

FRONT OFFICE MANAGEMENT

UNIT – I INTRODUCTION

- Introduction to hotel industry
- Growth of hotel industry in India
- Classification of catering Establishments
- Origin of Hotel Industry
- Opportunities in Hotel Industry
- Types of hotels

ORGANISATION OF HOTEL

- Organisation chart of large, medium and small hotels
- Organisation and layout of front office
- The importance of Receptionist
- The Status of receptionist as a partner in the hotel industry.

UNIT – II FRONT OFFICE

- Introduction to front office
- Qualities of front office staff
(Front office salesmanship, Knowledge of products, Sales promotion, Guest needs, Desire to help, Communication)
- Front office assistant
- Importance of Job Description
- Job Description of front office assistant

RESERVATION

- Importance of reservation
- Advance reservation office
- Reservation Enquiries and reservation
- Forecasting room reservation
- Over booking
- Diaries and charts used in reservation
- Whitney rack system
- Group reservation
- Rights and liabilities of hotels and travel agencies in room reservation.
- Reservation Terminologies

UNIT – III RECEPTION

- Receiving the guest at the front office
- Rooming a guest with reservation
- Rooming of a walk-in-guest
- Registration of guests
- Duties of Night Receptionist
- Duties of Receptionist of a small hotel
- Knowledge of various registers and forms used in reception
- Room rack
- Black list

ADVANCED FRONT OFFICE OPERATION

1.1 LOBBY

- ❖ Stages of guest contacts with the hotel (pre-arrival, arrival, during their stay, departure)
- ❖ Procedures for left luggage, scanty baggage, and safe deposit facility.
- ❖ Guest mail handling
- ❖ Paging

1.2 BELL DESK

- ❖ Job description of bell captain & bell boy
- ❖ Errand card

1.3 TELEPHONES

- ❖ Qualities of a good telephone operator
- ❖ Equipments in use(PBX,PABX,EPABX)
- ❖ Various registers in use
- ❖ Different telephone codes
- ❖ Wake-up call procedures

UNIT – IV

GUEST ACCOUNTING

- ❖ Job description of front office cashier
- ❖ Records & ledgers maintained by cashier(visitor's tabular ledger, guest weekly bill, allowance voucher, visitor's paid out, taxes, foreign currency encashment, credit cards, charge slip, telephone voucher, cashier reports, petty cash voucher etc.,)
- ❖ Ways of settling bills.

NIGHT AUDITING

- ❖ Functions of night auditing
- ❖ Job description of night auditor
- ❖ Cross checking, credit monitoring & verify No Show & cancellation
- ❖ Daily & supplementary room rates
- ❖ Night Audit process
- ❖ Preparing Night Auditing reports

UNIT – V

PLANNING & EVALUATING FRONT OFFICE OPERATIONS

- ❖
- ❖ Establishing room rates
- ❖ Rule of thumb approach & Hubbart's formula
- ❖ Forecasting room availability
- ❖ Room revenue analysis
- ❖ Evaluating occupancy ratio, house count, bed occupancy percentage, average room revenue, average revenue per guest, over stay percentage, under stay percentage, No Show percentage, cancellation percentage & foreign guest occupancy percentage.
- ❖ Break Even & pricing analysis.

YIELD MANAGEMENT

- ❖ Concept of yield management & measuring yield

- ❖ Objectives & benefits of yield management
- ❖ Potential average for single & double room rate
- ❖ Multiple occupancy percentage
- ❖ Rate spread
- ❖ Potential average rate
- ❖ Room rate achievement factor
- ❖ Yield & identical yield
- ❖ Equivalent occupancy
- ❖ Required non-room revenue for guest

REFERENCE BOOKS

1. Hotel Front Office management – S.K. Bhatnagar
2. Hotel Reception – Arnold Heinman
3. Effective Front Office operation- M. Kesavan
4. Hotel Front Office – Bruce Branham
5. Basic Hotel Front Office- Peter Franny Renner
6. Front Office operation & administration – Dennis .L. Foster
7. Hotel Front Office Training Manual – Sudhir Andrews (Tata Mc.Graw Hill Publications)