

Introduction to Hotel Management

Exam Review - Texas Tech University

To the comprehensive exam review for Introduction to Hotel Management—an overview of the fundamental concepts shaping the hospitality industry.

Key Areas of Focus:

Hospitality Industry Overview:

Understanding the structure, components, and scope of the hospitality sector. Exploring different segments, such as lodging, food and beverage, events, and tourism.

Hotel Operations:

Delving into the day-to-day functions of hotel operations, including front office, housekeeping, food service, and maintenance.

Emphasizing guest services, reservations, revenue management, and quality assurance.

Guest Relations and Experience:

Analyzing guest expectations, satisfaction, and the impact of service quality on guest experience.

Strategies for exceeding guest expectations, handling complaints, and fostering loyalty.

Revenue Management:

Principles of revenue optimization, pricing strategies, and yield management in hotel operations.

Balancing occupancy, rates, and distribution channels to maximize revenue.

Sustainability and Trends: