

Unit 202: Understand business success

Handout 3: Managing and training staff

Interesting links and websites

Managing and training staff

The Daily Muse

This is *the* place for advice about managing a staff, resolving conflict and building a positive team culture.

Customer Service Zone

Send staff here for training guides about dealing with angry guests.

Marketing advice

Nightclub and Bar

This US-based website is a must for keeping up with the bar industry. They have a whole section devoted to unique promotion ideas

Gourmet Marketing

Gourmet Marketing is another excellent spot for promotion ideas. Check out their other suggestions for increasing your restaurant's revenue.

Toast Restaurant Management Blog

The Toast blog boasts a whole community of restaurant experts. They share advice on diverse topics including customer loyalty programs, restaurant POS systems and menu design tricks.

Aaron Allen

Aaron Allen is a popular consultant who blogs about hotel and restaurant marketing techniques. He shares a lot of examples, so you can check out how other businesses are doing it.

Travel trends

Skift

Find out all about the latest hotel and travel trends so you can refine your marketing strategy.

TripAdvisor Insights

Considering TripAdvisor is the most popular reviews website in the world, we'd be fools for ignoring their travel surveys! Check out exactly what travelers want, straight from the horse's mouth.

eHotelier

Hotel professionals from around the world post their insights and tips on eHotelier. It's fantastic place to go if you want an overall picture of the industry.

Hotel Marketing

As the website says, this is a daily 'must-read' for hotel marketers. Use it to learn about new developments with online travel agencies, major hotel brands and hotel technology.

Video links:

Factors Affecting Hotel Restaurant's Profitability (YouTube):

<https://www.youtube.com/watch?v=UP8URopPaHE>

Revenue Generation for Hospitality (Study.com)

<https://study.com/academy/lesson/revenue-generation-for-hospitality-definition-overview.html>

18 Essential KPIs for the Hospitality Industry (Verdant.com)

<https://www.verdant.co/blog/hotel-industry-kpis/>

Sustainability:

Clock-software.com blog on Hotel sustainability:

<https://www.clock-software.com/blog/hotel-sustainability.html>

Study.com lesson on sustainability and environmental issues in the hospitality industry:

<https://study.com/academy/lesson/sustainability-environmental-issues-in-the-hospitality-industry.html>

Fifty Shades Greener article on how a green hotel management course could transform your business:

<https://www.fiftyshadesgreener.ie/blog/how-a-green-hotel-management-course-could-transform-your-business>

The Caterer.com article on a sustainable business strategy:

<https://www.thecaterer.com/news/hotel/getting-your-hotels-sustainability-strategy-right>