ORGANIZATION OF BUSINESS IN HOTEL HOUSEKEEPING

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Summary: Hotel housekeeping department is represented in every organizational structure of the hotel, and its size and structure depends on the type and size of the hotel, basic offer and contents, category of the hotel, the level of usage and the duration of the hotel business. The primary role of hotel housekeeping is cleaning and maintenance of hotel units and rooms, and the selection of the head hotel housekeeper, who will successfully lead the housekeeping department is extremely important for a successful business, recognition and reputation of the hotel. In addition to higher or university education and language skills, the head housekeeper must have the management skills related to planning, organizing, leading and controlling, as well as general and professional knowledge of psychology of work and hygiene. The head hotel housekeeper, as a hotel manager, organizes, directs and controls the work of hotel housekeeping. It is responsible for the accuracy of the occupancy rate report, preparation of rooms and other hotel units, to achieve the highest level of quality of hotel services, training of employees, for the application of standards and for continuous application of business policy of the hotel.

Key words: hotel management, organizational structure, department, hotel housekeeping, employees, head hotel housekeeper.

1. INTRODUCTION

Quality in the modern hotel industry, in terms of increasing demands, needs and desires of consumers, has become a fundamental factor for achieving success and competitiveness in the demanding tourist market. Every hotel service is extremely complex, because all the tangible and intangible elements of hotel offer are interrelated and important for guest satisfaction. The quality of hotel services and products depends on the expertise and kindness of the staff, the accessibility of the building, in-house atmosphere, offer of food and beverages, equipment of accommodation units, the speed of serving... Especially great is the influence of the quality of employees that is associated with special knowledge and skills of employees in the hospitality profession, but also with the general culture, motivation and satisfaction at work. Quality of services is extremely important in the hotel business, as hotel guests rarely criticizes the lower level of equipment of the hotel, but are very sensitive about cleanliness and untidiness of rooms and other hotel facilities.

2. ROLE AND IMPORTANCE OF HOTEL HOUSEKEEPING IN MODERN HOTEL BUSINESS

'Hotel business (in an economic way in the market conditions in order to achieve commercial effects) offers accommodation and other hotel hospitality services, which it uses to meet the needs and motives of guests and visitors, and to ensure the standard of living for its staff and management.' (Radisic, F. 1988).

The complexity of the business and hotel capacity determine the character of jobs and the number of employees, and the business units in which identical or similar jobs are carrying out make up the organizational structure of a hotel. The organizational structure of a hotel business often involves basic tools of management that, by the use of modeling and designing organizational structures, provide the basis for the implementation of the goals of the hotel company resulting from the strategy of development of the hotel company.' (Cerovic, Z. 2003). The basic elements of the organizational structure of a hotel are:

- Management - makes decisions, and manages business activities of the hotel;
- Room division;
Reception - receives, arranges and sees off guests, and charges for services;

Front office - performs tasks related to the arrival, stay and departure of guests;

Hotel housekeeping - takes care of the cleanliness of rooms and common areas;

Food and beverages department

Kitchen - production unit to prepare meals and desserts;

Restaurant - a sales unit to serve meals and drinks;

Cocktail bar - production and sales units for the preparation and serving of drinks and beverages;

Department of recreation - combines recreation, sports and entertainment and cultural facilities of the hotel;

Division of sales and marketing - performs the sales and promotion of hotel facilities;

Controlling and finance - collects, processes and presents data, or information about the hotel business and performs other financial activities;

Technical department (maintenance) - takes care of the safety of equipment and devices, and works on hotel maintenance.' (Bunja, D. 2008).

Hotel housekeeping department is represented in every organizational structure of the hotel, and its size and structure depends on the type and size of the hotel, basic offer and contents, category of the hotel, the level of usage and the duration of the hotel business. 'Hotel housekeeping is an organizational unit that can be encountered in high class hotels with a large number of rooms and a wide selection of table and other services.' (Marosevic, I. 2009). All organizational units of the hotel are connected with the housekeeping, i.e. for the performance of the hotel business it is important to have proper and good cooperation of the housekeeping department with other departments. 'Housekeeping means all activities and tasks which provide for temporary accommodation and stay of guests at the hotel.' (Dobre, R. 2001).

Jobs of hotel housekeeping in high class hotels are arranged through the department of rooms, cleanliness, decoration and laundries, whose main function is to maintain cleanliness of rooms and suites, cleaning of common areas, interior design of the hotel and maintenance of horticulture, handling inventory in rooms, suits and common areas, washing, ironing and cleaning of laundry of hotel guests, keeping records of occupancy of rooms and suites, keeping records of services provided in the hotel rooms and suits, informing the hotel guests about items they left behind in their rooms, resolving complaints about the state of the guest rooms and suites... Hotel housekeeping must provide a pleasant stay for the hotel guest through cleanliness, comfort, safety and attractiveness of the hotel environment.

3. HOTEL HOUSEKEEPING EMPLOYEES

Staff of hotel housekeeping daily invests their knowledge, skills and talent in the preparation and provision of hotel services, and the quality of work is the most important factor in the quality of services provided. In high class hotels with a large number of units, hotel housekeeping, besides the head housekeeper, supervisor, chambermaids, cleaners and laundries employees, also employs decorators, gardeners and seamstresses that contribute to the quality of services, customer satisfaction and the reputation of a successful hotel business. To work in the hotel's housekeeping, excellent hotels and
High class hotels organize special training for staff which covers the following areas:

- handling chemicals,
- cleaning procedures,
- prescribed entry into the hotel room,
- providing services to guests;
- persons of dangerous behavior,
- ill persons,
- unconscious persons,
- drugs and drug paraphernalia,
- various bacteria and protection from various diseases,
- pets,
- firearms,
- security of hotel rooms,
- processing of lost things...


Head housekeeper and the human resources department are entirely responsible for conducting training, and employees who have undergone special training play an important role in improving the quality of services and products, customer satisfaction and successful hotel business.

4. HEAD HOTEL HOUSEKEEPER AS A MANAGER

'Management in the hotel industry can be defined as a system to create, direct and coordinate all the factors that affect the design of the hotel offer, and the goal of hotel management is to achieve the greatest possible business and financial results with the least amount of investment.'(Pavia, N. 2006). Regardless of the organizational and legal system, modern hotel management can be divided into three levels: top-level management, mid-level management and low-level management. Mid-level management has a triple role:

1. subordinate (with respect to the top-level management)
2. equal (to all others mid-level managers)
3. superior (compared to the low-level management).

(Galicic, V. 2001)

Head housekeeper, as a manager of hotel housekeeping, belongs to mid-level managers who are fully responsible for the implementation of the business policy of the hotel designed by the top-level management. Head housekeeper, besides a university degree, requires management skills related to planning, organizing, leading and controlling, general and professional knowledge of psychology and hygiene, and knowledge of foreign languages. For a high quality, professional way of approaching work, head housekeeper needs complete and accurate information about the hotel facilities and resources, socio-economic and cultural structure of guests and their requirements, and organizational and communication skills.

(Tomasevic, A., Kalinic, M., Bareza, S. 2009). Managerial obligations and duties of the head housekeepers include:

- organization of work on the floors, supervision of the room supervisor, maids and other staff employed in the accommodation wing of the hotel,
- care for order and cleanliness in all areas of the hotel,
- cares about the use of days off and holidays of the housekeeping staff,
- supervision over the work of workers on jobs of decorating,
- care about linen, table linen and other textiles,
- management of different records (laundry, consumption of water, electricity, gas) and control of expenditure,
- control of equipment in the accommodation wing,
- maintaining labor discipline and control over the moral conduct of staff working on the floors,
• maintain contact with the head of technical services, the head of reception, the head of the laundry, the economist and the hotel management...

Hotel head housekeeper, as a mid-level hotel manager, is fully responsible for business organization and housekeeping management, compliance and implementation of prescribed standards within the department, work and training of department employees and the quality of services delivered within the department.

5. CONCLUSION

In the modern hotel industry, hotel housekeeping department is considered one of the most important business departments, and the head housekeeper, in addition to professional and large organizational capabilities, needs to be capable of autonomous decision-making in the management teams. Head housekeepers need to be good psychologists, because hotel housekeeping department often has a large number of employees, especially considering the seasonality of business and large turnover of staff. Working in the hotel's housekeeping is very complex and demanding, requiring a good and efficient organization of work and concern for the arrangement of all spaces in the hotel. The primary role of the housekeeping is cleaning and arranging accommodation units and protection against the risk of infection and various diseases, and therefore head housekeeper and the human resources department must continually organize regular training and specific education on the protection against various infectious and other diseases.

6. REFERENCES


