



Master Consultants Ltd
Growing People, Growing Organizations

COURSE OUTLINE

INTERNATIONAL DIPLOMA IN HOTEL OPERATIONS & MANAGEMENT

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Module 1 - Functions and Types of Hotels

The common and the primary functions of hotels

Hotels and other accommodation providers

Hotels as businesses within the hotel "industry"

Importance of hotels to areas/countries

in which they are located:

attraction of tourists

provision of venues and special facilities

employment opportunities

use of local products

encouragement of local businesses and industries

provision of local amenities

Describing and rating hotels

Categorisation, classification and grading

Star rating systems

Describing hotels for advertising and publicity purposes:

type - size - standard

location

range of amenities

bar facilities

style

ownership/management

category of guest/purpose of visit

prices/tariffs

Guest reviews on websites:

why hotel managers must take notice

Advertisements for hotels:

specimen advertisements

Why people travel - their motivations

Holidays/vacations, culture and religion, business,

hobbies, health, new experiences, sports,

activities and recreation

Why hoteliers need to know customers' motivations

Attractions at destinations:

site and event

natural and man-made

amusement parks and theme parks

Hotel location

How the location of hotels depends on their markets, and vice versa

Factors bearing on new hotel location

Module 2 - Hotel Products and Markets

Definition of products:

goods and services

Features of services of importance in hotel products:

cannot be tested in advance

quality dependent on providing personnel

dependent on guests' reactions

immobility

non-storability

supply cannot be increased quickly

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The basic components of hotel products:

- sleeping accommodation
- food and beverages
- organised functions

Factors contributing to product demand:

- customers' requirements
- willingness to trade-off or compromise

Definition of a market in relation to hotels

Make-up of the travellers accommodation market

Categories of hotel users:

- tourists
- business travellers
- others

Socioeconomic characteristics of hotel users:

- specimen socioeconomic classification chart

The marketing of hotels:

- determining what customers really want
- determining what the hotel is offering and giving
- selecting the "customer base" questionnaires

- guest reviews on websites

The selling approach:

- passing trade
- word of mouth
- advertisements
- other methods of advertising and publicity
- special promotions
- guest loyalty
- public relations

Hotel brochures:

- production
- contents
- distribution

Tariffs and booking/reservation forms

Websites:

- design and construction
- contents
- advantages
- links to other websites
- central reservations departments

Selling the hotel's products:

- direct sales
- national tourism organisations and tourist information offices
- travel agencies
- hotel/accommodation agents
- tour operators
- tour operators
- group marketing consortia
- global distribution systems (GDS)
- online travel agents and aggregators (OTAs)
- comparison websites
- community building and social media
- viral marketing

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e-marketing and online marketing
accuracy of information

Module 3 - Hotel Organisation, Management and Staff

Hotel “departments” according to services provided:

- accommodation services
- food and beverages services
- support services

Organisation charts

The organisation and management of a small hotel

Duties and responsibilities in a small hotel of:

- the manager
- the secretary
- the assistant to the manager

Recruitment of hotel staff:

- work to be performed:

 - the job description

- personal qualities sought:

 - the employee specification

- employment interviews

Staff training and development:

- induction of newcomers

- on the job training

- guest relations

Relations with and welfare of staff

Motivating staff

Staff welfare

Gratuities or service charge

Finding a “paid manager” for a hotel:

- characteristics sought

- training and delegation

- “letting go the reins”

Renting a hotel

Franchises

Different organisational structures of hotels:

- examples of organisation charts for

 - small and large hotels and hotel departments

Computerisation in hotels:

- characteristics which make computers suitable for hotel use:

 - speed, diligence and accuracy, data storage, data retrieval

- hardware and software, applications packages

Meaning of “hospitality” - the human touch Limits

of computer systems

Module 4 - The Hotel Reception (1)

Meaning of “reception”

The front office and what it might consist of

The reception as part of the front office

Creating a good first impression on visitors

Shape, size, location or positioning, furniture,

- furnishings, decor, theme or image

Reception desks or counters

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The receptionist's first and foremost duty -

- making each guest feel welcome

Personal qualities needed by good receptionists:

- physical qualities,
- mental qualities
- qualifications and experience
- character

Reception work

Making advance reservations, selling the hotel's products:

- product knowledge
- reservations systems:
 - reservations forms
 - bedroom books
 - reservations charts
 - bookings diary
- computerised reservations:

- the advantages

- central reservation departments

Welcoming guests and visitors - the right attitudes

Guest registration:

- the check-in:
 - reservation confirmation
- the registration process:
 - the book register
 - registration forms
- computer-assisted registration:

- the advantages

- on the spot room sales and registrations

Payment information:

- prepayments and deposits
- invoicing
- debit/credit cards details

Room keys and key-cards

- manual and electronic door locks
- uses of key-cards in energy saving and security

Key-card wallets and their uses Room allocation:

- manually
- computerised
- actions when rooms are not "ready"

Module 5 - The Hotel Reception (2)

Why the reception is the "information centre"

- and the focal point of guest relations

Answering queries and providing information about:

- the hotel itself
- local amenities and attractions
- transport and travel
- other hotels

- information about guests:

- taking and passing on telephone, email and other messages

Dealing with guests' complaints:

- the nature of the complaint

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the attitude of the complainant
remaining calm and polite - satisfying the customer
Guest billing and accounting:
 manual billing
 daily analysis sheets
 electronic billing machines
 computerised billing:
 the advantages
 paperwork
Check-out and cashiering:
 tasks involved
 creating the right "lasting" impression
 methods guests might use to pay hotel bills
 foreign currency exchanges
Sales of newspapers, postcards, postage stamps
Security for guests' "valuables":
the hotel's safe
 safety deposit boxes
 personal room safes:
 key operated
 electronic:
 combination or code operated
All-inclusive hotel tariffs:
 what is included
 precautions to be taken
Hotel security
Uniform staff and their duties:
 the doorman or linkman
 the concierge
 porters or bellhops
 night-porters

Module 6 - Hotel Bedrooms and Bathrooms

Guests' requirements and expectations
Single, double and family rooms
Single occupancy supplement
Bedroom doors
Bedroom windows
Desirable features of hotel bedroom furniture
Hotel beds:
 desirable features
 types of beds and mattresses;
 common bed sizes
 single, twin and double beds
 divan beds
The single occupancy supplement
Bedside units, wardrobes, dressing tables and writing tables,
 seating, luggage racks, waste bins and baskets
Other items of bedroom furniture and equipment:
 coffee/occasional table, radio, telephone, trouser press,
 electric kettle, hair dryer, mini-bar, refrigerator, personal safe
Patio and balcony furniture
Bedroom decor

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Bedroom lighting
Heating or cooling or air conditioning
Interconnecting rooms
Fire instructions and other notices
Private or en suite bathrooms:
 converting bedrooms into private bathrooms
 bathroom furniture: toilet, wash basin, bath, shower
 bathroom fittings
 accessories
Guest bathrooms and toilets:
 furniture, fittings and accessories
 cleaning and hygiene
Corridors:
 lighting
 decor
 carpeting
 cleaning
Stairways:
 safety
 stair coverings
 lighting
 cleaning
Special facilities for handicapped guests

Module 7 - Hotel Housekeeping

The role of housekeeping
Organisation of the housekeeping department
The housekeeping supervisor and subordinates:
 day room attendants,
 evening room attendants
 cleaners
 linen keepers
 seamstresses
 housemen
 part-time staff
Primary duties of room attendants:
Room supplies
Room inspections
Training, supervision and control of housekeeping staff
Cleaning aids
Stocks of linen, towels and accessories
Service rooms:
 their uses, equipment and stocks
Linen and laundering:
 in-house laundries, professional firms
Room status classifications:
 descriptions explained
Returning rooms to reception:
 rooms status indicators
 computerised rooms management systems
Tasks of room attendants:
 servicing checked-out rooms
 servicing occupied or stay-on rooms

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door signs and indicators
do's and don'ts for room attendants
Other housekeeping services:
cleaning of public rooms
lost and found property

Module 8 - Hotel Catering (1)

Meals: breakfast, lunch, brunch, dinner, afternoon tea
Room rates which include meals:
bed and breakfast, half board, full board, all inclusive
Menus:
courses and dishes
table d'hôte or set menus and à la carte menus
specimens of menus
orders for food
Styles of service
Service charges, taxes, cover charges
Types of catering outlets:
in small, medium-size and large hotels
other factors which affect types, the status factor
Types of customers for hotel catering

Module 9 - Hotel Catering (2)

The hotel food chain
Purchasing foodstuffs:
determining quantities required
deciding on suppliers - discounts, credit, reliability
methods of purchasing, placing orders
Receiving foodstuffs:
checking delivery notes, inspections for quality and quantity
Storing foodstuffs:
the food store:
objectives, layout, positioning of stored goods
stock records, stocktaking and spot checks
hygiene, cleanliness, protection of goods
issues from the stores - requisition notes
Food preparation:
methods of cooking, recipes, kitchen staff
kitchen features to be considered:
layouts, lighting, decor, floors, ventilation, surfaces
safety in the kitchen:
avoiding: slips and trips, burns and scalds, cuts, fires
safe handling and carrying, knife safety
kitchen cleanliness and hygiene:
meaning of "clean"
washing of kitchenware: crockery, cutlery, glassware
kitchen refuse and waste
eradication of pests: insects, rodents
personal hygiene in the kitchen:
washing facilities, staff toilets and cloakrooms
food production methods:

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the parti system, cook-freeze, cook-chill, sous-vide
convenience foods
thawing and defrosting
uses of microwave ovens/cookers:
microwaving, grilling, convection cooking, "combinations" of functions
Food cost control:
forecasts, recipes, yields, portions

Module 10 - Hotel Catering (3)

Selling the prepared food
Physical environment and atmosphere of restaurants:
interior design - making a good impression restaurant
layouts, seating, tables, decor, furnishings,
lighting, carpeting/floor coverings
the atmosphere or ambience of a restaurant
temperature, air conditioning, cleanliness
Menus:
content, presentation and production
menu variety, cyclical menus
menus for quality and haute cuisine restaurants
Food service styles:
differences between self-service and waiter service
types of self-service:
vending machines
traditional and free-flow cafeterias
takeaway cafeterias
buffets and salad bars
carveries and BBQs
counter or bar service
Tableware: crockery, cutlery and glassware
Table service: taking the meal order
Types of table service:
plated, silver and guéridon
Restaurant service staff:
qualities required and training
positions and duties in the hierarchy
personal hygiene
Restaurant cleanliness and hygiene
Safety in restaurant dining/seating areas
Preparing the restaurant for customers, place settings
Safe food and drink service
Clearing tables after use
Lounge service
Payments for food
Function catering
Staff catering

Module 11 - Beverages

Types of beverages: hot, alcoholic and nonalcoholic
Hotel bars:
different bars according to:

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types of customers, locations, food outlets served
dispense bars, functions bars service in bars

Sales of beverages in hotel restaurants:

circumstances in which beverages are treated as food
restaurant beverage service
the drinks list
wines:

wine lists, wine waiters, house wines

Beverage vending machines

The hotel beverage chain

Purchasing alcoholic and nonalcoholic beverages:

ordering the right qualities
brands and quantities

Inspections of deliveries

Storing alcoholic and nonalcoholic beverages:

the cellar:

storage conditions and layout

bins and bin codes

cellar control records and bin records

stocktaking and spot checks

issues from the cellar

Units by which beverages may be sold:

measuring equipment or bar furniture

Beverage prices - differences between outlets

Beverage sales control:

possible reasons for reduced bar takings

detecting dishonest practices

Service of wines in restaurants

Payments for beverages in bars and in restaurants

All inclusive terms

Room service:

reasons for its decline

room service menus

room service staff

Alternatives to waiter room service:

hot drinks made in guest rooms

mini-bars - computerised and non-computerised

refrigerators

ice-making machines

Module 12 - Other Guest Services

Additional facilities guests may look for in hotels

Provision of ancillary services by other businesses:

advantages to the hotel

rental/leasing agreements

concessions and licences

types of merchandise and services which may

be provided to guests by tenants and concessionary businesses

other revenue-earning uses of excess hotel space

In-house provision of ancillary services:

guest telephone services:

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charging for calls via the switchboard
dialling out from guest rooms
direct dialling with computerised billing
charges for calls from hotels
the telephone guide
fax, email and WIFI facilities
guest laundry and valeting services:
using an in-house laundry or an external firm
procedures and charging
Directory of services:
printed versions and in-house TV channel
information they will contain

Financial Accounting

The importance to management of complete
and accurate financial statements
Practical example of a small business:
receipts and payments statement
taking account of other factors
revenue and expenditure statement
Showing the "true picture" in financial statements
Meanings of some commonly used accounting terms:
assets and liabilities
debtors and creditors
Capital
Profit and loss
The profit & loss account:
information it contains
what it is designed to show
The balance sheet:
what information it contains
its purpose

Business Ownership as it Concerns Hotels

Sole-proprietor or sole-owner businesses:
possible advantages and disadvantages
unlimited liability
Partnerships:
why people may pool their resources and abilities
sharing profits and losses
Limited liability companies:
shares and shareholders
what limited liability means and its importance
Considerations in starting or taking over a hotel business:
the "business plan"
Advice and suggestions for further Studies

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