

SUPPLY CHAIN

MANAGEMENT IN THE HOSPITALITY INDUSTRY



KYLA S. DE CASTRO

ISBN: 978-621-8179-30-1

Supply Chain Management in the Hospitality Industry

PHILIPPINE COPYRIGHT, 2021 and Published by



EDRIC
PUBLISHING HOUSE

1633 Laguna St., Cor. Oroquita, Sta. Cruz, Manila

Email: edricpublishing@gmail.com

09664639141

And

Kyla S. De Castro

ALL RIGHTS RESERVED

No part of this work covered by the copyright herein may be reproduced transmitted, stored or used in any form or by any means graphic, electronic, or mechanical, including but not limited to photocopying, recording, scanning, digitalizing, taping, web distribution, information network, or information storage and retrieval systems without prior permission from the author and the publisher

TABLE OF CONTENTS

| TOPIC | PAGE |
|--|-----------|
| CHAPTER 1 : INTRODUCTION TO SUPPLY CHAIN MANAGEMENT | 1 |
| What is supply chain management? | |
| Importance of supply chain management | |
| Supply chain management - advantages | |
| Six (6) components of supply chain management | |
| The overall goal of supply chain management | |
| Competitive and supply chain strategies | |
| Supply chain management in the hospitality industry | |
| ACTIVITY 1 | 10 |
| CHAPTER 2 : SIGNIFICANCE OF SUPPLY CHAIN MANAGEMENT IN THE HOSPITALITY INDUSTRY | 12 |
| The hotel chain supply chain | |
| Factors affecting supply chain management in hotel industry | |
| Benefits of supply chain management | |
| The need for supply chain management | |
| Importance/objectives of SCM | |
| ACTIVITY 2 | 20 |
| CHAPTER 3 : THE SUPPLY CHAIN MANAGEMENT PROCESS | 22 |
| How does supply chain management work? | |
| The components of supply chain management | |
| Supplier development | |
| The product development within hospitality environments | |
| Returns management | |
| Consumables in hospitality | |
| Implement supply chain management in hotel industry | |
| ACTIVITY 3 | 34 |
| CHAPTER 4 : STRATEGIC SOURCING | 36 |
| Strategic sourcing | |
| Procurement management | |
| Centralized – decentralized procurement | |
| Common issues about purchasing in hospitality industry | |
| Assessing existing and new hotel supply | |
| Supplier selection | |
| ACTIVITY 4 | 49 |
| CHAPTER 5 : INVENTORY MANAGEMENT | 51 |
| Role of inventory | |
| Aspects of inventory management | |
| Stock turnovers | |
| When to reorder inventory | |

| | |
|--|-----------|
| How much to reorder | |
| Transportation | |
| Other inventory management strategies | |
| ACTIVITY 5 | 62 |
| CHAPTER 6: REVENUE MANAGEMENT | 64 |
| Importance of revenue management | |
| Revenue management strategies | |
| Hotel pricing strategies | |
| Most common and effective hotel pricing strategies | |
| Other hotel pricing strategies | |
| ACTIVITY 6 | 73 |
| CHAPTER 7 : CUSTOMER RELATIONSHIP MANAGEMENT | 75 |
| Customer relationship management | |
| Benefits of using crm in hospitality industry | |
| Customer service in the hotel industry | |
| Advantages customer relationship management | |
| ACTIVITY 7 | 79 |
| CHAPTER 8 : SUPPLY CHAIN MANAGEMENT: PERFORMANCE MEASURES | 81 |
| Supply chain performance measure | |
| Quantitative measures | |
| Non - financials measures | |
| Cycle time | |
| Customer service level | |
| Inventory levels | |
| Resource utilization | |
| Financial measures | |
| ACTIVITY 8 | 86 |
| BIBLIOGRAPHY | 88 |