

FORUM AND TERM PAPER ASSIGNMENTS

Unit 6: Rooms Division Operations Management

Unit code: R/601/1792

QCF level: 4

Credit value: 15

AIM

This unit will provide learners with a comprehensive understanding of contemporary rooms' division operations management and the importance of revenue management to operations.

UNIT ABSTRACT

The unit examines the role of the rooms division within the management of a hospitality operation, the operational elements that comprise the rooms division and how these are deployed by management to maximise both occupancy and rooms revenue. Learners will gain understanding of the role of the front office as the 'nerve centre' of customer activity with network communication links within and to other departments. They will also gain understanding of the management of housekeeping services. Learners will be able to identify trends and technologies which impact on rooms division operations and effectively utilise a computerised operating system within the rooms division.

LEARNING OUTCOMES

On successful completion of this unit a learner will:

1. Understand services provided by the rooms division in diverse contexts
 2. Understand the impact of contemporary management issues on the effective management and business performance in the front of house area
 3. Understand factors that contribute to effective management and business performance in the accommodation service function
 4. **Be able to apply techniques to maximise and measure occupancy and rooms revenue.**
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ASSIGNMENT FOUR

LO4: Be able to apply techniques to maximise and measure occupancy and rooms revenue

LO 4. Course Content

Revenue/yield management (RM/YM):

Front-of-house area:

- Forecast methodology;
- Demand;
- Perishability;
- Cyclicalities;
- Advantages and limitations of revenue/yield management systems
- Price discrimination using differential rates and tariff structures to maximise occupancy;
- Inventory management including the use of booking horizons and booking forecasts to maximise yield;
- Distribution channels;
- Hotel internet marketing including viral marketing;
- Ethical issues;
- Price fencing and lead-time pricing;

Sales techniques:

- Tariff structures;
- Market-based pricing;
- The use of overbooking (policy on no-shows, cancellations);
- Sales leads;
- Referrals;
- Selling other services;
- Negotiated rates (delegate, seasonal corporate packages);
- Upselling;
- Correspondence research;
- Repeat business;
- Customer loyalty schemes;
- Sources of bookings;
- Central reservations;
- Agents;
- Airlines;

Forecasting and statistical data:

- Comparisons of actual performance against projected performance;
- Formulation of the marketing and pricing policy;
- Compilation of operational and financial reports;
- Front office performance indicators (room occupancy percentage, sleeper occupancy percentage, double/twin occupancy percentage, average room rate, average sleeper rate)

DISCUSSION FORUM AND TERM-PAPER

CARRY OUT THE FOLLOWING TASKS TO MEET THE CRITERIA FOR THE DISCUSSION FORUM AND TERM-PAPER SIMULTANEOUSLY

CASE STUDY

Management At the Front Office at the Heritage Center Inn

The Heritage Center Inn is a new 250-room hotel located in a suburban area of Capitol City. Included in the hotel's many amenities are indoor swimming pool, two tennis courts, a complete fitness center, several large meeting rooms, a dining room, a cocktail lounge, and covered parking. The hotel is approximately eight weeks from opening.

Greg Nelson has just been hired as front office manager. Greg comes from another hotel in town where he has been an assistant front office manager for two years. On top of being able to meet the operational functions and comfortable atmosphere aspirations that are specific to running a successful hotel, he will need to develop yield management strategies for the hotel. This means that his job is not just to increase the rate of occupancy, but to attract the right customer, at the right time, and at the right price. That is, he must develop successful yield management strategies that will maximise the average revenue per available room, per night.

(The Case Study is Adapted From: <http://www.chegg.com>)

TEAM ASSIGNMENTS. You Will:

1. **AC 4.1** Perform revenue/yield management activities to maximise occupancy and rooms revenue at Heritage Center Inn
2. **AC 4.2** Discuss sales techniques that Heritage Center Inn can use to promote and maximise revenue
3. **AC 4.3** Discuss the purpose and use of forecasting and statistical data within the rooms division

INDIVIDUAL ASSIGNMENT

AC 4.4 Calculate rooms division performance indicators to measure the success of accommodation sales

1. The average room rate of \$95, and the average occupancy rate is 65%. What is the revenue per available room (**RevPAR**)? Show and explain how you arrived at the calculation.
2. The hotel has 250 rooms and 162 are occupied on August 1. What is the room occupancy percentage (**ROP**)? Show and explain how you arrived at the calculation.
3. The rooms revenue is \$17,684 and the number of rooms sold is 162. What is the average daily rate (**ADR**)? Show and explain how you arrived at the calculation.

CASE STUDY, TASKS AND INSTRUCTIONS FOR LO4:

In your assigned teams, carry out the AC 4.1, 4.2 & 4.3. Please refer to the course outline and resources provided. Include at least six (6) references in each of the tasks. Use Harvard Referencing Style through-out the work. For AC4.4, explain the process of arriving at the RevPAR, ROP, and ADR.

DEADLINE TO SUBMIT LO3 ASSIGNMENT: August 25

PARTICIPATION AND REQUIREMENTS

This assignment is part of the final term paper for LO4. ALL members of the Discussion Forum Group **MUST** attend and participate in four group meeting, identifying resources, writing, and submitting drafts of the assignment, compiling, editing and submitting one assignment.

Alongside the work, submit a separate document with the group meeting attendance record and a detailed summary of the processes and roles adapted to complete the assignment.

RESOURCES

The following Reading Assignments are for lead discussion at the group meetings and to assist with carrying out the assignments:

❖ Yield Management Strategies: The Right Hotel Room Pricing
LINK <http://smarte-hotels.com/blog/2012/09/28/yield-management-strategies-right-hotel-room-pricing/>

❖ Rooms Division Basic Theories I - Rate Set up and Forecasting
LINK: <https://www.slideshare.net/eugenewin/rooms-division-basic-theories-i-rate-set-up-and-forecasting>

❖ Chapter 3: Rooms Division
LINK: <https://www.pearsonhighered.com/assets/samplechapter/0/1/3/4/0134514211.pdf>

DEADLINES AND RESTRICTIONS FOR ASSIGNMENTS

EARLY DEADLINES

Students are expected to submit coursework on or before the deadline published in the assignment. All dates given are early deadlines.

LATE SUBMISSION WITH LATE FEES

There is a further extension of no later than three weeks from the published deadline for the submission of late work. Contact Student Services if you are unsure of the late deadline.

LATE FEE IS \$12.00

Late Fee of \$12.00 is applied per assignment eg. \$12 for the late term-paper; and \$12 for the late Discussion Forum.

RESTRICTIONS ON SUBMITTING WORK

No Assignment is acceptable after the late deadline under ANY Circumstances (excluding extenuating circumstances). Thereafter the student will be awarded a FAIL GRADE for the assignment.

CORRECTION OF GROUP WORK WITH REFERRED GRADE

TERM PAPER

Group work that is returned to the student with Referred Grade must be resubmitted as individual work ONLY.

GROUP DISCUSSION FORUM

For group forum work that is returned to the student with Referred Grade, the student will take the Replacement Paper / Re-sit Exam which is a supervised open book written exam. Alternate paper might be an oral exam. Either way, both are individual assessments.

FEE FOR RESIT OF ASSIGNMENTS WITH REFERRED GRADE

See the term-paper instruction pages.

TIMELINE TO SUBMIT THE CORRECTIONS ON REFERRED GRADES

At the end of the full duration of the program, students have a grace period of four months (One Semester) to make all corrections. Students only pay for the referred units submitting to be corrected. Continuing fee is not charged to the students during the four months grace period.

MARKERS' RETAINER FEE

Once the four months grace period expires and students remain with outstanding work to be assessed, the continuing fee of \$360 (Markers' Retainer Fees) is charged to the student for the school year. Students also pay for the referred units submitting to be corrected.

TENURE EXPIRATION

Students must complete and pass all units on the program within 36 Months of the college start date and receive the Diploma from Pearson. After this 36 Months period has expired, the student must retake all classes and courses in the program.

EXTENUATING CIRCUMSTANCES

Students are encouraged to submit/sit assessments at the prescribed time, yet accommodations are made in extenuating circumstances as follow:

1. **Medical Reasons.** If the students fail to submit course-work on time due to medical conditions verified by a doctor's certificate, the work is treated same as referred in terms of revised deadlines, grading restrictions and referred fees. It is important that students seeking exemption for medical reasons advise Student Services before the deadline expires.
2. **The death of an immediate family in the household.** Evidence must be provided of the relationship and death.
3. **Jury Duty.** Evidence must be provided of the request, and also the service started or completed.

RESIT PRIVILIGE

1. For students to qualify for Resit they **MUST ATTEMPT ALL** assessments in the unit and earn at least a Referred Grade.
2. A student who has taken ill during an examination or assignment submission dateline may also qualify for Resit after proper written evidence is collected and assessed by the Faculty and submitted to the Head of Faculty for approval.
3. Resit fees apply in all circumstances under which new assessments are approved or extensions granted beyond the late deadlines.

RESIT APPROVAL AND FEE

All evidences must be collected by the Faculty and produced to Student Services no later than 5 days after the examination/deadline expires. The outcome is communicated directly to the student by email. If approved, the Resit Fee of \$45.00 (per assignment) is paid by the student and receipt emailed to Student Services. The supplementary dateline will be communicated to the student by email.

REFERRED / RESIT GRADE

Students earn a Referred Grade if the submitted assignment fails to achieve the criteria for PASS.

- ❖ Hospitality Students must earn a PASS GRADE on all Assessment Criteria (AC) on the term-paper to pass the course.
- ❖ Business and Aviation Students must earn a PASS Grade on all Assessment Criteria with P e.g. P1, P2 etc. to pass the course.

FAILING THE COURSE

1. Students who did not sit an examination and did not withdraw formally will receive a Failing grade.
2. Students who differed for financial reasons or illness will earn an IC – Incomplete Grade. Incomplete Grades then are changed to Fail Grades at end of the semester.
3. Students who fail the discussion forum but pass the term-paper or vice versa. You must earn a Referred OR Pass Grade on both the Forum and Term-Paper to avoid retaking the course unit.
4. If you fail the course you must retake the class when it is offered next. The cost per course unit is listed on the Tuition Page of the website.

THESE COMMON CIRCUMSTANCES DO NOT QUALIFY AS EXTENUATING CIRCUMSTANCES

LOSS OF DATA

Please back-up your work consistently on independent media. Computer malfunctioning or errors are common but not acceptable reasons for special considerations. Special considerations are granted only for extenuating circumstances discussed above and no other factor.

JOB RESPONSIBILITIES

Working Students are advised to take 2-3 courses per semester. Four courses as recommended to complete the program on the published deadline. However, if taking full-time coursework will hinder you from meeting your required course-work deadlines or meeting quality standards, it is best that you take three courses and extend your tenure by one semester.

Job responsibilities are not acceptable reasons for special considerations because we have only one standard for everyone in the institution. Special considerations are granted only for extenuating circumstances discussed above and no other factor.

STUDENT SATISFACTION SURVEY

To develop and maintain a collegiate environment to sustain Higher Education, students are encouraged to participate at end of each semester in the Online Satisfaction Survey. Your input will help us to improve our programs and personnel. A degree today is like citizenship and good College education is a platform for you to: develop the required competencies for a degree, social skills, but also to enjoy learning. So, tell us what we can do to make your college experience better. Be respectful, yet be honest. The Form is accessible here:

<http://www.studyaimusa.org/student-feedback-form.html>