


# Chapter 2


## Hospitality Operational Functions and Their Smart Solutions

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### **ABSTRACT**

*The hotel industry is a dynamic and rapidly growing sector dedicated to delivering exceptional guest experiences. To maintain competitiveness in an era of technological advancement and shifting client expectations, hospitality operations must constantly innovate. This eBook examines the essential operational functions within the hospitality industry, encompassing front office management, housekeeping, food and beverage services, and event coordination, while analysing the challenges encountered by operators, such as cost management, workforce administration, and sustainability. This program seeks to identify and implement intelligent solutions using sophisticated technologies such as artificial intelligence, IoT, and cloud-based platforms. These technologies facilitate efficient operations, enhance tourist satisfaction, and promote sustainable practices.*

DOI: 10.4018/979-8-3373-2145-5.ch002

# 1. INTRODUCTION HOSPITALITY OPERATIONS

Hospitality operations are activities, processes, and services that aim to be comfortable, convenient, and memorable for the customers. The operations take place in various premises such as restaurants, hotels, resorts, cruise ships, and event venues. The hospitality industry nature is to meet the customers' expectations by offering more than customer expectations for entertainment, leisure, or labor (Jones et al., 2018). Hospitality operations encompass a wide range of activities including accommodation management, food and beverage operations, event management, and travel planning. All these entail a diversified range of functions ranging from front desk operations, housekeeping, kitchen management, procurement, marketing to finance management (Walker, 2020). These operations are based on people skills, attention to detail, and a relentless pursuit of quality. Hospitality operations are diverse with both local and international markets for customers of many types. Customers range from, but are not limited to, leisure tourists, business tourists, families, and also niches comprising adventure tourists or luxury tourists. Operations also go beyond fixed geographical locations for hospitality to include online media such as booking channels, feedback surveys, and customer relations management (Pizam & Shani, 2009). This means that the industry needs to possess an interdisciplinarity encompassing elements of business administration, psychology, cultural knowledge, and technology.

## 1.2 Importance of Efficiency in Hospitality

Efficiency in hotel operations is vital to ensure customer satisfaction, optimal utilization of resources, and financial viability. Since the industry is competitive in nature, provision of high-quality services at a timely and affordable rate can differentiate a business from its competitors (Bowie et al., 2016).

1. **Enhancing Guest Satisfaction:** Smooth operations help guests experience effortless services, from quick check-in and clean rooms to quick room service and customized service. These aspects result in good reviews, repeat visits, and word-of-mouth recommendations (Kotler et al., 2017).
2. **Cost Control:** Effective operations reduce waste, reduce overheads, and optimize the use of resources. For example, good inventory management in a hotel prevents over or under stocking and energy-conserving actions in hotels reduce the cost of utilities (Jones & Lockwood, 2020).

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