



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 8.4  
IJAR 2023; 9(1): 247-254  
[www.allresearchjournal.com](http://www.allresearchjournal.com)  
Received: 11-11-2022  
Accepted: 14-12-2022

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## Best practices in hotel industry

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### Abstract

Hoteliers are constantly seeking innovative ways to attract more visitors, keep them delighted, and increase bookings. In addition to increasing productivity internally, strategically sound hotel operations can also enhance the guest experience and advertise it in innovative ways. Hotels can implement several strategies to streamline their operations, cut expenses, and improve customer service. From improved labor methods and automated operations to wiser purchasing decisions and technological investments, hotels are discovering ways to boost their profits and surpass visitor expectations.

**Keywords:** Silos, technology, revenue, software, hospitality, automation

### Introduction

Hoteliers are constantly seeking new ways to innovate, keep guests happy, and increase bookings. Strategically sound hotel operations not only increase internal efficiency but may also help improve the guest experience and sell it in novel ways. Hotels may optimize their operations in a variety of ways to decrease expenses while improving client service. From improved labor methods and automated processes to smarter purchasing decisions and technology investments, hotels are discovering ways to increase profitability and satisfy guest expectations.

As operators navigate several parts of an ever-expanding industry, hotel management and ensuring successful operations can be challenging businesses. However, operators can position themselves for long-term success by having a few tried-and-true tools in their toolkit. There are numerous advantages to using sustainability in the hospitality industry. In addition to bringing in more clients and appropriately addressing what many see as a moral duty considering the current climate catastrophe, sustainable initiatives provide incentives for hospitality firms.

To encourage "green" enterprise, the federal government, states, and certain local governments have implemented several schemes. More than merely energy conservation can result from the use of renewable energy, waste reduction efforts, and policies that promote reuse and recycling. Businesses that participate in incentive programs receive tax deductions, insurance premium savings, financial incentives, and expedited regulatory approval.

### Methods utilized

The method utilized is qualitative & information noted from the hotels using various recent trends & various other new developmental approaches through which the hotel can benefit. A few questionnaires were also circulated to analyze the requirement.

### The Best Practices

Cooperating with various senior management who share vision for improving hotel's technology and operations.

### Prioritizing the needs of employees

Hospitality is like a Broadway production, which can run lines for weeks and schedule extra rehearsals, but when the audience arrives, the cast has nothing to hide behind but their live talent. Employees are like those actors who have the power to "create or ruin the play." The distinction is that hotel staff are frequently considered as expendable resources who deplete the bottom line.

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Every good innovation will eventually be imitated, but a hotel's competitive asset will always be its people; treat them as such.

### **Understanding of Requirements**

In recent years, the hotel industry has become rife with buzzwords, ranging from customized experiences to local authenticity at boutique hotels.

With so many arms outstretched to grasp hold of the lifestyle trend, few stop to consider what style of life they are even delivering, adding that hoteliers must find out their "why," or the promise of the hotel's aims that motivates and leads behavior.

### **To make No Room for Ego**

The hospitality sector is developing at such a rapid rate that complacency will never be competitive, the scenery walking on alters with each step forward.

Hoteliers need to keep in mind that there is always room for improvement, no of how ground-breaking an idea may seem.

It claimed that rather than waiting to adapt to change, "our entrepreneurial spirit encourages us to drive change." It's a mindset that strikes a balance between ambition and modesty, curiosity and self-assurance, and analysis and intuition.

### **Selecting projects as opposed to partners**

A hotel may be the ideal fit for an operator's portfolio, but if ownership doesn't concur with a strategy, that potential may never be realized because managing a hotel is a team sport and success depends on all players being in sync. It's critical for management teams to appraise a property's potential, and this process begins with a review of the ownership, its objectives for the hotel, and the resources needed to carry them out. The next step is to determine whether the operator can meet the owner's expectations. Operators must also assess whether their objectives coincide with those of the ownership. While quality, location, and cost are essential considerations, our goals' alignment, and the potential for developing long-term synergy with the ownership are the biggest indicators of success.

### **Keeping Management in Overdrive**

One size does not fit all when it comes to hotels. The ability to see past the flag—or lack thereof—and manage each property as a distinct entity deserving of its own strategy has been credited with success throughout the hotel spectrum. Management organizations that try to bend hotels to match their own structure will lose in the age of personalized experiences.

The only difference is that franchised properties include their brand's toolbox, whereas independent hotels get to draw their own map and use their own toolbox by discovering the asset's unique characteristics and amenities and highlighting and enhancing those that resonate best with the target audience.

### **Silos for departments**

Departments like marketing and revenue have historically been divided by management corporations. However, when departments are merged and collaborate, success can be attained. The corporate and hotel teams will collaborate to create thorough marketing campaigns and pricing plans that

combine in-depth analysis with totally internal experiential creative, including 15 architectural and lifestyle photo shoots and five drone video shoots.

In this digitally dominated era, having a staff that is already familiar with the hotel brand develop its creative assets is a huge advantage. The ongoing synchronization of marketing and revenue objectives fosters teamwork, which boosts output and profitability.

### **Assembling a powerful squad**

The staff that backs up a hotel manager determines how strong they are. Paying attention to selecting the best hotel employees, offering them training, and supporting each member of the team. Immediately trying to make new hires feel at home and welcome, and periodically check in with the entire staff to gauge employee happiness. Investing in staff development, functional software systems, and equipment that offers additional support services for hotel staff.

Bringing together the hotel workers for team meetings and team-building activities encourages employees to take part in games and contests that feature tasks typical of various hotel roles. For instance, conducting a blindfolded bed-making competition or practice overcoming visitor objections in ridiculously funny settings. Hotel managers can promote empathy among staff members while creating a supportive work atmosphere by highlighting the daily struggles that all departments face and the difficulties that various positions must overcome.

### **Emphasis on showing employees gratitude and acknowledgment**

Even though it may be the most obvious hotel management advice on this list, its significance cannot be emphasized. Recognition is the second most common reason workers stay at their existing jobs, right behind work-life balance. Employee appreciation was cited by 21% of survey participants as the main factor keeping them in their present jobs in the Achievers Workforce Institute's 2021 Engagement and Retention Report. Work-life balance was named as the main factor by 23% of respondents, barely surpassing recognition.

Since many hotel managers struggle constantly with employee retention, making investments in employee appreciation and recognition can help boost employee happiness and boost retention rates. Showcasing appreciation for the workers by providing them with the rewards that truly count, such as, Incentive and bonus programs, in addition to staff meetings, meals, outings, and other customary recognition procedures, competitive pay, more paid time off, profit sharing, health benefits, and programs to promote mental health.

Bringing together department heads once a month to talk about employee recognition and success stories.

### **To purchase reputable hotel reservation software**

The way hotel managers conduct business can be completely changed by investing in high-quality, integrated, and user-friendly hotel software. Hotel managers can save a ton of time and money by connecting their systems, even though software may be an additional cost.

Investing in integrated property management systems allows busy hoteliers to save time and get rid of laborious tasks, especially those who oversee large hotels or many properties. To update hotel distribution channels with real-

time availability information, integrated property management systems link the CRM and RMS of the hotel. Hotels may also expedite laborious manual input processes, improve their pricing strategies, and do a lot more with integrated software solutions. In departmental and departmental meetings as well as on your social media pages, recognize outstanding staff.

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Bringing together department heads once a month to talk about employee recognition and success stories. Each quarter, recognizing and honoring one or more employees as "employees of the month." in departmental and departmental meetings as well as on social media pages, recognizing outstanding staff.

### **Creating a thoughtful collection of SOPs**

The effectiveness of hotel operations can suffer, and the likelihood of error can rise if staff training is not balanced. Establish careful and thorough sets of standard operating procedures (SOPs) for hotels, as well as SOPs specifically for each position held by staff members.

Making a thorough SOP that outlines how to carry out the task step-by-step for each operation or process that an employee is required to do throughout their shift. SOPs can be useful for staff while they carry out their regular hotel responsibilities since they make that everyone is following the same procedures, doing things in the right order, and being on the same page. All staff should be able to use their front desk training to accomplish the same tasks in the same order, such as when checking a guest in.

Employees will gain by having reference materials available to them to help them with inquiries or walk them through challenging processes during night audits, the holidays, and other times when management is not easily accessible. Create printable hotel SOPs in easily accessible computer files and keep a current print copy on hand in case of power outages, computer malfunctions, or other technical difficulties that might prevent access to computer files.

### **Developing the skill of delegation**

Hotel managers need to concentrate their time and efforts in the areas that will help the hotel the most if they want to achieve the highest levels of success. Successful hotel managers can determine their own strengths and areas of performance that need improvement, as well as those of other hotel employees. Find managers and staff members who possess noteworthy skill sets or passions and give them assignments that will foster the growth of those skills or passions.

A huge source of stress is also hotel management. With each new assignment that comes along, some managers have a bad habit of taking on more and more responsibility, which can cause fatigue, anxiety, and possibly poor leadership. Delegate management responsibilities to the team leaders who are best suited to handle them rather than

overburdening yourself by taking on any additional responsibilities that may arise.

### **Monitoring the opposition**

Effective hotel management requires an understanding of the property's competitors. The most important thing is to figure out what makes a hotel unique from others in the neighborhood. Does the hotel provide additional event space than the comp set, for instance?

Do the hotel rooms have the newest smart-room technology?

Does the hotel provide reasonably priced services for long stays?

Promote the essential services, extras, and other selling aspects that make the hotel stand out. Making it simple for everyone to understand why the hotel outperforms the competition, from guests and travel agents to event organizers and their participants.

### **Effectively planned workforce**

Finding high-occupancy dates well in advance by using hotel demand forecasting reports. Hotel managers can schedule workers as efficiently as possible and guarantee balanced coverage during each shift by using future forecasts. Additionally, departmental managers can modify their staffing budgets to account for higher employee levels during busy times. Additionally, hotels must be able to teach "backup" staff the responsibilities of specialist staff jobs. For instance, the employee or employees covering the front desk at afternoon check-in have completely different responsibilities than those of the person or workers who work night audits. Choosing one or two employees who are willing to perform the audit shift in case it is required and instructing them in the rules and regulations related to conducting night audits. Applying the same principles to early-morning F&B roles, cleaning inspectors, and other specialist positions to ensure that hotel operations are not negatively impacted by employee absences or unavailability.

Failure to train staff in secondary positions can result in management being called on regularly to cover open shifts. If a hotel's front desk manager is frequently called in to cover night audit shifts, their valued services are diverted from day-to-day hotel operations.

### **Making use of hotel automation tools**

Using of hotel automation systems to improve the efficiency of hotel procedures, whether it's pre-authorizing a guest's card before arrival, emailing guests their bill after checkout, or publishing service charges in real-time, automating various hotel procedures frees up the front desk to focus on in-house customer service while lowering the risk of merchant chargebacks.

### **Observing hotel and hospitality trends**

To be a leader in hospitality must be an innovation. Hotel managers must keep up with developing trends in the hospitality industry, alterations in marketing methods, and performance patterns particular to their hotel and market to remain relevant and competitive in a crowded economy. Embracing change to stay ahead of the curve. • Hospitality technology • Revenue management • Online advertising • Social media marketing • Experiential marketing • Hotel software • Mobile check-in services • Utilize advancements

and new technology to help your hotel streamline operations or increase revenue.

### **Maintaining hotel's web presence**

Redesigning hotel's website and online listing pages to incorporate high-quality professional images and to highlight new or updated amenities. Including updated marketing content aimed at event planners, travel agents, and tech-savvy travelers. Inviting online guests to take a photo-realistic 3D tour of the hotel or exploring the grounds via high-definition drone footage from a bird's-eye view. To focus on maximizing the whole internet presence in addition to hotel's website. Hotel's information should be accurate and consistent across all platforms, from social media to listings on third-party booking services. Listing hotels on group and event venue sourcing sites such as the Cvent Supplier Network or Wedding Spot to improve awareness even further (a venue-only wedding directory). Identifying target market segments (such as SMERF, group, transient, and so on) and listing property on venue sourcing sites that cater to those segments.

### **Accepting constructive criticism and putting feedback into practice.**

Professional hotel managers are aware of the significance of having staff and visitor happiness, two of their top goals. They don't appear superior or believe they are the wisest. Instead, knowledgeable hotel managers thrive on helpful criticism from their staff and visitors. They promote open communication, examine visitor comments, and apply it to enhance hotel operations. Reading and answering comments on social media, answering anonymous staff surveys, and visitor evaluations. accepting constructive criticism from both visitors and staff. Thank them for being honest and giving you the chance to do better. Acknowledge the problem and promise to address the suggestions. the development of a strategy outlining the steps management will take to address the issue going ahead.

Encouraging others to provide open comments by fostering an atmosphere of openness and trust. Develop a relationship of trust with the hotel staff by accepting accountability for management errors. Holding yourself accountable will encourage accountability.

### **To streamline the processes for housekeeping and lodging management.**

The ability to offer guests first-class hospitality experiences depends on the hotel's atmosphere, cleanliness, and accommodations. By properly using straightforward procedures like housekeeping checklists and hotel maintenance checklists, it is possible to guarantee that rooms are prepared with all the amenities needed by guests and are clean to a high quality. The lighting, elevators, conference rooms, and pool sections of the facility must all be addressed. When employing paper-based procedures, employees must constantly create checklists for housekeeping and accommodation, which takes a lot of time. On the other hand, mobile lists through tablet or smartphone enable staff to track housekeeping and lodging management procedures more quickly. Teams can simply finish checklists more rapidly and report the status in real-time, reducing the need for data entry and enabling managers to act on outcomes more immediately.

Incorporating process rules, instructions, and photographs into checklists can also enable teams to deliver more effectively and consistently. You can enhance team comprehension and general execution throughout the property by making references to the quality standards available.

### **Automate administrative processes to maintain team focus on your quality standards**

A key factor in the success of hotel operations is accountability. Even if your teams are aware of their daily tasks and responsibilities, assigning ownership of work is still advantageous because it helps everyone concentrate on their individual responsibilities throughout the day. Leveraging software to automate chores and reinforce standards is a benefit to maximize operational performance, just like digitizing housekeeping checklists may. There are numerous options for hotel management software that can direct teams to address daily operational duties, that can focus their attention on your customers and the standards you want to reach. Teams can use such platforms to schedule and allocate recurring operational activities such as housekeeping, lodging, property maintenance, and food safety checks. Employees can be consistently notified when work is due to start or when one has been missed, keeping them focused on fulfilling standards and keeping hotel operations operating smoothly.

### **Developing a strategy for managing finances and revenues**

The hospitality sector is susceptible to shifting economic trends and conditions. To increase occupancy levels, hoteliers must be able to modify their plans and keep a constant watch on economic developments.

To offset trends, though, it's not only about changing rates and inventory. The ability to plan long-term strategies for budget management and revenue optimization is required of hoteliers and management teams. As it relates to this need, the following broad list of hotel operations management duties is provided:

Comprehending the market through researching customers and competitors. Collecting the appropriate data entails determining the type of information required and developing reliable techniques for gathering and arranging it. concentrating on information that will help with demand forecasting and revenue maximization

Taking use of forecasting and mapping - Go beyond simple forecasting by identifying the source of demand through mapping, since this can help target marketing efforts.

Choosing the most effective pricing strategy offerings, target market, and demand must all have an impact on pricing strategies.

Channels and messaging such that they highlight the amenities the hotel offers.

### **For the Purpose of Adopting New Hotel Technologies**

Business is driven by customer needs and guest expectations, and technology is crucial to luring travelers to hotels and enriching their stay. Choosing which cutting-edge technologies to use will enable you to give your guests an experience that has actual value. To maintain a competitive advantage, hotels can no longer offer free WiFi. Today's finest hotels are expected to give their clients a comprehensive, technologically enabled experience. To give

visitors the greatest experience possible, hotels should upgrade its daily technologies, such as their property management system. Hotels can improve room reservations and decrease downtime from manual upgrades by putting such systems in place.

Additionally, hotel managers ought to think about keeping up with the most recent advancements in hotel technology and keeping a close check on rivals. The management of hotel operations and worker effectiveness can be enhanced by investigating new technology to support goals and deploying cloud-based solutions.

### **Facilitate Decision-Making by Teams to Improve Operations**

Perhaps the most important piece of the efficiency jigsaw when looking for ways to enhance hotel operations is gathering useful insights. When measuring hotel operational performance using paper, clipboards, and other tangible tools, data is frequently dispersed and challenging to retrieve. The teams lack the knowledge required to decide how to move the business toward improvement because of the restricted visibility into the measurement of daily operational performance. The real-time collecting and centralization of data from all sites is streamlined by mobile-enabled hotel software. These platforms then arrange statistics and performance metrics in a way that gives a clear picture of what is happening daily.

By recognizing the company's leaders and top performers, teams can be empowered to guide decision-making, exchange knowledge and best practices across regions, and ultimately improve performance. Motivating employees and giving teams the tools, they need to better assess, and access performance will enable them to contribute to improving hotel operations and the bottom line.

The greatest techniques for maximizing hotel revenue management today go far beyond the standard procedures used by hotels in the past thanks to technological advancements.

In fact, just over 30% of hotels said most of their revenue came from direct/phone reservations in a recent industry poll conducted by RevPar, while just over 27% said much of their business came through OTAs and internet channels. This demonstrates how, in contrast to a few decades ago, the Internet is now a significant conduit for making hotel reservations. It is possible for hoteliers to strategically employ current information to provide their property a competitive edge over other hotels and resorts by combining standard hotel revenue methods with procedures involving sophisticated automated software. Additionally, hoteliers can implement more efficient revenue management by implementing numerous stock market-based techniques. An effective hotel revenue management approach also includes strategic pricing, rate discipline, automation, and smart computing.

### **RevPAR**

Even if there are new measures that are popular every day—many analysts and professionals are touting ADR and even novel concepts like GOPPAR (gross operational profit per available room) as the finest indicators of revenue management—RevPAR is still the most reliable metric. A best practice in the industry is to put RevPAR at the forefront of any revenue management strategy because it is still the only revenue management statistic that a hotel can

truly "take to the bank." The question is, how does a hotelier decide what the best pricing is at any moment? It would have been rather straightforward to respond years ago. A hotel would just look at previous prices and then add any rate reductions or increases to a predetermined rack rate. A hotel revenue manager today finds it more and more challenging to manually keep up with all sales channels, especially considering technology and the ever-increasing number of online channels. The solution to this issue for a hotel revenue manager. The most efficient revenue management systems in use today actually use stock market concepts to create intricate algorithms that can precisely calculate the right rate. These systems operate in real time and adjust rates briefly to maintain the optimal rate over time.

### **Pricing in the Stock Market**

There is no reason why the concept of optimum pricing shouldn't be foreign to many hotels. Financial professionals have traditionally employed optimal pricing theories, especially those that deal with commodities. Recently, high-performing hotels have developed tactics that are similar to the frameworks employed by financial institutions. These hotels make use of an extensive revenue management system that uses a wider range of pricing options than more conventional pricing techniques by basing rates on both historical factors and present market conditions. Sophisticated hotel revenue management programs offer a main program and a secondary program, just as most financial price-setting formulas use two decision makers for the best level of effectiveness—with one system correcting and accounting for the other. The primary program develops rates based on historical data, taking into consideration account page positioning on online sales channels, rivals' rates, inventory availability, and other criteria, and then applies them across sales channels. The second program, meantime, keeps an eye on the effectiveness of the first program and modifies its procedures as necessary.

### **Automation**

Without a sizable amount of automation, the inventiveness of computational and algorithmic systems would be lost. Automation is the best practice that frequently makes or breaks a pricing strategy or the price component of a revenue management system. Although few systems fully utilize automation, it may also be the most obvious advantage revenue management systems have over the conventional approach to revenue management. Most RMSs leave time-consuming duties like rate changes to be completed manually with the excuse that they are too critical to be managed without full human oversight. This is incorrect logic since, to obtain the best outcomes, it calls for a high level of speed and responsiveness, which no one individual can have because they are unable to work nonstop for a full year, 24 hours a day. Making real-time, demand-based price modifications is dependent on automation.

When demand for a room is too low for a specific price, an automated system can determine this and lower the rate to entice additional purchasers. When there is a great demand and customers are willing to accept a higher rate, automated systems can also boost rates. The best part is that it can occur overnight, on weekends, even when the revenue manager is taking a well-earned break. Automation enables

a hotel to avoid losing money by not selling a room at a price that a customer would eventually be prepared to pay. A hotel's occupancy rate may increase by just one factor, sometimes even over the course of one night, from 60% to 90%.

An automated system should be used to make this determination as it can do so with less information than a human revenue manager can. This is because determining which channel is selling goods fastest is frequently a minute-by-minute assessment. Furthermore, most RMS only modify once a day, even though many systems assert to be automatic. Across numerous sales channels, a properly automated system will make numerous adjustments each hour. An automated, algorithm-based computer program system of the required sophistication can identify, by swiftly combing data and by analyzing trends with a little less raw input, which channel is performing best, and assign inventory there at the appropriate price to generate the most bookings and the most money for each booking.

### **Discipline in Rate**

Rate discipline is one of the most obvious characteristics of revenue management in the operational environment of today. Even today, the concept of rate discipline is open to many different interpretations and can occasionally conflict with other revenue management objectives. Twenty years ago, rate discipline and its implications on brand identification and future room sales were hardly taken into consideration. What then is rate discipline? It involves the idea that offering steep discounts to increase occupancy or encourage demand—a prevalent tactic during the recession—can deteriorate the hotel's brand image. This idea frequently arises in relation to discounting or across-the-board pricing cuts.

Even if hotels occasionally must cut rates in response to demand—or, should we say, lack thereof—pricing can sometimes be at odds with other crucial goals since reducing occupancy to uphold rigorous rate discipline can be just as fiscally irresponsible as deep discounting. A rate reduction harms a hotel's reputation (unless, of course your hotel defines their brand by bargain prices). In what was then does a hotelier employ strategic rate discipline? Without veering too far in either side, it is done by dynamically altering rates in response to demand. Brands are extremely valuable. In fact, a 2002 Interbrand research found that brands account for almost 38% of the value of the businesses that hold them. If discounting hurts a hotel's brand and keeping a single static rate hurts RevPAR and occupancy, the answer is a variable rate that is adjusted in real-time to best meet demand conditions. The dilemma of whether to use across-the-board discounting is eliminated with variable rates. Instead, the best pricing that will likely result in a sale is offered to the right client at the right moment.

This is possible with the use of an advanced revenue management system, which also controls a variety of sales channels, handles room inventory, and optimizes OTA page position. To avoid the dangers of extensive discounting, we must return to the technique of automation, where rates are updated subtly, in real-time, to maximize occupancy and rate.

In the end, a hotel's offering of a certain rate does not guarantee that a customer will accept it. This truism may be effectively addressed with rate discipline through dynamic

pricing, which also aids hotels in improving occupancy and RevPAR even during challenging economic times.

### **Utilizing Real-Time Data**

Through numerous sales platforms, every hotel advertises its rates online, where they may be checked. Demand levels can now be monitored minute by minute because of the startling number of rooms sold through online channels. Hotels can act swiftly and decisively on this information because they have unrestricted access to it via the Web. Unfortunately, most hotels either do not appropriately access this information or, if they do, do not effectively use it. Hotels need the necessary tools, which are typically available in comprehensive, automated revenue management systems that can, among other things, precisely predict changes in hotel room price, to keep track of this information effectively, especially given that it is continuously changing. Advanced revenue management systems can alter the rate being offered based on this real-time information in addition to continuously consulting demand levels and monitoring the rates of rival hotels.

### **Price Anticipation**

Any hotelier will tell you that revenue management requires some level of foresight. This straightforward rationale dictates that any revenue management system would borrow ideas from other fields where prediction is at the heart of their operations. For instance, some revenue management systems make predictions using financial instruments, or they make use of cutting-edge strategies like crowdsourcing or fake marketplaces. Others, meanwhile, incorporate the concepts of option pricing to assist produce the best possible room rates. In any case, the antiquated methods currently used by many hotels are quickly losing their effectiveness.

#### **Channel Control**

As OTAs and other third-party booking websites continue to grow in popularity, channel management is becoming a more crucial strategy. The capacity to regulate rates across all OTAs is essential in a sales environment with more online channels than ever. There are many different channel management solutions on the market right now for the hotel business, and these are excellent tools for revenue managers to save time. To work, each of these systems still needs manual input, manual involvement, and manual pricing decisions; none of them, however, are automated or incorporated into a property's pricing.

Since each sales channel may have a varied amount of demand, the ability to individually alter pricing and inventory allocation to different third-party booking sites is essential. The issue stems from the persisting belief among many hotels that a job like channel management is too crucial to leave to a machine or piece of software. However, a thorough revenue management system that can recognize demand levels on any of the hundreds of online portals where a hotel has inventory posted and then adjust that rate or inventory allocation to maximize revenue is the only way to optimally manage the overwhelming number of sales channels. Even a brilliant team of employees would find it nearly hard to accomplish this without automated channel management. Even in today's fast-paced sector, where information is always changing, an amazing 74.5% of hoteliers still exclusively rely on humans to manage all parts of their revenue management activities, according to a recent industry poll by RevPar.

## Preparing for the Future

The finest methods to revenue management have stood out as a distinct category of best practices as innovations in this area have exploded over the past few years. These tactics benchmark against all rival hotels in a locality while integrating automated distribution, allocation, pricing, and yielding in real-time. A real-time RMS system with fully integrated channel management features makes these procedures possible. The best approaches to revenue management generally focus on RevPAR as the key performance indicator and emphasize the use of revenue management tools to increase revenue managers' effectiveness rather than forcing them to handle the minute details of ongoing computations and price adjustments. When working with internal sales and marketing teams to develop and implement long-term pricing strategies that will complement the pricing updates handled by the RMS, revenue managers in hotels exhibiting best practices in revenue management think proactively rather than reactively. They also place a greater emphasis on process optimization.

Sustainable business techniques set apart the hotel industry. Travelers, diners, hotel guests, and retailers today give sustainability a lot of thought. They want to be sure that the businesses they patronize use ethical business practices in terms of the environment, society, and culture. Most millennials and members of Generation Z are willing to pay more for goods and services that do not hurt the environment, deplete natural resources, or have a detrimental impact on people's or wildlife's lives. A growing percentage of people in older generations also want businesses to take responsibility for the environment. In fact, according to the Nielson report, 51% of baby boomers will spend more on eco-friendly goods and services.

## Hospitality businesses can concentrate on a few essential components to distinguish out

### Saving Energy

Energy saving in the hotel business comprises two steps: reduction and efficiency. Organizations might begin by teaching their personnel in energy-saving activities. These actions can range from turning off lights to altering the settings on washing machines and properly adjusting thermostats. Energy conservation may also include pleasant reminders to guests about their use of towels or power. Organizations might seek for possibilities to apply green technology or goods to improve efficiency. They can, for example, install solar panels for heating and cooling or switch to energy-efficient LED lighting.

### Waste Reduction

There are several ways for businesses to cut back on waste. Businesses can purchase local produce or grow it on-site to reduce food waste. In addition to ensuring fresher products, this lowers the amount of food spoilage. Businesses can also implement food donation programs that reassure customers that leftover food will be donated to a local food pantry rather than being thrown away. Waste can be decreased by installing water-saving appliances like water-saving filters. Sustainable business practices not only leave a positive impression on customers and may result in cost savings, but they can also help preserve the tourist destinations' natural and cultural features.

The hospitality sector must make sure it respects local communities and employees, doesn't overconsume resources, works to preserve biodiversity, and is aware of its social and economic impacts. The industry defends its very survival by doing this. Sustainable tourism has become popular for this and other reasons. This method promotes environmental awareness while emphasizing the preservation of natural resources and ecological processes. Additionally, it fosters mutual cultural understanding with the host populations and demonstrates respect for them.

Sustainability plans have been adopted by numerous hospitality firms. Incorporating sustainable techniques into all business processes is part of this deliberate strategy. Plans for sustainability might enhance brand perception. According to a recent Trip Advisor survey, most consumers are concerned with sustainability. 69% of survey participants indicated they intended to make even more ecologically conscious travel decisions in the future. It was discovered that 62% of travelers had chosen more environmentally friendly accommodations, meals, and transportation.

Despite the obvious benefits of sustainability in the hospitality sector, building sustainable strategies still presents difficulties for experts in this field. They must dispel myths about how expensive sustainability is and how little consumers care about it. Becoming more energy-efficient costs less money and building a sustainable brand draws in more customers.

The cost of utilizing sources like solar or geothermal energy has also decreased because of advances in renewable energy technology. Additionally, tour companies who work with and support local economies and cultures while preserving ecosystems serve as their main draw profit in the long run. Some businesses fear that adopting sustainable practices would ruin the visitor experience. Organizations can, however, enhance this area of their business if they carefully consider what customers need and tailor their offerings accordingly. The 48 upscale hotels owned by Hersh Hospitality Trust have implemented sustainability initiatives that improve the guest experience, such as:

- Smart thermostat technology that allows guests to customize temperatures while reducing energy use
- Recycling options in guest rooms that allow guests to maintain their green habits while away from home
- Locally sourced foods and products that allow guests to support local vendors and try something different.

## Conclusion

Numerous hoteliers are coping with a difficult confluence of issues, including labor shortages, shifting markets, and occupancy levels that are rebounding and getting close to pre-pandemic levels. Modern hotels have a unique set of challenges, from juggling schedules and stress to battling burnout and inefficiencies. This compilation of hotel management advice is meant to assist you increase performance, fortify your team, or sharpen your management abilities. It offers a wide range of hotel management advice to assist those working in the industry in developing their leadership skills. The value of teamwork, transparency, trust, business trends, and much more.

People frequently cast their votes with their feet, like in the case of tourism. Tourists' opinions of a firm will change if they realize that a corporation is not making the necessary efforts to completely remove or significantly decrease its

negative environmental impact. On the other hand, businesses that show they are committed to using green methods can boost their reputation and attract more visitors. Furthermore, organizations with sustainable company cultures are more likely to draw top talent from younger generations looking for employers who share their values.

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