

Victoria University Of Bangladesh

Course title ~ HM-645

Bachelor of Tourism & Hotel Management

Submitted By ~ **Cases and Current Issues in Hospitality Management**

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1.

Bangladesh is a significant source of many fascinating cultural diversions that can make a fancy trip to many domestic and international tourists. This paper has tried to focus on the cultural tourism of Bangladesh by allocating the facts of historic and traditional culture, cultural tourists' attraction, prospects, development strategy etc. Moreover, the major concern of the authors is to provide a detailed discussion about the main cultural attributes for the tourists or cultural tourists of Bangladesh. Tourism research methods and cultural consumption are some of the most important aspects of cultural tourism in Bangladesh. The researchers also tried to find out the potential of Bangladeshi culture, the scenario of cultural tourism, cross-cultural connection etc. This research paper is a full exploration of only the cultural tourism sector of Bangladesh. All the related information has been collected from available secondary data sources and the writer of this paper attempts to review all the roles of cultural tourism in Bangladesh.

2.

Common Challenges in Hotel Industry and Their Solutions

You don't need rocket science to overcome challenges. Rather, you need to have a strategic approach.

Over the years, many hoteliers shared many pain points with us. So, in this section, we address a few global issues and challenges in the hospitality industry and their solutions.

1. Hiring and retaining the staff

Challenge

Hiring and retaining staff has always been one of the most common problems in the hospitality industry.

Every hotel requires quality staff on all fronts; be it administration, maintenance, kitchen, housekeeping, or frontdesk. Lack of skill in the educated youths graduating from education houses is also proving to be a major challenge in the hotel industry.

Solution

Training the new workforce on a regular basis is the only remedy available. Retaining a qualified staff requires you to employ a few tactics. For example, cultivating a feeling of belongingness (culture) and value for the team members will make them attached to their jobs and instill a sense of responsibility in their minds.

2. Change in marketing trends and dynamics

Challenge

Marketing issues in the hospitality industry have become commonplace.

Changes in the advertising and marketing trend often create problems for hoteliers. Also, traditional marketing methods aren't that effective now. So, for those who have always stuck to the old-school ways, getting the strategy right is one of the biggest challenges of the hospitality industry.

Online marketing is a surefire method, though it would take years for hotel owners to establish their strength. Online deals are booked by genuine guests and major transactions are paid in advance.

Solution

Engaging your guests on social media, messaging apps, and other online sources can work wonders and give you results in a few months.

Implementing effective digital marketing strategies is a strong solution to such issues in the hospitality industry. Be consistent and patient with whatever tactics you apply. It is inevitable that with the right strategies.

3. Operational issues

Challenge

There are countless operational challenges in the hotel industry. Ranging from reservations management, attending to guests, performing all front office operations, maintaining cleanliness in hotel rooms and premises, and more. However, hotel departments often fail to perform all tasks in sync which leads to chaos and customer dissatisfaction.

Solution

Besides operations, front office problems and solutions are connected to an integrated hotel PMS system. The faster you adopt it, the better it is for your property. Your operations are automated and departmental functions are synced with a PMS because it simplifies communications to a large extent.

4. Rising cost of daily consumables

Challenge

Price inflation of daily use products, eatables, and other supplies has risen steeply in the last few years. While that has affected all industries, it takes a huge portion of the issues and challenges faced by the tourism and hospitality industry.

Solution

A visible solution to this would be to keep a constant check on the inventory, control stock, and reduce the wastage as much as possible. Consider implementing useful cost-saving strategies at your property, which would help you manage the rising costs.

5. Housekeeping issues

Challenge

Cleanliness is a basic requirement of every guest. In fact, you'd also ask for a clean and tidy hotel room when you are traveling. A majority of hotel guests would prefer a clean room over complimentary amenities, any day.

Also, if you think about it, an unclean and messy room is also a common guest complaint.

But there are times when it becomes a little difficult for hotels to stay true to this. After all, there are various housekeeping challenges involved and strategies are needed to be made to cope with them.

Solution

Housekeeping challenges in hotels need to be managed well with effective strategies and thought processes. The housekeeping process needs to be aware of the clean and dirty rooms and constantly maintain common areas (especially post this pandemic). Do highlight these measures on your website and social media handles to gain your guests' trust.

3.

1. Chain hotels

The most common hotel type on this list, chain hotels make up tens of thousands of properties located throughout the world. Chain hotels typically fall under a group of hotels operated by a company or owner. Hilton, for example, has a portfolio made up of over a dozen "separate" brands, including DoubleTree, Embassy Suites, Hampton, Homewood Suites, and Home2 Suites. Another example is Marriott, which boasts brands such as The Ritz-Carlton, Sheraton, Westin, Gaylord, Courtyard, and SpringHill Suites.

2. Motels

The term "motel" evolved in the 1920s, long after the term hotel, and is a blend of the words "motor" and "hotel." Motels started cropping up to cater to travelers as an affordable, accessible place to stop overnight during long

trips. They're typically located along highways and other major roadways, and offer minimal amenities, if any.

Motels usually have a different layout than standard hotels as well, with rooms being accessible from the exterior. Additionally, motels are typically one to two stories high, while hotels can be much larger. Motel 6, Super 8, and Econo Lodge are some of the most well-known motel chains, though motels can be independently operated also.

3. Resorts

A resort is usually a destination that attempts to provide travelers with everything they need in one location: Accommodations, dining, drinks, shopping, and entertainment. Often located in popular vacation destinations, some resorts are all-inclusive, allowing travelers to pay one price for unlimited service. The Hyatt Ziva Cancun, for example, is an all-inclusive resort catering to Cancun vacationers, providing them with lavish services and an uninterrupted view of the Caribbean.

4. Inns

An inn is usually much smaller than a standard or chain hotel. Often individually or family-owned, inns tend to offer a cozy, homey feel for their guests. Typically offering fewer in-room amenities than a larger hotel chain, you may find in-room coffee, Wi-Fi, or small breakfast options available at an inn.

Many inns offer unique styles or decorations from room to room, providing guests with a unique experience. Some inns, like the Ponte Winery and Vineyard Inn in Temecula, California, have a vineyard on-property and specialize in wedding services as well.

5. All-suites

Hotels in which all of the guest rooms are suites are commonly referred to as all-suite hotels. These hotels typically have “suites” in the name, making them easier for travelers to identify.

All-suite properties usually offer each guest a bedroom, separate living area, and a kitchen area or cooking accessories. Many large hotel companies have an all-suites brand or two under their umbrella, such as Comfort Suites by Choice Hotels, Embassy Suites by Hilton, or Staybridge Suites by IHG.

6. Conference/convention center hotels

Conference or convention center hotels are characterized by their combination of guest rooms and meeting space. These properties are designed to host large events and provide a wide variety of event options to accommodate different setups, entertainment opportunities, A/V equipment, and breakout needs.

These types of hotels specialize in accommodating everything needed at a conference: The event location, overnight rooms, food and beverage services, and transportation. They typically hold thousands of feet of flexible event space and are frequently found in larger cities or popular business destinations.

7. Extended stay hotels

While many lodging options cater to overnight or short-term stays, some properties specialize in accommodating travelers looking for an extended stay. This type of hotel is called an extended stay hotel, and it's popular among business travelers and other individuals staying in one location for multiple days, weeks, or longer.

Most extended stay properties provide guests additional amenities to make it feel more like home, such as a fully-equipped kitchen. Extended Stay America offers studio rooms at many locations, as well as daily, weekly, and nightly rates to accommodate a variety of budgets.

8. Boutique hotels

Boutique hotels are typically much smaller than the average chain hotel. Usually made up of 100 guest rooms or fewer, you can expect to find boutique hotels in exciting locations or near popular destinations, such as

an urban city center or hip shopping district. Boutique hotels can be independently operated, or part of a chain, but they tend to cater to a specific audience, offer a unique style, and provide thoughtful services.

“There are an infinite number of recipes, but the key ingredients I see in a boutique hotel are individuality and a great emotional impact,” Shlomo Gabbai — the director of the annual Boutique Hotel Awards, which recognize the best-of-the-best in boutique hotels — told Business Insider.

9. Bunkhouses

Basic accommodations sporting bunk beds, or a barracks-like building style, are commonly referred to as bunkhouses. Originally, bunkhouses were used to house field-hands, ranchers, working cowboys, and other migratory workers. However, bunkhouses have evolved over the years, and now, many hotels offer modern versions used to accommodate large groups. The Atticus Hotel in McMinnville, Oregon, for example, boasts a luxury bunkhouse that travelers can enjoy while soaking in all Oregon has to offer.

4.

The growing trend of Bangladeshi patients traveling abroad for medical services has led to some soul-searching in policy circles. While other countries of the Southeast Asia region are profiting from medical tourism, Bangladesh not only lags behind, it also loses patients to these countries in a continuous stream. This exodus for medical treatment is seemingly driven by the higher perceived quality of treatment abroad, despite the fact that similar treatment is available more cost-effectively within the country. Certainly the Bangladesh health care

system is not without its problems, which have diminished the perception of quality in the sector. Thus, this study focuses on key factors for Bangladeshi health service providers to address. By doing so, they will be better able to develop the local health care sector and retain Bangladeshi patients within the country. Subsequently, by identifying strategic niches, Bangladesh could focus on delivering higher quality health care services to develop medical tourism and attract patients from abroad in specific categories of health care.