

## THM-106 FRONT OFFICE OPERATIONS AND MANAGEMENT (03 Credit hrs)

### PRE-REQUISITE

Intermediate: F.A/ F.Sc. / I.Com or equivalent

### LEARNING OUTCOMES:

The student will be able to:

- Identify the independent components of the lodging front desk/front office system.
- Identify and explain the impacts of the front desk/ front office on the overall lodging operation.
- Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
- Explain and perform the night audit function.

### CONTENTS

The essential knowledge and skills required for management in hiring front office employees and renting rooms within the hospitality industry; property management systems, reservations, yield management. After successful completion of this course, students will be able to:

1. Classify hotels in terms of their ownership, affiliation, and levels of service.
2. Describe how hotels are organized and explain how functional areas within hotels are classified.
3. Summarize front office operations during the four stages of the guest cycle.
4. Discuss the sales dimension of the reservations process and identify the tools managers use to track and control reservations.
5. Identify typical service requests that guests make at the front desk.
6. Explain important issues in developing and managing a security program.
7. Describe the process of creating and maintaining front office accounts.
8. Identify functions and procedures related to the check-out and account settlement process.
9. Summarize the steps in the front office audit process.
10. Apply the ratios and formulas managers use to forecast room availability.
11. Explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.

#### **Module-1: Hotel Past & Present and Classification:**

Historical Perspective, Market Place Consistency, Lodging Management Association, Revenue Sources, Sleeping Rooms, Meeting Function Space, Outlets/Ancillary Revenue Sources, Profit Margin, Room Cost, Food Cost, Opportunity Cost, Case Study, Hotel Sizes, Hotel Location Classification (Down Town, Resort, Airport, Suburban etc), Hotel product Types, Service Level, Target Market, hotel Rating (Star System), Case Study of Pearl Continental Hotels Pakistan .

**Module-2: Care for Customer and communication:**

Hotel security, Health & safety, the concept of hospitality and service, the customer care triangle, care of the customer, roles, responsibilities and attributes of a receptionist, Communication, verbal communication, non-verbal communication, written communication, visual communication, telecommunication.

**Module-3: Reservations and Check in:**

Sources of reservation, modes of reservation, types of reservation, methods of reservation, close outs, yield management, overbooking, control of reservation, confirming reservation and status of reservation, revision and cancellations, Registration, Room status, the check in process, walk-in or chance booking, VIP Check in, Group arrivals, Selling rooms- departure.

**Module-4: Room Rate Structure:**

Rate Structure, Hubbart Formula, Cost Rate Formula, Market Tolerance, Room rate Designations, Rate Measurement Averages.

**Module-5: Guest Accounting and Methods of Payment:**

Principles of hotel billing, Type of system, Machine billing, Property Management System, Control procedure, Night Audit, Cash Floats, Methods of Payment, Foreign Exchange, Petty cash and paid outs, rapid/speedy check outs.

**Module-6: Selling Techniques:**

Reception as a sales department, Purpose of selling, ABC of selling, The hotel product, Selling methods.

**Module-7: The Property Management System:**

Selecting The PMS, Guest Account, Guest registration Menu, Guest Accounting Menu, The Check In, Before PMS, PMS Hierarchy, PMS System Interface, The Evolution to PMS.

Industry Perspective: Technology in Hospitality

**Module-8: Statistics and Reports:**

Business Statistics, Key Room statistics, Occupancy reports, Guest Statistics, Operational reports, Forecasts, Financial reports.

**Module-9: Practical:**

Perform/Work at Front office for not less than 15 days, Field visits.

**ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

**ASSESSMENT AND EXAMINATIONS:**

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

**RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:**

1. Peter Abbott and Sue Lewry (1999) Front Office 2nd Edition, Butterworth Heinemann.
2. Dix Colin and Baird Chris (1998) Front Office 4th Edition, Harlow Longman.
3. Sue Baker, Pam Bradley and Jeremy Huyton (2000) Principles of hotel front office operations 2nd Edition: London Cassell.
4. James A. Bardi, William Sullivan, Sheryl F. Kline (2006), Hotel front office management 4th Edition. John Wiley & Sons
5. South Asia Tourism Secretariat (2007) Front Office, SATS.
6. Front Office Training manual – Sudhir Andrews. Publisher: Tata McGraw-Hill
7. Managing Front Office Operations – Kasavana& Brooks Educational Institution AHMA
8. Front Office – operations and management – Ahmed Ismail (Thomson Delmar).
9. Managing Computers in Hospitality Industry – Michael Kasavana& Cahell.
10. Front Office Operations – Colin Dix & Chris Baird.
11. Front office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
12. Managing Front Office Operations by Kasavana& Brooks
13. Principles of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continuum
14. Check in Check out- Jerome Vallen Hotel Front Office Management, 4th Edition by James Socrates Bardi; Wiley International.