

Star Quality  
Hospitality  
Resource

# STAR QUALITY HOSPITALITY

The Key to a Successful Hospitality Business



MONICA OR

**Book Resources**



## **The Key to a Successful Hospitality Business**

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**Vision, Mission and Goals Exercise**

Write down your Vision, Mission, break this down in to goals and then work out your Values for your establishment:

**Vision:**

**Mission:**

**Break mission statement down in to parts:**

**Goals**

**Values:**



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### **Structure and Product Utilisation Exercise**

Consider the physical structure of your establishment and how this will be utilised to meet your guests needs through the products you can offer to them:

<b>Structure</b>	<b>Utilisation and Product Offer</b>
Bedrooms – What is the breakdown and configuration of your rooms? Consider the number of rooms you have and the types of rooms - suites, doubles, twins, single...	
Restaurants – how many do you have? Consider the number of covers for each restaurant. What will they be used for? – breakfast, lunch, afternoon tea, dinner..	
Conference Facilities – what is the size? How many rooms do you have and what are the different configurations they can be set up in and the capacity they hold? Can they be broken down in to smaller meeting rooms?	
Garden – Is this large enough for a marquee? Could you provide outdoor dining? How else could this be used?	
What other areas do you have that could be used by your guests? Add them here...	

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**Health and Safety Checklist**

<b>Health and Safety</b>	<b>Tick</b>
Accident book in place	
RIDDOR – Reporting of Injuries, Diseases and Dangerous Occurrences	
Manual Handling Training	
VDU Assessments	
Risk Assessments	
COSHH – Control of Substances Hazardous to Health	
Fire Alarms tested every week, Fire Drills carried out	
Disaster Manual – to cover every possible eventuality	
Maintenance schedule to ensure rooms and public areas are in a good state of repair	

**Food Hygiene Checklist**

<b>Food Hygiene</b>	<b>Tick</b>
All Food Handlers have Basic Food Hygiene training	
HACCP – Hazard Analysis Critical Control Point is in place	
Fridges and Freezer temperatures recorded and checked	
Food Samples kept	

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**Covid 19 Protocol Measures Checklist**

<b>Covid 19 Protocol Measures that are recommended to still be in place to show best practice</b>	<b>Tick</b>
Enhanced cleaning and disinfection. Cleaning frequency increased, particularly in high traffic areas	
Hand sanitiser stations in common areas. Signs reminding guests and staff to practice proper hand hygiene displayed	
Personal Protective Equipment – use of gloves and masks in areas with a high risk of contamination	
Social distancing – arrangement of furniture to avoid over crowded spaces	
Guest rooms – enhanced cleaning protocols focusing on high touch areas such as light switches and bathroom fixtures and fittings	
Ventilation and air quality – Improved circulation and air circulation systems	

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**Online Bookings and Reservations Checklist**

<b>Checklist for an online presence for Bookings and Reservations</b>	<b>Tick</b>
Secure your domain name	
Use the email function that comes with your domain name	
Host your website for it to be live	
Build and develop your website – use a website developer if need be	
Ensure you have professional images	
Use YouTube to embed videos in your website	
Ensure you have an online bookings page on your website	
List your business on Trip Advisor	
Invest in a Cloud based Property Management System	

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**Housekeeping Room Checklist**

Room No: \_\_\_\_\_ Inspected by: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Guest Bedroom</b>	<b>Tick / comment</b>
Door locks work properly	
Door opens and closes easily – no squeaks	
Light switches work properly	
Light bulbs all working	
Windows open and close properly	
Windows clean	
Curtains / blinds working properly	
Controls for air conditioning / heating working properly	
Air conditioning filters clean	
TV working properly	
Remote control available	
Lamps working, lampshades free from dust	
Beds have mattress protector	
Pillow have pillow protectors	
Sheet and pillows clean and stain free	
Bed made correctly	
Pillow and cushions fluffed	
Furniture not scratched or stained	
Walls clean and free of cobwebs	
Floor clean and vacuumed	
Telephone working	
Matching hangers in wardrobe – 3 suit, 3 dress	



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<b>Guest Bathroom</b>	<b>Tick / comment</b>
Toilet seat clean – both sides	
Toilet bowl clean – inside and out	
Shower hose clean and in working order	
Shower screen clean with no water stains	
Mirrors clean and smear free	
Taps not dripping or leaking	
Chrome all sparkling with no water stains	
Grouting clean	
Tiles clean and none in need of repair	
Fresh towels – Bath Towel and Hand Towel – one for each guest	
Toiletries provided are topped up	

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### Reception Checklist

Reception Checklist	Tick
Reception area clean, tidy and free of clutter	
Receptionist available to meet and greet arrivals	
Registration form ready for guest arrivals	
Rooms pre allocated	
Deposit taken for guest arrivals	
Registration form completed by new arrivals	
Credit card details taken for any additional costs your guest may incur	
Key given to guest and guest escorted to their room	
System in place for bills to be updated on a daily basis	
Bills ready the night before a guest is due to depart	
Payment taken on guest check out	

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### Example Job Description

**Job Title:** Food and Beverage Assistant

**Department:** Restaurant

**Responsible to:** Restaurant Supervisor and Restaurant Manager

**Responsible for:** No staff

**Job Summary:** A food and beverage assistant will take food and drink orders, and serve this to our guest. This position ensures the quality of the food and overall guest experience is excellent. They will also be responsible for all billing and payment processing.

### Job Role and Responsibilities:

- Prepare tables for meals, including the complete set up of linens, silverware and glassware.
- Greet guests in a professional manner and provide information about the food and beverage menus, how menu items are prepared, the ingredients used and the different cooking methods. Ensuring guests are informed of any allergens that are present.
- Inform customers of daily specials.
- Check food and beverages for quality and presentation before serving to guests.
- Serve food and beverage to guests.
- Receive guest payments and process transactions.
- Clear and clean tables promptly according to proper sanitation standards.
- Complete side duties as required including polishing silverware, restaurant set up and refilling condiments.
- To attend all briefings, meetings, trainings and carry out any other duties as required.

**Name, signature and date of job holder**

**Name, signature and date of Manager**



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**Job Description Template**

**Job Title:**

**Department:**

**Responsible to:**

**Responsible for:**

**Job Summary:** [write a sentence which summarises the job role]

**Job Role and Responsibilities:**

- [Bullet point key tasks to be undertaken – put this in a logical sequence]
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**Name, signature and date of job holder**

**Name, signature and date of Manager**



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**Example Person Specification**

<b>Job Title:</b> Food and Beverage Assistant			
<b>Department:</b> Restaurant			
	<b>Essential Requirement</b>	<b>Desirable Requirement</b>	<b>Method of Assessment</b>
Qualifications	GCSE English and Maths or equivalent (such as a High School Diploma)	GCSE English and Maths Grade A-C or equivalent	Application form and certificate check.
Experience	Customer service experience	5 star restaurant experience	Application form, interview, and references.
Knowledge and Skills	Has basic knowledge of restaurant service styles.	Has working knowledge of restaurant service styles.	Application form, interview, and references
Personal qualities	Good communicator – written and oral skills, confident, , approachable, dependable, uses initiative, average numeracy		Application form, interview, and references
Motivation and expectations	Looking to establish a career in the hospitality industry		Application form, interview and references.

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**Person Specification Template**

<b>Job Title:</b>			
<b>Department:</b>			
	<b>Essential Requirement</b>	<b>Desirable Requirement</b>	<b>Method of Assessment</b>
Qualifications			Application form and certificate check.
Experience			Application form, interview, and references.
Knowledge and Skills			Application form, interview, and references
Personal qualities			Application form, interview, and references
Motivation and expectations			Application form, interview and references.

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### Induction Checklist

Induction item	Tick once completed
History of your organisation	
Vision, Mission and Values	
Products and Services	
Conditions of employment – pay, holidays, breaks, benefits	
Rules and procedures – sickness, disciplinary	
Layout of the building and meeting other staff – walk around tour	
Fire procedures	
Health and Safety	
Welfare facilities – changing room, locker, toilets	
Uniform	
Generic standards	
Departmental specific induction	

### Appraisal Checklist

Appraisal Type	Timeframe to be completed	Date completed
Job Chat	First 2 – 4 weeks	
Probation Check	First 3 months	
6 monthly appraisal	Every 6 months	
Annual appraisal	Once a year	



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### **Needs and Expectations Example**

The table below identifies the needs of our two guests and what could be their minimal expectations. Beside this is also how we could exceed their expectations, based on our 5 star example hotel.

<b>Need</b>	<b>Minimal Expectation</b>	<b>Exceed Expectation</b>
Bedroom for a female leisure guest	Large Double Room ensuite with bath and separate walk in shower Hairdryer Space for toiletries	Bathrobe and slippers Fresh flowers in the room Complimentary toiletries with the option to buy larger bottles to take home
Bedroom for a business man	Large Double Room ensuite with bathroom King size bed Egyptian cotton sheets Seating area Desk to work at Wifi connectivity	Plug sockets with USB Ports Flatscreen TV that could be connected to a computer



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**Needs and Expectations Exercise**

Now go back to our earlier exercise of looking at the structure of your establishment and the utilisation of your product offer, and work out what would be the minimal expectations from your guests if they used this service and what could you do to exceed that expectation.

<b>Need</b>	<b>Minimal Expectation</b>	<b>Exceed Expectation</b>

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**Upsell and Cross Sell Exercise**

<b>Product / Service</b>	<b>Up Sell examples</b>
Bedrooms	
Food	
Drink	
Meeting Rooms	
<b>Product / Service</b>	<b>Cross Sell examples</b>
Reception	
Restaurant	
Bar	
Events	



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**Carbon Neutral Hotel Checklist**

<b>Carbon neutral steps</b>	<b>Tick once completed</b>
<p><b>Conduct a carbon footprint assessment:</b> This assessment should consider energy consumption, transportation, waste management, and any other significant contributors. This should give you an idea of which areas need improvement.</p>	
<p><b>Energy efficiency measures:</b> This may include energy efficient lighting, optimising heating, ventilation and air conditioning. Insulating buildings, using smart technology for energy management and encouraging guests to utilise minimal energy.</p>	
<p><b>Renewable energy adoption:</b> Install solar panels, invest in wind energy or purchase renewable energy from a reputable supplier. By sourcing clean energy you can significantly reduce your carbon emissions.</p>	
<p><b>Water conservation:</b> Promote water conservation in your hotel. Encourage guests to reuse towels and linens, install low flow fixtures and toilets. Adopt water efficient practices in the garden and in housekeeping.</p>	
<p><b>Waste management and recycling:</b> Encourage guests and staff to separate waste, recycle materials and reduce overall waste generation. Partner with local recycling centres or organisations to ensure proper disposal of recycled waste.</p>	
<p><b>Sustainable procurement:</b> Source environmentally friendly products and services. Prioritise suppliers that follow sustainable practices, offer organic or locally sourced products, and minimise packaging waste.</p>	
<p><b>Carbon offsetting:</b> After implementing energy efficient measures and transitioning to renewable energy sources, you may still have residual emissions. Offset these by investing in high quality carbon offset projects, such as planting trees.</p>	

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<p><b>Employee and Guest Engagement:</b> Engage your guests and employees with your sustainability efforts. Educate them about carbon neutral goals and encourage their participation in energy saving practices, waste reduction and responsible behaviour during their stay.</p>	
<p><b>Monitoring and reporting:</b> Continually monitor and track your progress towards carbon neutrality. Report your achievements to guests, staff and stakeholders to showcase your commitment and inspire others.</p>	
<p><b>Continuous improvement:</b> Embrace a culture of continuous improvement and innovation. Stay up to date with the latest sustainability practices, technology and certification for the hospitality industry.</p>	



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**Suggestion Slip Example**

**Suggestion Slip**

Any ideas you have of how to improve your work area, please write it down and post it in the suggestion box

Staff Name:.....

Department:.....

Date:.....

Suggestion:

.....

.....

.....

.....

.....



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### **The Key to a Successful Hospitality Business**

The resources you have accompany my book “*Star Quality Hospitality: The Key to a Successful Hospitality Business*” which is available in paperback and in kindle format. Please use these resources as you see fit. They can be adapted to suit your individual establishment.

If you require more specific assistance, then please feel free to email me directly:

[monica@starqualityhospitality.co.uk](mailto:monica@starqualityhospitality.co.uk)

More details of the services that Star Quality Hospitality Consultancy can provide for you can be found on our website:

<http://starqualityhospitality.co.uk/hospitality-consultancy/>