

HOSPITALITY MANAGEMENT – MODULE 4

Factors Affecting Manpower Planning

Manpower Planning is basically a process in which an organisation ensures that the right number of people at the right place and at the right time doing the right work for the achievement of goals of the organisation.

1. ORGANIZATIONAL STRUCTURE

The basis of organization (e.g. Department, function etc.) plays a key role in assessing the manpower need of the tasks that are to be done.

2 .GROWTH AND PLANNING

The growth of organization can have a considerable influence on HRP as the internal development of individuals also needs to be contemplated in order to keep up with the growth.

3. BUSINESS LOCATION

Business location is an important factor because the areas with lack of employment opportunities will attract people more easily than the ones with ample of options.

4. DEMOGRAPHIC CHANGES

Demographic changes refer to alteration in age, population, composition of work force etc. While, a number of people retire every year, a new batch of graduates with specialization turns out every year, which can change the structure of the company

5. ENVIRONMENTAL UNCERTAINTIES

Political, social and economic uncertainties have to be kept in mind while formulating recruitment, selection, and training and development policies and programmes.

6. EXPANSION

Possibility of future expansion needs to be considered for determining the creation of new positions and the potential of existing workers for adapting to the developments and strategies for grooming them for the same.

What is marketing in a hotel

Hotel marketing is an umbrella term, which refers to the various marketing strategies and techniques that hotels use, in order to promote their business and make a positive impression on customers.

Why is Hotel Marketing Important

Within the hotel and hospitality industry, competition is one of the single biggest challenges for individual hotels to contend with. Hotel marketing is essential, as it is the way hotels are able to promote their property, highlight its unique features, ensure it stands out from rivals, and establish the benefits of staying there.

Ultimately, keeping up with the latest hotel marketing trends and engaging customers through marketing can help hotel owners to maximise the number of bookings they generate, and the revenue they bring in.

✓ Hotel industry contribute to national economy

The economy of any nation is affected by the food served in both homes and in the eating establishments of the country. It is the primary responsibility of the hospitality industry to provide food for people of all ages, in all walks of life, at all times of the day or night, and in every situation.

✓ Impact of hotels on local economic development

Hotels provide a reliable, quality place to stay, which invites more travelers to check out the area. Even if the locals groan at the thought of more traffic or confused out-of-towners, tourism supports the local economy by **increasing the money spent at nearby stores and other attractions.**