

Rooms division plays as an important role in working process of a hotel. This is the first department contact with guests, contribute to the profit and whole revenue. This essay will focus on the position of Mary O’Flaherty – Rooms division manager in the case study of Ramsden CD. It will point out the essential qualities of a modern executive rooms manager, compare and contrast Mary. It also analyzes her effectiveness as a manager and crucial factor of her department to the overall success of the Ramsden.

First of all, Mary is the Rooms Division manager and her competencies have similar and different from the necessary skills for a Rooms Division manager. According to Rutherford (2007, P.176), the rooms department is a combination of front desk and housekeeping. Hence, the essential skills for the Rooms Division manager must be the combination of both managers above. Communication is one of the most important elements for a manager in every function and department. However, Mary does not display well this competency. Based on the Personal Note (Ramsden CD, 2007) Mary does not discuss to the photographer to make a deal in the valet at the door. She just passed to Kate Chan but not to change. As a manager, Mary should have a discussion with staff and relevant others to get the agreement in working. Moreover, Mary thinks the Executive Housekeeper frosty and terribly defensive. It looks like she does not know how to communicate effectively with her staff. Another important thing that a manager must consider is follow – up the plan when it is being at the process. However, Mary cannot balance her own life and working. When the photo shoots is being, she does not attend and cause a chain of consequences. The next point in specific highlights for a Rooms Division manager is training. Albona (Jan 2008) stated that “training of staff in the workplace is vital” and it should be put at the central plan in developing the operation of organization. She has willingness in training. Mary goes through others’ idea to make a training plan. She works under high responsibility and always tries to think about the best way to improve quality of service. Clearly, Mary O’Flaherty has the similarities and differences as well in her role with a modern Executive Rooms manager.

Next, the Rooms Division manager has negative and positive effects on the Ramsden. When she presents the latest figures on guest satisfaction with room

cleanliness, there is a drop from 92% to 89%. It can prove the decline of service quality in Rooms Division department. In addition, although Mary aims to improve the staff by training, she cannot give out an appropriate plan to fix the current problems of Ramsden. She just gets feedback of the survey and confuses with messy ideas. On the other hand, Mary always finds the best way to cut down costs. She recognizes the importance of controlling cost and refuses the changing of brand product. She is able to the meeting, sharing information with others and helps the front office staff in the busy period of check – out. Mary seems to be successful in “friendly service face to face” when getting the guest satisfaction. In general, as a Rooms Division manager, Mary displays both sides of effect which are negative and positive in the benefit for Ramsden.

Finally, there are crucial elements that Mary contributes to the overall success of the Ramsden. Rutherford (2007, P.168) pointed out that controlling cost was one of the four major areas of responsibility for a Rooms Division manager. It affects the revenue directly and indicates the effectiveness of the operation. Very clearly, Mary always pays attention in cutting down cost. Moreover, she combines with the Marketing department to develop the marketing strategy through the Face Campaign to build the prestige of Ramsden. Likewise, guest satisfaction shows the success of the organization. Hence, Mary aims to improve the quality service and lead to the training staff. Training staff is her main aim to get the goal in a long run. With all competencies that she has, Mary works by her best to achieve the success for Ramsden.

In conclusion, Rooms department is very important in the promotion plans of hotel. It affects the profit and needs an appropriate strategy for the operation. Therefore, the manager must have necessary skills to adapt the current problems of hotel and flexible in solving. As a role of a Rooms Division manager, Mary displays well not for all aspects. However, her main practices in some cases can be called one of the successful parts of whole Ramsden.

References:

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