

# UKS32206

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## **MANAGEMENT TRAINEE IN THE HOTEL OPERATIONS**

**Table of Contents**

Introduction .....	3
Discussion .....	3
Conclusion .....	8
References .....	9

## Introduction

The term, 'Management Trainee', means an individual or employee who is under strict and rigid supervision in any organization, and works under a wide range of managers or under executives of an organization through proper supervision (Zhong *et al.*, 2022). They are kept under proper supervision and guidance to properly educate and train them with precise study materials for the theoretical part and also they are provided with a proper set of on-the-field jobs and tasks for effective learning on the go. This expertise is generally applied and used for marketing and their respective strategies, sales operation and procurement, and lastly operative fields such as heavy machinery or merchant navy (Man *et al.*, 2022).

## Discussion

Primary, Front housekeeping services or front office operations of a hotel chain is one of the most important aspects of any hotel that provides services and a home-like feel to their guests that are staying there for the moment or for a selective period of time. And in order to enhance the experience and satisfaction for the guests to maintain good retention, such operatives have to be open to feedback and queries 24/7 (Işık *et al.*, 2021).

Front housekeeping services' main focus leans towards, for example, operational tasks, check-ins, and lastly checkouts. Front housekeeping services employees often work in shift periodical schedules, some work on the day shifts and some are allotted for overnight shifts. In order to keep up with their guests' demands and assistance 24/7 (Sann *et al.*, 2022).

Housekeeping services mean, this is the type of work that is totally related to the activity of cleaning and maintaining a room for customers and guests in a hotel, this is the department that handles the cleansing and maintenance of a room in the hotel industry and in this case, Hilton UK chain services.

Hilton UK believes in worldwide holdings of hotel chain services for effective and efficient processing and garnering of guests and customers to better handle them and save resources in the meantime for future endeavours and to take care of the environment. Professionally, Hilton UK mostly engages in managing hotel chains, holding them, franchising through the hotel chains, and lastly leasing hotels and resorts to the customers through multiple yet the same parent hotel chain from Hilton UK. Hilton UK or some could say, Hilton Worldwide Holdings likes to

segment their point of interest towards the Management and Franchising of hotel chains through them and Ownership or Shareholding of such chains by Hilton UK. They mainly use and implement hotel management tactics and strategies for better retention rates than others in the field market they are in, and also they license every single chain of hotels or group of hotels they own in order to better distinguish themselves for the unique brand value they have made through the years and still going strong (Baquero *et al.*, 2019).

Second, front office management at the Hilton UK believes in maintaining and developing comprehensive yet simplistic data on the customers they have taken in as guests, verifying their personal and professional information for being assured the customer if any problem or doubt occurs to somebody, verifying coordinating their guest field and services they are needed with to be satisfied and happy with their services they have established with the customers for high retention rates to provide to the fast pacing and tunnel-visioned world of now. These aforementioned functions ensure and readily accomplish and diversify their field of work through different aspects of the Front office and Back office departments. And the Front office is also known as the face of the office. The responsibilities of front office are, performing check ins and check outs of the customers through proper checking of their personal and professional details they have provided, management of online reservations through Hilton UK's website and through mobile reservation to better understand the needs of the new generation of people, information and verification of the details and letting them know about the hotel's payment methods or ways and also check out the authenticity of the credit/debit cards provided by the customer and guests to the reception unit, registration of the details provided by the customer and guests on how they intend for stay or verify their personal and professional details through Hilton UK's verification process, and lastly, warmly and heartily welcoming the guests and customers by giving them best experience and guidance to cater to their needs and also provide existing customers and guests with gift cards and certain privileges to retain then and help reach their name to masses (Martín *et al.*, 2020).

The housekeeping department in Hilton UK heavily focuses on the effective and efficient way of working and maintaining rooms and daily services required by the customers and guests staying at Hilton UK, this department is mainly focused on the following things, they are in charge of keeping the whole building clean and hygienic, they sweep the floors and carpets, mops the windows and tables, clears any amount of dust or dirt at the hotel anytime, vacuuming the whole

building as per the regulations set by the hotel group or association and implemented by Hilton UK at each and every branch, and sanitizing the whole building in order to maintain safety and hygiene to not spread the disease COVID-19 through any contaminated floor, object, tables, windows, doors, and so on. They also use proper ways of waste disposal and they professionally hire a waste management team for saving the environment through proper recycling programs and the setup of dry and wet waste bins. This helps in saving and helping the planet for a better and cleaner future (Ghorbani *et al.*, 2023).

Tertiary is, The hotel industry in the UK and especially Hilton UK has been subjected to various legal and statutory regulations that were designed to ensure the safety of the customers and guests whilst also maintaining the comfort levels of guests and customers, protecting the environment through proper statutory rules and regulation following, and promote fair business practices to not harm the other competitive hotel chains at the UK. This article will discuss and comprehend some key regulations and set of rules that Hilton UK or any other hotel chain in the UK must comply with, first off;

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1) Health and Safety Regulations in the UK.

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Health and Safety at Work Act 1974, hotel owners or associations have a legal duty to ensure the health, safety, and welfare of their individual employees and at the same time ensure the safety of their customers and guests too. Providing a safe and healthy working environment for employees' morale builds up confidence in the organization they are in, maintaining equipment and facilities for an effective and efficient way of working, and providing appropriately created training programs and to provide rigid supervision to employees for adequate learning and experience gain very easily and fast. Hilton UK also needs to comply with fire hazard regulations and safety regulations that were provided early on, which requires them or some could say, orders them to have and maintain effective, readily available, and adequate fire detection and suppression systems, emergency lighting, and immediate evacuation procedures all around the hotel or building. This regulatory reform Fire Safety Order (FSO) 2005 applies to all hotels in the UK and requires the owners to conduct fire risk simulations and implement appropriate measures to deescalate the risk of fire at the place if anything goes south.

2) Environmental Regulations that are in play in the UK.

Hilton UK is subjected to variable environmental regulations that relate to waste disposal and effective management, energy efficiency and maintenance of energy sources, and water

conservation for saving the planet. The Waste Regulations (TWR) 2011 imbibes the hotels to differentiate their waste disposal methods and techniques to ensure that it is disposed of in an environmentally controlled and responsible manner. Hotels also need to comply with the Energy Performance of Buildings Regulations (EPoBR) 2012, which tells them to display and maintain a record of an Energy Performance Certificate (EPC) and to make improvements to their building's energy efficiency whenever possible or seen as a viable option. Hotels should also comply with the Water Supply Regulations Act 1999, which regulates them to use water efficiently and prevent contamination of the water supply by certain yet simplistic ways to save money and water for the future (Rotimi *et al.*, 2017).

3) Employment Law Regulations and Rules that are important.

Hotels in the UK are subjected to many employment law regulations and reformations, primarily those relating to the minimum wage for the employees, working hours and not exceeding the threshold by any means, and discrimination in the hotel chain or organization. <sup>3</sup> The National Minimum Wage Act 1998 requires hotel associations to pay employees at least the national minimum wage, which is currently £9 per hour for workers aged 21+ and over the counter. The Working Time Regulations 1998 help place limits on the number of hours or shifts that employees should work each week and require employers to provide sudden leaves, rests or breaks and annual leave in general. Hotels must be complying with the Equality Act 2010, which prohibits discrimination on the basis of age or looks, disability rather verbal or anything else, gender reassignment or ethnicity discrimination, marriage and civil partnership loathing, pregnancy and maternity irregular and irrelevant reasons, race or colour, religion or beliefs the employees have, and sex or cast they are from.

4) Licensing Regulations and Rules enforced on the hotel chains or associations.

Hotels in the UK that deliver or allow alcohol, and provide entertainment like casinos, rumble, and so on are subject to licensing regulators and rules to follow. According to legislation.gov.uk (2023), Licensing Act 2003 regulates the sale and supply of alcohol to each hotel association or organization albeit it is Hilton or Marriott, this requires hotel owners or associations to obtain a premise or holding a license for carrying and storage of alcohol for such entertainment purposes, from their local authority or governing body that imposes and is the department that focuses on law enforcement. Hotels that provide entertainment, such as live music or dancing, must also



obtain an additional entertainment license for not having any issues related to anything that turns out messy or unfortunate circumstances.

Hotels in the UK are subjected to a wide array or range of legal and statutory regulations that are designed in such a way that implements the aforementioned rules and regulatory requirements at their core. Hotel owners should be made aware of these regulations and rules to take appropriate steps to comply with them to avoid penalties and legal action from the government and law enforcement bodies.

Yield management helps Hilton UK with its system for increasing occupancy rates during periods of low demand by providing lower prices to attract customers and guests to better gain an edge over their competition and the market they are in. Additionally, during periods of high demand and tourism booming, prices can be increased to maximize revenue to again make the higher yield of profit margins all around the UK. Overall, yield management helps and allows Hilton UK to incremental gains in revenue and occupancy rates by offering dynamic pricing based on market conditions and tourism charts (Quiñones and Rojas, 2022).

Revenue management is the strategy by which businesses, including hotels, optimize their revenue and profitability by the prediction of customer demand and needs in the market during that time frame. The goal of revenue management is to sell or provide commodities or <sup>2</sup>the right product to the right customer at the right time and for the right price for effective gains and reach to the masses. In the hotel industry, revenue management involves analyzing data from a wide range of sources and formulas, including historical booking patterns of the masses and tourism industry, following market trends to understand the needs of the customers and guests, and customer or guest behaviour helping in predicting future demand for rooms and services (Binesh *et al.*, 2021). Based on this analysis here, hotels can adjust or adapt their pricing strategies and ideals, including setting up different prices for different room types, creating more and more offers for customers and guests, offering promotions and discounts, and implementing dynamic pricing statistics. As per the study of Cahyani *et al.* (2020), by implementing Price Decision Strategy along with effective revenue management strategies, hotels would optimize their revenue and profitability all time, while also maximizing occupancy rates during periods of high demand, filling up their empty rooms during periods of low demand for effective advantage over the field they are in. Revenue management enables hotels to respond quickly to changes in the market at a rapid pace, such as shifts in customer behaviour, and new competitors like Hyatt,



Marriott, and so on. Revenue management is a pretty significant and critical strategy for hotels and in this case, Hilton UK is looking to maximize their revenue and profitability in a competitive market that is the hotel industry (Duric *et al.*, 2021).

## **Conclusion**

In conclusion, front office, housekeeping services, responsibilities and understanding of roles by them, legal and statutory regulations in the UK hotel industry are designed in such a way as to ensure the safety and comfort of guests, protect the environment, and promote fair business practices all around the UK irrespective of the hotel chain, organization or association. Hotel owners will need to comply with ranging regulations that are related to the health and safety of employees and guests, environmental protection for a safer planet and a better future, employment law for no discrimination and biases, and lastly licensing. Revenue management is one of the key strategies implemented formations used by hotels to optimize their revenue and profitability by the prediction of customer needs and demands that are growing by the minute and lastly, implementation of revenue management strategies. Overall, compliance with legal regulations and effective revenue management strategies are highly beneficial and rewarding for hotels that are looking to succeed in today's advanced and technological world.

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