

## **THM-103 FRONT OFFICE OPERATIONS AND MANAGEMENT (THEORY)**

**(02 Credit hrs)**

### **PRE-REQUISITE**

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

### **LEARNING OUTCOMES:**

The student will be able to:

1. Identify the independent components of the lodging front desk/front office system.
2. Identify and explain the impacts of the front desk/ front office on the overall lodging operation.
3. Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
4. 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.

#### **Module-1: Hotel History, Concepts and Classification:**

- Historical Perspective, Market Place Consistency, Lodging Management Association
- 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

**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		
2.	Formative Assessment		
3.	Final Assessment		

**RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:**

1. Bardi, J. A. (2021). Hotel-Front-Office-Management.
2. Abbott, P., & Lewry, S. (2010). *Front office*. Taylor & Francis.
3. South Asia Tourism Secretariat, (2007).Front Office, SATS.
4. Huyton, J., Baker, S., & Bradley, P. (2001). Principles of hotel front office operations.
5. Dix C., and Baird C., (1998). Front Office 4th Edition, Harlow Longman.