


Bad Rating


““ Small room.
Paying extra for room WiFi. Seems cheeky given that I paid for an executive room.

Menu prices for dinner are outrageously high. We've eaten at much better restaurants in Germany for almost half the cost. I guess it's the price for convenience. ””



Hotel Guest (582) 
from [Frankfurt, Germany](#)

Good Rating


Bad Rating


““ Internet is not free so I paid Euro 19 extra for premium internet which was not premium at all. At times very slow. Soap was in shortage. For Hilton they could do better. If they advertise premium internet make sure it is premium. Let me remind you that business hotels today offer premium internet as a standard. Expected more from “ABC Hotel” on this issue given I travel for work and internet is vital for communication. ””



Hotel Guest (582) 
from [Frankfurt, Germany](#)

Good Rating


Bad Rating


““ The cost for parking our car was very steep.

Difficult to find a parking. ””



Hotel Guest (582) 
from [Frankfurt, Germany](#)

Good Rating


Bad Rating


““ Our flight was delayed and we arrived very late and tired. The staff for the night shift was not very friendly and welcome. He didn't tell us clear info about breakfast time, where to have breakfast.

There's Nespresso Machine with description of Nespresso capsules but provide non-nespresso brand capsules which didn't taste well. ””



Hotel Guest (582) 
from [Frankfurt, Germany](#)

Good Rating


Bad Rating


““ there were no English instructions for the digital thermostat for the room
The limited English language TV channels.

The hotel's restaurant was only staffed by one waiter/bartender so the wait for anything was ridiculous. ””

How to be certain that your hotel is ready to welcome your first guests

CHECKLIST - BASICS

HOW TO BE CERTAIN THAT YOUR HOTEL IS READY TO WELCOME YOUR FIRST GUESTS

AT THE RECEPTION / OFFICE:

- PC
- DESKTOP.....
- MOUSE.....
- KEYBOARD.....
- INTERNET.....
- HOTEL SOFTWARE.....
- PRINTER.....
- 2ND PRINTER EMERGENCY.....
- 2ND PC EMERGENCY + ETC.....
- CREDITCARD READER.....
- PAPER FOR THE CREDITCARD READER.....
- CHECK CONNECTION BETWEEN CREDITCARD READER AND WIFI.....
- KEYCARD PROGRAMMING MACHINE.....
- PEN.....
- PENCIL.....
- PAPERCLIPS.....
- CORDLESS TELEPHONES.....
- EDDING.....
- HIGHLIGHTER.....
- STAPLE.....
- NOTEBOOK.....
- PUNCH.....
- SCISSOR.....
- CALENDAR.....
- BUSINESS CARDS.....

AT THE RECEPTION / OFFICE:

- ENVELOPES.....
- CITY MAP.....
- INFORMATION HOW TO GET FROM YOUR HOTEL TO THE CITY.....
- TAXI TELEPHONE NUMBER.....
- BUSINESS CARDS OF RESTAURANTS.....

ROOM:

- PILLOW.....
- BLANKET.....
- TOWELS.....
- HAIRDRYER.....
- SOAP.....
- TV + REMOTE.....
- HEATER/AC.....
- CURTAINS.....
- DESK.....
- CHAIR.....
- CUPBOARD.....
- CUP.....
- TEASPOON.....
- COFFEE.....
- POWDER.....
- BOILER.....
- ROOM DOOR LOCK.....



BREAKFAST:

- FRESH SUSTENANCE.....
- SALAMI.....
- HAM.....
- BACON.....
- SAUSAGES.....
- CHEESE.....
- SPICE CUCUMBERS.....
- TOMATOES.....
- EGGS.....
- CORNFLAKES.....
- MILK.....
- JUICES.....
- WATER WITH/WITHOUT GAS.....
- HOT DRINKS.....
- FRESH BREAD, CROISSANT.....
- BUN.....
- JAM.....
- BUTTER.....
- MUSTARD.....
- KETCHUP.....
- NUTELLA.....
- FRUITS.....
- YOGHURT.....
- SWEETS.....
- CUTLERY.....
- PLATES.....
- CUPS.....
- GLASSES.....
- NAPKINS.....
- DISHWASHER.....

RAGS.....

ELECTRIC / TECHNICAL :

WIFI - EXTREMELY IMPORTANT.....

ACCESSPOINTS.....

INTERNET LOGIN.....

TV.....

LIGHT BUBLS.....

SOCKETS.....

EMERGENCY PHONE NUMBERS :

GENERAL CONTRACTOR.....

LAUNDRY-SERVICE.....

ALARM-SERVICE.....

WATER-COLD/HOT -SUPPLY.....

TRASH-SERVICE.....

DOOR/WINDOW-REPAIR.....

INTERNET-SERVICE/PROVIDER.....

HEATER/AC-SERVICE.....

CARPET-CLEANING-SERVICE.....

PLUMBER.....

STAFF :

MANAGER.....

FRONT DESK CLERK.....

COOK.....

CLEANING TEAM.....





HOTEL RATING

GOOD RATING





Hotel Guest (582) 
from Frankfurt, Germany

“ Everything. The facilities. The room. The staff. The design. Just about everything.

Good Rating
★★★★★

Bad Rating
★☆☆☆☆

Our stay was too short

- 1) Excellent location
- 2) luxurious property with exquisite design
- 3) The rooms are very spacious
- 4) High quality toiletries
- 5) The bar is open until late and serves very tasty drinks and food
- 6) front desk team and concierge are very professional
- 7) excellent breakfast ””



Hotel Guest (582) 
from Frankfurt, Germany

“ Nice staff, spacious room, beautiful SPA and restaurant. Nice bar, good drinks and snack with lovely staff. (Note: I had the best Moscow mule and delicious club sandwich with our afternoon tea)

Good Rating
★★★★★

Bad Rating
★☆☆☆☆

Hope to stay at the same hotel next time i m in frankfurt. ””



Hotel Guest (582) 
from Frankfurt, Germany

“ Fantastic staff - very helpful for a solo traveller. The spa was wonderful, particularly after a long flight. Room was spacious and clean. Overall I would highly recommend this hotel.

Good Rating
★★★★★

Bad Rating
★☆☆☆☆

Quite comfortable room

Amazing hotel with attentive staff. Quiet spacious rooms, great breakfasts, SPA, everything was just fine.

warm ambience, good food, professional staff, excellent location, historical building.

It was a beautiful building--very elegant yet with modern ammenities set in a wonderful part of town...an easy walk to the river Main and it's bike and walking paths. Excellent service and a very comfortable and quiet room. ””



Hotel Guest (582)

from Frankfurt, Germany

Good Rating
★★★★★

Bad Rating
★☆☆☆☆

” Amazing attentive staff

The service at this hotel is absolutely outstanding. The little touches make a huge difference. My car was always waiting when I walked out right in front of the door, and with a bottle of water in the cupholder and the window freshly squeegee'd clean. The kind of old world, know your name, attention to detail is what makes this one of my favorite places to return to whenever I'm in Germany. It helps that the property is spectacular, the rooms are modern, clean, and beautiful. This is truly a world class hotel. ”



Hotel Guest (582)

from Frankfurt, Germany

Good Rating
★★★★★

Bad Rating
★☆☆☆☆

” The staff are very nice

Very nice hotel and very friendly staff. The fitness centre is also well equipped and spacious, liked that very much! Breakfast, lunch and dinner offer just yammy! ”



Hotel Guest (582)

from Frankfurt, Germany

Good Rating
★★★★★

Bad Rating
★☆☆☆☆

” Great Hotel. Newly built, Very comfortable and quite location, complete value for money. Excotic Garden. Spacious room with comfortable beds. very clean and good size bathrooms. Very Friendly staff and very family freindly. Not far from Frankfurt international Airport and Frankfurt messe. Very good breakfast buffet. Free wifi, fitness room, Sauna. Supermarket(Lidl) just 2 min walk from hotel. Would recommend to everyone.

Our first time in Frankfurt, 4 families with young children traveling together, we were 17 in all. The frontal facade was very deceptive, because it looked like a construction yard of some sort (there were construction upgrades going on and the building is behind another commercial building). When we did get in though, it was a completely different story. The place was new, tastefully finished and very comfy. They even upgraded one of our rooms to their suite, which was just gorgeous. More than the facilities, the people were amazingly warm and super courteous. Without having to let them know, they reserved a big breakfast table for our large contingent. They went over and beyond what they needed to do to ensure we were comfortable. Would definitely recommend these guys! ”



Hotel Guest (582)

from Frankfurt, Germany

Good Rating



Bad Rating



“ Combines ashram style with business comfort. A great place!

Very nice Hotel eith all best quality

Location is excellent in this hotel. Short distance to the airport without traffic jam. We traveled to Airport in the morning 8.30 and it takes only 10 minutes. And short distance also to Frankfurt centrum. ”



Hotel Guest (582)

from Frankfurt, Germany

Good Rating



Bad Rating



“ Super clean and comfortable room. Having a kitchenette is very helpful since there is not a restaurant on the property. We would definitely recommend staying at this hotel and would stay there again if we return to Frankfurt.

Excellent location (just couple of miles from the airport) at great price. Simple but more than enough for a short stay. ”



Hotel Guest (582)

from Frankfurt, Germany

Good Rating



Bad Rating



“ Absolutely stunning rooms, very friendly and helpful staff. They did not have anywhere to take a meeting with a customer but reception found a nearby hotel for us that had a café bar. Also helpful in providing names of nearby restaurants for dinner. Very comfortable stay everything you could need in the room!

Lovely breakfast! Very pleasant stay indeed. ”

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Educational edition

“Hotel management and hotel marketing strategies”

Methodical recommendations

Compiled by: Iana **Andriushchenko**

Format 60x84 1/16.
Circulation 5 copies.

Published in the publishing department
Mykolayiv National Agrarian University
54020, Mykolayiv, G. Gongadze Street, 9
Certificate of the subject of publishing DK № 4490 dated 20.02.2013