

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>