FRONT OFFICE OPERATION 1   (4 Credits)   (60 hours)

Objective:

At the end of the course the student will be able to:

Familiarise with the need for organisation in hotels, organisation of various departments, major departments of the hotel – their organisation and functioning, the front office department and its function areas, Sections and lay out of front office, Duties and responsibilities of the front office employees. Establish the basis of charging room tariff. Define meal plans offered by hotels and room tariff methodology. Explain the stages of a guest cycle and the role of front office in taking the guest through each of these stages. Types, modes, sources, systems of reservation and the importance of reservation.

Contents:

1. Introduction to the hospitality industry: The Hospitality Industry – Origin & Growth, Tourism Industry, Importance of Tourism, Industries related to Tourism, Evolution & Growth of Hotels, Hotel: Definition and core areas
2. Classification of Hotels: The need for classification, Classification of Hotels on the basis of Size, Location, Clientele, Duration of stay, level of service, ownership, Heritage Hotels & alternative accommodation
3. Hotel Tariff Plans, Types of Guest Rooms
4. Hotel Organization: Need, Vision, Mission, Organization Chart
5. Major Departments of a Hotel: Front Office, Housekeeping, F&B Service, Kitchen, Engineering, Accounts, Human Resource, Security, sales & marketing, Purchase
6. Front Office Organization: Function areas, Sections and layout of Front Office
7. Duties and Responsibilities of Front Office Personnel, Qualities of Front Office Personnel.
8. Room Tariff: Room rate designation, meal plans, Room tariff card.
9. Guest Cycle and Room Reservation: The Guest cycle – Pre-arrival, arrival, Stay, Departure and Post Departure. Reservations – Types (Tentative, Waitlisted & Confirmed), Modes of Reservation Inquiry, Sources of Reservation
10. Systems of reservation: Manual & Automatic, Processing Reservation Request, Amending & Cancellation, Reservation Report, Importance of Reservation for Hotel & Guest.

Pedagogy: The systems thinking will be developed through lectures, tutorials, field work, outreach activities, project work, term papers, assignments, presentations, self-study, Case Studies etc . Sessions will be interactive in nature to enable peer group learning.

Suggested Reading:

1. Jatashankar R Tewari, Hotel Front Office Operations and Management, Oxford

2. S.K.Bhatnagar, Front Office Management, Frank Bros & Co.
3. Sudhir Andrews, Text Book of Front Office Management & Operations, Tata McGraw Hill.