

A Closer Look at Lodging Management

Lodging Industry

business concerning travelers' short-term housing

Franchise Hotels

franchiser allows the hotel owners to use its logo, name, systems and resources in exchange for a fee

Leisure Travelers

people travelling for the purpose of relaxation in their off-work time

Business Travelers

people travelling to achieve a business agenda

Commercial Lodging Centers

lodging properties providing comfortable work spaces in the guest rooms and a business center furnished with common office supplies

Airport Hotels

hotels located close to airports and major travel centers, providing convenient location for business travelers

Conference Centers

properties designed to host large-scale meetings and conventions, offering comfortable and convenient accommodations

Resorts

planned travel destination for guests, featuring a special facility or environment

Guesthouses

residence where a homeowner turns parts of his or her house into guest accommodation

Full-Service Hotels

hotels which provide guests with extensive products and services

Limited-Service Hotels

lodging properties which offer limited food and room service

Extended-Stay Lodging

lodging properties which target guests who need to stay at one place for relatively long period of time

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Restaurant Manager

responsible for operating all aspects of the hotel's restaurant

Room Service Manager

responsible for planning and organizing services of delivering food to guest rooms

Beverage Manager

responsible for purchasing, managing and selling beverages, especially alcoholic beverages, in the hotel's restaurants, bars and lounges

Director of Communications

responsible for all communication issues related to the hotel

Public Relations Manager

responsible for promoting a positive relationship between the hotel and the public

Market Researcher

conducts research about target markets and guest information in order to build positive image and increase sales

Director of Sales

establishes and coordinates all efforts to obtain new customers and maintain return customers

Sales Manager

reports to the director of sales, usually in charge of a specific market segment

Sale Representative

responsible for direct sales to the consumers

Human Resource Manager

supervises human resource specialists, manages general tasks of the department, establishes and modifies labor policies

Human Resource Specialist

handles daily HR tasks and procedures