



Hotel Management and Operations

Editors | Dmitriyevna Korotayev and
Constantinovich Kosma


Arctar Press

Hotel Management and Operations

Editors

Dmitriyevna Korotayev and Constantinovich Kosma

a

ArclerPress

www.arclerpress.com

© 2015 by
Arcler Press LLC
708 3rd Avenue, 6th Floor
New York, NY 10017
United States of America

Hotel Management and Operations

Edited by **Dmitriyevna Korotayev and Constantinovich Kosma**

ISBN: 978-1-68094-185-2

Printed in United States of America

This book contains information obtained from highly regarded resources. Copyright for individual articles remains with the authors as indicated. All chapters are distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Notice

Reasonable efforts have been made to publish reliable data and views articulated in the chapters are those of the individual contributors, and not necessarily those of the editors or publishers. Editors or publishers are not responsible for the accuracy of the information in the published chapters or consequences of their use. The publisher believes no responsibility for any damage or grievance to the persons or property arising out of the use of any materials, instructions, methods or thoughts in the book. The editors and the publisher have attempted to trace the copyright holders of all material reproduced in this publication and apologize to copyright holders if permission has not been obtained. If any copyright holder has not been acknowledged, please write to us so we may rectify.

For more information about Arcler Press publications and products, visit our website at www.arclerpress.com

Contents

	<i>List of Abbreviations</i>	vii
	<i>List of Contributors</i>	ix
	<i>Preface</i>	xiii
Chapter 1	Best Practice from the Hotel Industry	1
	Outi Niininen	
Chapter 2	Housekeeping and Laundry Operations	19
Chapter 3	A Room with a Viewpoint Revisited: Descriptive Norms and Hotel Guests' Towel Reuse Behavior	83
	Gerd Bohner, Lena E. Schlu"ter	
Chapter 4	Hotel Management System	101
Chapter 5	Hotel Management and Brand Achievement : A Study of Hotel Industry Achievement	141
	Leonid Julivan Rumambi, S. Pantja Djati	
Chapter 6	Low Carbon Supplier Selection in the Hotel Industry	155
	Chia-Wei Hsu, Tsai-Chi Kuo, Guey-Shin Shyu and Pi-Shen Chen	
Chapter 7	Attitudes of Hotel Managers towards EC in South Africa	191
Chapter 8	Social Media Meets Hotel Revenue Management: Opportunities, Issues And Unanswered Questions	199
	Breffni M Noone, Kelly A McGuir, and Kristin V Rohlfs	
Chapter 9	Hotel Assistant System	217
	Joaquín López, Diego Pérez, Eduardo Zalama and Jaime Gómez- García-Bermejo	

Chapter 10	A Comparison of Vacation Ownership Amenities with Hotel and Resort Hotel Amenities	239
	Betsy Bender Stringam	
	Citations.....	261
	Index.....	263

List of Abbreviations

ADR	Average daily rate
AHP	Analytical hierarchy process
AIF	Association International Foundation
ANP	Analytic network process
B2B	Business to Business
B2C	Business to Consumer
BAS	Building's automation system
CBMIS	Computer-based management information system
CCAP	Carbon emission cap
CDP	Carbon disclosure project
CRM	Customer relationship management
CRS	Centralized reservation system
DEMATEL	Decision-making Trial and Evaluation Laboratory
EC	Electronic commerce
ECR	Election Cash Register
FDM	Fuzzy Delphi method
GHG	Greenhouse gas
GHG	Indirect greenhouse gas
GUIs	Graphic user interfaces
ICT	Information Communication Technology
IPC	Inter process communication
MCDM	Multiple-criteria decision-making
NRM	Network relationship map
OTA	Online travel agent
PLU	Price look up
POS	Point of sale
RIDE	Robotics integrated development environment
RM	Revenue management
SM	Social media
TFN	Triangular fuzzy number
THRM	Total hotel revenue management

VIKOR

Vise Kriterijumska Optimizacija I Kompromisno
Resenje

INDEX

A

- Allocating individual responsibilities 2
- American Hotel and Lodging Association (AH&LA) 243
- Analytical hierarchy process (AHP) 157
- Analytic network process (ANP) 158
- Apparently 147, 150
- Associated 200, 203, 209, 212, 214
- Association International Foundation (AIF) 243

B

- Benchmark for good practice 13
- Beverage outlets 252, 254
- billing 114, 124, 138
- Budgets 117, 118
- Build 144, 145, 146, 151, 153
- Building's automation system (BAS) 217, 236
- Business to Business (B2B) 5, 193
- Business to Consumer 5, 193

C

- Carbon disclosure project (CDP) 159, 185

- Centralized Reservation System (CRS) 113
- Cleaner environment 84
- Come out of crisis stronger 13
- Communications 143
- Concierge services 245, 247

D

- Delivered 144, 153
- Destruction of company asset 4
- Diagnosis and treatment 4

E

- Election Cash Register (ECR) 113
- electronic commerce (EC) 2, 191, 192
- Ethics committee waived 88

F

- Financial losse 4
- Food preparation processe 11
- Fuzzy delphi method (FDM) 155, 157

G

- Graphic user interface (GUI) 221
- Greenhouse gas (GHG) 156
- Gross Operating Profit 142

Guestroom technologies 242

H

Hospitality organizations 124

Hosted tours 103, 104

hotel industry 112

hotel management system 101

I

Individual 143, 144

Information Communication Technol-
ogy (ICT) 2, 191, 192

Injunctive norms 86

Inter process communication (IPC)
225

L

Leadership 126

M

Make use of local advice 10

Management v, 125, 127, 128, 129,
130, 131, 133, 135, 137, 141,
142, 143, 145, 146, 147, 152,
153

Management Information System
(MIS) 129

Migrating 201

Multiple-criteria decision-making
(MCDM) 155

N

Non-Brand Competitor 144

O

Occupancy ration 13

Occupational Health and Safety (OHS)
7

Opportunities 200, 201, 203, 204, 208,
209, 211, 212, 213, 214, 216

Opportunity 200, 201, 203, 205, 206,
207, 208, 214

P

Point of sale (POS) 113

Product Brand 142

Profitability 203

Provincial norm 84, 85, 86, 87, 89, 91,
92, 94, 95, 96

R

Random Access Memory (RAM) 122

Responsibilities 201, 209

Robotics integrated development envi-
ronment (RIDE) 217

S

sightseeing 101, 103, 104, 105, 106,
107, 108, 109, 120

Synergy 143

T

TOUR PACKAGES 101

Transparency 205

Travel Industry 143

Handwritten signature
8/27/15