

Business skills for International Hotel Industry

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Introduction

There are a number of aspects associated with hotel management; this module has provided a clear idea about the business skills required in the international hotel industry. This report will effectively analyse the legal risks associated with the hotel industry that needs to be taken into consideration by the employees working in that specific institutions. This report will cover all the legal aspects like data protection, liabilities, food hygiene, licensing, risk management, etc.... The hotel industry is quite challenging in terms of maintaining the activities that occur within the organisation (Boella *et al*, 2012). It is customer centric business and customer service and quality of services are the basic expectations of the customers. On the other hand the market competition is increasing rapidly and it is necessary for every organisation to maintain their position in the market. Effective management skills can contribute towards the over-all performance of the organisation. This report will broadly emphasise on the legal aspect of management. This report will cover all the aspects that have been taught in this module. The main emphasize will be on the legal aspects associated with the hotel industry.

Liability

The term liability refers to take the responsibility of something, on the legal terms. It is more like an obligation to some specific thing that we owe to others. Every organisation has a number of legal obligations and similarly the organisations in the hotel industry too have some liabilities (Dearlove *et al*, 2002). The Hotel Proprietors Act 1956 states that the hotel proprietor in a specific circumstance is liable to any kind of damage that is caused to the property of the guests. The liability needs to be maintained even if the staffs of the hotel were not involved in the procedure that caused damage. There are some points that need to be considered in terms of liability:

- Liability will be considered for the guests who have opted for a sleeping accommodation in the hotel;
- The liability is restricted to £50 for a single piece of article and a total of £100 per guests will be levied, this condition excludes the properties that has been deposited in the hotel;
- There is no liability for any kind of vehicles or living animals if left in the hotel.

Data Protection

There are specific guidelines that all the organisations need to follow in terms of protecting the data of the service users. It is a basic aspect that all the information of the service user that is being provided to the service provider should be protected from being used in any aspect at all.

In the hotel industry the customers provide the authority with a number of information in order to fulfil the formalities of the hotel (Mulcahy *et al*, 2005). However, in no situation the hotel has the authority to use it or share it with anybody. Legally it is wrong to do so and is mandatory for them to protect the data from being used in illegal aspects.

Health and safety

In every workplace the health and safety is a major concern. As a manager the person is supposed to ensure that the workplace maintains all the safety measures so that the employees can work without any safety concerns. It is the prime responsibility of the employer to ensure that the workplace is safe and secured for the employers to work effectively. On the other hand, in the hotel industry the customer's safety during the stay is the responsibility of the management and authority of the institution. In no specific situation the service user's safety can be put at stake. Furthermore, it also adds to the reputation of the institution and hence it is wise to ensure that health and safety measures are being prioritised.

Food Hygiene

The hotel industry is considered to be one of the most profitable industries to invest in. But there are a number of challenges associated with it. When a customer decides to live at a hotel there are these basic things that they assume is being maintained by the institution. One of these basic aspects includes food hygiene. The quality of food is a factor that decides the reputation of the organisation (Knowles, 2001). The employees and the managers who are concerned with the food department of the hotel need to look into this matter very strictly. One person's ignorance can affect the over-all performance of the institution. Compromising with the food hygiene is the last thing that the institution can think of doing.

Risk Management

As mentioned earlier that the customers trust the hotels and hence decide to stay in their facilities. Risks may occur at any point in time. Uncertainties are certain in every field and needs to be handled with utmost care and priority. These risks may include a natural calamity, an attack or a fire. In all these cases the priority of the employees is to ensure the safety of the service users (Coleman *et al*, 2000).

The hospitality management is completely customer centric in nature and the customer's requirements is the priority of the hotel staff. Panicking is the last thing to do and a strategic approach to deal with the risk factor that has occurred needs to be done. Risk management was a significant part of this course and appropriate training is being provided in the respective institution before joining it as an employee.

Licensing

Not everybody can open a hotel; there are certain rules and regulations that need to be maintained. An individual needs to have the resources to open a hotel. The licensing part deals with legal permission to open a hotel, legal permission to serve food, legal permission to serve alcohol and many other aspects associated with the hotel industry. It is the responsibility of the authority to ensure that they have all the licenses up to date and have legal acceptance to continue the business.

All the aspects mentioned above were part of the course and hence it is easy to understand these aspects. The significance of these aspects in the hotel industry cannot be ignored. The employees need to have a clear idea about all these aspects else it will be quite challenging for them to implement them in the real life scenario (Mayhew *et al*, 2002). The Hotel Proprietors Act 1956 was developed in order to replace the legislation that was present previously. The main aim of developing this act was to support the hoteliers in terms of limiting their liabilities. People often misinterpret this act thinking that it completely prevents the hotelier from taking any kind of liabilities, however, that is not true. This act limits the liabilities and does not prevent them from taking these liabilities. The claims that can be made now have certain specification which needs to be fulfilled so that the hotel can take liabilities. The earlier legislation did not have these specifications and hence there was this chance to be fooled by the customers.

The main aim of including this in the module was to keep the students aware of all these regulations. It is important to know the significance of implementing these regulations in the professional front. The hospitality industry is quite challenging to deal with and hence the hotel staffs need to possess the employability skills in order to manage the complexity of these tasks. The first thing that is needed includes patience and effective communication skills. The customer's requirements should be met at the earliest. It is important to maintain the quality of services provided and the safety and hygiene aspect needs to be given the utmost priority. The performance of an organisation is completely dependent on the employees associated with it. The employees represent the organisation to the service users and hence it is important that the employees perform well.

Conclusion

This module has provided us with relevant information associated with the hotel industry. The hospitality industry is quite challenging to deal with. It deals with a number of customers and it is difficult to predict the nature of a customer. Customers bring business to these institutions hence they need to be treated with utmost care. Their concerns should be resolved immediately and should provide them with the best services so that they bring more business to the institution. In case of the hotel business the advertisement or business promotion happens from the word of mouth. It is hence important that every customer gets to experience the best quality time in the hotel so that they refer this hotel to other people as well. This report here includes all the important aspects associated with the hotel industry. There are a number of factors that the staffs need to take into consideration and this module has covered all these aspects successfully. The legal aspect is considered to be of utmost importance and hence the employees need to understand these aspects clearly. This module has completely prepared each of us to join the hospitality industry. The entire learning procedure was interesting and has effectively contributed towards improving the efficiency to work in this industry.

Reference

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