
Hospitality Industry and Implications of Management Functions

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ABSTRACT

Hospitality industry is an umbrella term for fields within the service industry that involve food and drink services, lodging, tourism, hotels, restaurants and bars, event planning and much more. Such industry uses elements from traditional management theory along with the basic functions based on industry-specific experience. Proper management is critical for success of any industry. The present study explores the implications of functions of management in the hospitality industry.

Keywords: Hospitality, Hospitality service, strategic alliance

The term "hospitality" might imply kindness and camaraderie. Despite the fact that there are many disagreements over the exact definition of hospitality and how it should be managed, the idea of hospitality management may be understood by looking at how the organization's tasks relate to three key areas. These domains include, but are not limited to, the social, commercial, and domestic ones. The supply of lodging and food, recreational amenities, the planning of local excursions, bar services, and, in certain cases, health club facilities are the main services that fall under the umbrella of hospitality. It takes solid knowledge of food preparation tasks, food handling and quality checks, convenience/dwelling activities, housekeeping and disinfection, drink executives, property/office executives, showcasing executives, occasion executives, spa support and executives, human asset executives, culture executives, and last but not least, expert financial management to handle these administrations.

Meaning of Hospitality

The word "friendliness" is typically used to describe anything that involves giving an unexpected person a warm welcome, affection, and resources. Jones (1996) claims that hospitality-related services have existed for many years, ever since innkeeping was a widespread activity. Telfer (1996) defines friendliness as the sharing of food, drink, and convenience with specific people, who may be neighbours, family members, or even strangers. The guest owes the host for their aid as there is no expectation of payment in this sharing with host. This sharing of food, convenience, and various offices in commercial neighbourliness is dependent on payment and completed with the intention of profit. Therefore, under this host-visitor relationship, the host is

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obligated to provide the kinds of help that the visitor has stated. If a consumer doesn't seem happy with the service, they might decide not to return. Jones (1996) asserts that the host is required to offer two key services: lodging and food. According to Brotherton and Wood's definition of commercial courtesy in 2000, "*The hospitality industry is comprised of commercial organizations that specialize in providing accommodation and/or, food, and/or drink, through a voluntary human exchange, which is contemporaneous in nature, and undertaken to enhance the mutual well-being of the parties concerned*". Another definition by King, C. (1995), defines commercial hospitality as "*a specific kind of relationship between a host and a guest in which the host understands what would give pleasure to the guest and enhance his or her comfort and well-being and deliver it generously and flawlessly in face-to-face interaction*".

Managing the hospitality service

The most important management concepts for the hospitality sector are functional management, strategic application, growth strategies, turnaround strategies, leadership strategies, leadership development, and sustained hospitality marketing. In order to effectively manage services, every aid organization must divide them into many categories. A larger hotel or hospitality business employs specialist staff for each region. These people are in charge of hiring, training, and reviewing service staff, organizing and managing the hotel's services, maintaining the front desk, controlling the budget, promoting the hotel industry through marketing and sales, maintaining public relations, managing the human resource, maintaining and updating the lodging facilities, and handling guest complaints. Among the most crucial interior services that must be coordinated are housekeeping, catering/restaurant maintenance, entertainment, and engineering-related building and maintenance tasks. Reservations, visitor management, gathering, and attendant tasks must be managed in the front office. Housekeeping includes maintaining the floors, the laundry, and the common areas. The services that go under restaurant operations include meal planning, food quality control, customer contact, and café maintenance. Similarly, the recreation service's main duties include event management, infrastructure maintenance, and safety programs. The hotel industry has historical significance. Men have given this institution a lot of value over history. Today's society is quite cutthroat competitive. The development of neighbourliness deteriorates. For some businesses, like the tourist industry, the institution is crucial. protecting the business while enabling the feature and supporting our travel sector. Returning visitors represent and promote the hospitality they experienced.

Sadly, hospitality is no longer practiced in Cyprus or anywhere else in the globe. In favour of monetary gain, we all neglect the institution of hospitality. We must strengthen the basis of prepared amiability and smile as a group, as a nation, and as individuals who care for our traveling item. Various modes of carrying out hospitality service are as follows:

Strategic Alliance

By allowing them to focus on their core operations and on marketing, the strategic partnerships provide hospitality managers the competitive advantage and financial stability they need to continue in business. For small foundations, especially lodgings, the crucial coalitions have been quite persuasive. According to Morrison (1994), these companies choose the configuration that may produce the largest profits.

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Franchising

The company made a crucial decision to diversify in order to increase its market. Business design diversification is primarily used by managers of fast-food chains like McDonald's. A well-known example is Best Western Lodgings, which denotes a partnership between a chain of hotels and a single hotel. Diversifying has been largely responsible for the growth of the low-cost food industry.

Branding and positioning

The diverse branding also contributes to the growth of the hotel industry. The benefit of Marriott's various branding is that it creates competition for the single brand in addition to fostering development (Lewis and Chambers, 2000). The earliest upmarket luxury hotels were Courtyard (mid-priced), Fairfield Inn (cheap), and J.W. Marriott (Lewis and Chambers, 2000). The restaurant business also makes considerable use of multiple branding.

Management Contracts

The management contract technique, which Hilton Corporation pioneered, proved to be incredibly cost-effective when compared to the asset purchase expansion plan. It was explained by Knowles (1998) that there are presumptions on both sides. The hotel must adhere to portfolio criteria, and management must exhibit its competitive power through intelligent pricing and marketing strategies.

Mergers and Acquisitions

According to Kim and Arbel (1998), mergers have typically been used to profit from valuation gaps between a company's stock market price and its perceived true value, diversify product offerings, achieve economies of scale and other synergistic advantages, utilize unused tax exemptions, avoid bankruptcy for the acquired companies, and a variety of other purposes. They claimed that, like any other investment decision, the choice to combine should be made with the long-term goal of maximizing shareholder value in mind. According to Barge (1998), the opportunity provided by some of the major firms' enormous cash flows led to the most dramatic shift in ownership patterns in the hospitality sector. Major acquisitions from 1999 include Holiday Inn by Bass, a brewing corporation, and Swallow Hotels by Whitbread.

Sustainable practices in hospitality

The hospitality industry is starting to feel more like it belongs with natural supportability. Hoteliers may immediately gain financially from a significant emphasis on reducing their use of energy, trash, and water. Less sophisticated practices are related with the social aspect of maintainability. The prevalent utilitarian worldview that managers employ to make choices is substantially connected with the absence of structured social activities. By all accounts, regions of strength for too much are the financial engine! The suggested study topic will allow us to better understand this phenomenon in which organizations embrace sustainable development in their strategy as long as the advantages are evident. For this objective, a thorough definition of sustainability is necessary, and different stakeholders should be given more weight. Additional techniques, like changing the CEOs, are important from the perspective of this partner. To explore the practices in the hospitality sector as well as the drivers for a more sustainable industry, both qualitative and quantitative research methodologies are necessary in accordance with this multiple-perspective approach.

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Application of Management Functions

The application of management functions in the hospitality industry is vital for achieving organizational success and maintaining a competitive edge in today's dynamic and ever-changing business environment. The hospitality industry is unique in its characteristics, requiring effective management strategies that encompass a range of functions, including planning, organizing, leading, and controlling.

The primary function of management- 'planning' helps hospitality managers set clear goals, identify opportunities, and develop comprehensive strategies to achieve those goals. This involves forecasting demand, understanding market trends, and aligning resources effectively. By engaging in effective planning, hospitality organizations can anticipate customer needs, adapt to market shifts, and make informed decisions that drive growth and profitability.

Organizing is another critical function of management in the hospitality industry. Proper organization involves structuring the workforce, allocating resources efficiently, and establishing clear lines of authority and communication. A well-organized hospitality establishment ensures that tasks are delegated effectively, coordination is streamlined, and operational efficiency is maximized. This function allows for the smooth execution of daily operations, ultimately leading to enhanced guest satisfaction and improved financial performance.

Effective leadership is also fundamental function to successful hospitality management. Leaders are characterized as strong when they inspire and motivate employees, stimulate a positive organizational culture, and build an environment conducive to innovation and continuous improvement. In the hospitality industry, where guest interactions and service quality are paramount, effective leadership plays a crucial role in creating a guest-centric mindset throughout the organization. By setting the right example and empowering employees, leaders can drive exceptional customer experiences and build long-lasting guest loyalty.

Lastly, the function of control ensures that hospitality organizations monitor performance, measure outcomes, and take corrective actions when necessary. By implementing control systems, managers can evaluate the effectiveness of strategies, identify areas of improvement, and make timely adjustments to optimize performance. This function allows for the identification of operational inefficiencies, cost overruns, or service gaps, enabling managers to take proactive measures to address them promptly. Hence prudently it is apparent that application of functions of management is essential and very important.

CONCLUSION

Overall, the application of functions of management in the hospitality industry is essential for achieving operational excellence, maintaining a competitive advantage, and delivering exceptional guest experiences. By effectively utilizing planning, organizing, leading, and controlling functions, hospitality managers can navigate the complexities of the industry, adapt to changing market conditions, and drive sustainable success in today's highly competitive landscape.

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Conflict of Interest

The author declared no conflict of interest.

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