

Name _____ Period _____ Date _____

Hotel Management and Ownership Guided Notes Worksheet

I. Management and ownership are not the same thing.

Hotel Management is the _____ to _____ running of the _____.

One _____ (or company) can own the hotel, and another _____ (or company) can manage the hotel.

Describe why the owner and manager may be different people:

Management Contracts

A management company operates the property for another _____.

Owner responsibilities:

Management company responsibilities:

After operating expenses and fees have been paid, remaining profit goes to the _____.

II. Structures of Ownership

Independent Hotel

A _____ unit business not connected with any other business.

Advantages	Disadvantages

Chain Hotel

A _____ unit business that has the same _____ and possibly the same _____. There can be 3 kinds of chain structures and sometimes it is difficult for an average person to tell which is in place.

1. Management Contract : A management company operates the property for another _____.
2. Franchise – A _____ of a _____ that has been purchased by an _____ owner (_____).

The franchise is run in the way _____ by the chain owner. There are usually established _____ for design, decor, equipment and operating procedures.

Advantages	Disadvantages

3. Referral Group _____ hotels that have banded _____ for a common purpose. They offer _____ in the level of service. Hotels _____ the group refer guests to other _____ properties. May offer central purchasing services for these items:

Members must _____ certain operating standards. Limited _____ over members in agreed upon items. A member can _____ if it becomes dissatisfied. The _____ can ask a member to _____ if the member doesn't meet the _____ or pay dues.

Advantages	Disadvantages