

Introduction to Catering and Accommodation Management

Introduction to Catering and Accommodation Management
(Key concepts, core functions, and practical insights for beginners)

1. What Is Catering & Accommodation Management?

Aspect	Definition	Typical Settings
Catering Management	Planning, preparing, and delivering food & beverage services to meet client needs.	Hotels, restaurants, corporate cafeterias, event venues, cruise ships, hospitals.
Accommodation Management	Overseeing the provision of lodging services, ensuring guest comfort, safety, and satisfaction.	Hotels, resorts, serviced apartments, hostels, B&Bs, vacation rentals.
Combined Role	Integrates food & service operations with lodging services to create a seamless guest experience.	Full-service hotels, conference centers, resorts with on-site restaurants and banquets.

2. Core Objectives

- Guest Satisfaction** – Deliver consistent, high-quality experiences.
- Profitability** – Control costs, optimize pricing, maximize revenue streams.
- Operational Efficiency** – Streamline processes, reduce waste, improve staff productivity.
- Compliance & Safety** – Meet health, hygiene, fire, and accessibility regulations.
- Brand Consistency** – Uphold brand standards across all touchpoints.

3. Organizational Structure

General Manager
 ? ?? Director of Operations
 ? ?? Food & Beverage Manager
 ? ? ?? Executive Chef
 ? ? ?? Banquet Manager
 ? ? ?? Restaurant Supervisors
 ? ?? Rooms Division Manager
 ? ?? Front Office Supervisor
 ? ?? Housekeeping Manager
 ? ?? Maintenance Coordinator
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?? Sales & Marketing Manager
?? Event Planner / Revenue Manager

The exact hierarchy varies by property size and brand.

4. Key Functional Areas

4.1 Food & Beverage (F&B)

Function	Main Tasks	Performance Indicators
Menu Planning	Seasonal sourcing, cost analysis, dietary trends.	Food cost %, menu popularity.
Production	Kitchen prep, cooking, plating, quality control.	Waste %, order accuracy.
Service	Table service, room service, buffet set up.	Guest satisfaction scores, table turnover.
Banquet & Events	Event menu design, staffing, logistics.	Event profitability, on-time delivery.
Bar Operations	Drink menu, inventory, responsible service.	Beverage cost %, sales per cover.

4.2 Accommodation (Rooms Division)

Function	Main Tasks	Performance Indicators
Front Office	Reservations, check-in/out, guest relations.	Occupancy rate, average daily rate (ADR).
Housekeeping	Cleaning, linen management, room inspections.	Turn-down time, room readiness %.
Maintenance	Preventive maintenance, repairs, energy management.	Downtime incidents, cost per room.
Revenue Management	Pricing strategy, forecasting, channel distribution.	RevPAR (Revenue per available room), GOP (gross operating profit).

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5. The Guest Journey – Touchpoints to Manage Management

1. **Pre-Arrival** – Online booking, pre-arrival communication, special requests.
2. **Arrival** – Reception welcome, luggage handling, room allocation.
3. **Stay** – Housekeeping, in-room dining, restaurant reservations, concierge services.