

# Front Office Service

## Level-I

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## Acronyms

OCC - Occupied:

DND - Do Not Disturb:

Out of Order (OOO):

Out of Service (OOS ):

LO - Lockout:

DNCO - Did not check out:

DO - Due Out:

CO - Check-Out:

LC - Late Check out:

EC - Early Check-in:

VC - Vacant and Clean -

VD - Vacant and Dirty -

VR - Vacant and Ready

OR - Occupied and Ready

OC - Occupied and Clean

OD - Occupied and Dirty

V/C or O/V - Status Unclear - (Either the room is Vacant and Clean or Occupied or Vacant) need to be verified by the Housekeeping staff.

VCI - Vacant, Cleaned and Inspected

-H/L - Heavy Luggage -

L/L - Light Luggage

- N/L - No Luggage

DL - Double Lock

- CL - Chain Lock -

HU - House Use -

NCI - Newly Checked In

NS - No Show

SO - Sleep Out

SR - Service Refused

V - Vacant

MUR - Make-Up Room

PMS\_Property management system

AI\_artificial intelligence



## Introduction to the Module

This Module describes the knowledge, skills and attitude required to identify the front office department and its functions in commercial accommodation establishments. It requires the knowledge of the front of the house departments and their functions to understand the role, responsibility and the organizational structure of the front office department.

\This module is designed to meet the industry requirement under the Front Office Service occupational standard, particularly for the unit of competency: Identifying Basic Front Office Operations

This module covers the units :

- Front of the house department
- Front office department and functions
- Hierarchy, role and responsibility of front office personnel
- Interdepartmental coordination
- Front office system

Learning Objective of the module

- Identify the front of the house department
- Identify the front office department and functions
- Identify the hierarchy, role and responsibility of front office personnel
- Clarify interdepartmental coordination
- Differentiate front office systems

## Module Instruction

For effective use this modules trainees are expected to follow the following module instruction:

Read the information written in each unit

Accomplish the Self-checks at the end of each unit

Perform Operation Sheets which were provided at the end of units

Do the “LAP test” giver at the end of each unit and

Read the identified reference book for Examples and exercise

## Unit One: Front of The House Department

This unit is developed to provide you the necessary information regarding the following content coverage and topics:

- Classification of hotel
- Front of the house of a hotel
- Back of the house of the hotel

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this unit, you will be able to:

- Classify the hotel in two major divisions
- Identify front of the house of a hotel
- Identify back of the house of the hotel

## 1.1 Classification of hotel

Hotels are classified in to two major divisions according to the place and interaction of the departments with the customers

Front of the House, also known as FOH is dealing with guests face-to-face. The positions that make up the FOH include Front Desk Agents, Concierge, and Bellman of the House, also known as BOH keeps things to run efficiently behind-the-scenes. They have minimal guest contact and personnel that often invisible to guests, mostly found in the kitchen area, employee area, storage room, business offices, laundry room etc.

## 1.2 The Front Of The House Of a Hotel Organization

Front office is the name given to all the offices situated in the front of the house, that is, the lobby, where the guest is received, provided information, checked-in, his luggage is handled, his accounts are settled at departure, and his problems, complaints and suggestions are looked after. Foreign guests use the front desk to exchange currency, find a translator, or request other special assistance.

The front office department of a hotel comprises of various sections. Depending on the size of the hotels, the sections may vary. In small or medium sized hotels the sections may be merged and handled accordingly. The following are the sections of the front office department.

### 1.2.1 Reservation Section/ Agent

Normally found in larger hotels, in smaller hotels Front office agent handles this job. Basic Function: To handle all future reservations, matching the needs of the guests with the hotel.

### 1.2.2 Front Desk Agent / section

Also designated, as Receptionist or Front office Assistant in some hotels, is the first person a guest sees on entering the property and the last person the guest sees on leaving.

Basic Function: To assist guests in all front office-related functions in an efficient, courteous, and professional manner that maintains high standards of service and hospitality.

### 1.2.3 Uniformed Bell Service Staff

Basic Functions: Meeting, greeting and escorting guests to their rooms and also the reverse of it i.e. escorting guests from their rooms to the front desk, to their means of transport etc. They also do errands, handle messages and page guests. They also act as the eyes and ears of the hotels since they are strategically stationed and also make trips to many floors and rooms. Work closely with the front desk staff, room service employees and other hotel personnel in providing guest assistance with luggage, transportation and miscellaneous needs.

### 1.2.4 Travel Desk Section

handles the transportation facility of the hotel guest. It assists in the booking of air tickets, hiring of the car and other transportation facilities. It also arranges / organizes city tours, sight seeing tours to the guests on request.

### 1.2.5 Business Centre

serve the guests with laptops, internet, mobiles, facsimile, LCD projectors, and photocopier and also on request secretarial facilities. This is the latest addition in the large and medium sized hotels, in line with the electronic era.

### 1.2.6 Concierge

Basic Functions: They are specialized in assisting the guest regardless of whether inquiries concern in-hotel or off-premises attractions, facilities, services, or activities. Must provide concise and accurate

directions; make reservations for flights, theater or special events, obtain tickets, organize special functions such as VIP cocktail receptions and arrange for secretarial services, if needed.

### **1.2.7 Cashiering Section.**

Basic Function: Guest accounting tasks require efficiency and accuracy. The tasks of the front office cashier center on the guest accounting cycle. The front office cashiers post revenue center charges to guest accounts. The hotel's revenue center communicate information on charge purchases to the front desk. Cashiers then post these charges to guest accounts to ensure that the charges will be settled at checkout. Where computerized systems are installed, the Point of Sale operations are directly posted to the Guest Ledger whenever the guest utilizes a particular service. The cashiers also receive payment from guests at checkout. They coordinate the billing of credit card and direct-billed guest accounts with the accounting division. The cashier at the close of each shift balances all guest accounts. They also manage safe deposit boxes / lockers, variety of banking services including foreign exchange.

### **1.2.8 Communication and Telephone Section / Switchboard Operator**

They are heard by the guest but are rarely seen. They represent the hotel through their voice on the phone. They build a very significant image of the hotel to a prospective guest. The work has drastically changed due to the electronic age, but the basic voice assistance is always a warm welcome.

Basic Function: Receives and directs incoming and outgoing calls to individual guests, staff, or departments.

### **1.2.9 Food and Beverage Service Department**

This department looks after the service of food and drinks to guests. The Food which is made in the Kitchen and Drinks prepared in the Bar to the Customers (Guest) at the Food & Beverage premises.

Some examples of the food and beverage outlets are Restaurants, Bars, Hotels, Airlines, Cruise Ships, Trains, Companies, Schools, Colleges, Hospitals, Prisons,

Back of the House, also known as BOH keeps things to run efficiently behind-the-scenes. They have minimal guest contact and personnel that often invisible to guests,

The back areas of a hotel cover areas where guests will be nearby, and areas that are purely for internal work. The back areas include:

### 1.3 Back Of the House Of The Hotel Organization

Back of the House, also known as BOH keeps things to run efficiently behind-the-scenes. They have minimal guest contact and personnel that often invisible to guests,

The back areas of a hotel cover areas where guests will be nearby, and areas that are purely for internal work. The back areas include:

- Housekeeping
- kitchen or food production department:
- Human Resource Department:
- engineering and maintenance division
- Storage rooms
- Accounts and Credits Department
- Sales and Marketing Department

#### 1.3.1 Housekeeping

The housekeeping is the department of a hotel charged with cleaning and maintaining rooms and public spaces. From the time a guest checks-in in a hotel till he checks out, it is the housekeeping department which takes care of the guest by making his / her stay pleasant and comfortable.

In general, the housekeeping crew is responsible for the daily cleaning of public rooms (lobbies, corridors, meeting rooms), private bedrooms and public washrooms. In addition, it handles the laundering of linens and in some instances, guest laundry. Housekeeping also performs a minor security function by providing a “first alert” to potential guest problems while staff undertake daily guest bedroom cleaning

### **1.3.2 Kitchen or Food Production Department**

All the food and beverages that are served to the hotel guest is prepared in the kitchen. Culinary preparation, as an art and science in the modern kitchen, required more than just a knowledge of food being prepared and the methods of preparation.

It is through a knowledge of basic skills, terminology, and rules of the kitchen that a final goal, preparation and service of quality is achieved in the hotel kitchen.

### **1.3.3 .Human Resource management**

Well-trained, experienced staff are crucial to the successful operation of a hotel. It’s the responsibility of the human resources department to recruit staff, deploy them in appropriate roles, train them and make sure their skills remain up to date. The human resources department is tasked with developing the hotel’s personnel. Part of the HR department’s job is also the assessment of performance and compliance with hotel regulations. This means that HR will also be engaged in administering an internal justice system, ensuring that this is impartial and transparent.

The role of a modern HR department isn’t simply the hiring and firing of staff. It is to manage and develop the hotel’s human resources, assisting employees in their professional development and skills acquisition so that they can fulfil their roles most effectively. Because staff will have regular contact with the public and because the quality of their work directly affects the guest experience, an effective HR department is essential.



### 1.3.4 Accounts and Credits Department

This department maintains all the financial transactions. Accounting departments typically handle a variety of important tasks. Such tasks often include invoicing customers, accounts receivable monitoring and collections, account reconciliations, payable processing, consolidation of multiple entities under common ownership, budgeting, periodic financial reporting as well as financial analysis.

Also common are setting up adequate internal controls for all business processes (to prevent theft/misappropriation of assets), handling external audits and dealing with banks in order to obtain financing. Taxes are sometimes handled by accounting departments in house, but this work is often contracted to outside tax accountants.

### 1.3.5 Engineering And Maintenance Division

A hotel's engineering and maintenance division is responsible for maintaining the property's structure and grounds, as well as its electrical and mechanical equipment. This division may also be charged with swimming pool sanitation, parking lot cleanliness and fountain operations.

### 1.3.6 Sales and Marketing Department

The major role of the sales and marketing department is to bring in business and also to increase the sales of the hotel's products and services is the major task of the department.

### 1.3.7 Store

**Importance of Store-Keeping:** The cost of materials is one of the largest elements of cost. Proper storing of materials is very important to prevent losses from damage, pilferage and deterioration in quality of materials. The stores must, therefore, be properly organized and equipped for the handling of raw materials. Ideal stock levels must be maintained for every item of raw material so that the

production departments get their required quantity of materials in time, and excessive working capital is not unnecessarily locked up in overstocking. Moreover, overstocking enhances the cost of production. However, the store department should be under the control of a technically qualified Store Officer.

Self Check 1	Written Question
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**Part I: Choose the best answer**

- 1/ which one of the following is not front of the house  
A/ concierge B/bell service C/ housekeeping D/ front office cashier
- 2/ which one of the following is responsible for the escort of the guest  
A/ cashier B/ bell service C/reservation agent D/ front office manager
- 3/ Which one of the following section is responsible for receiving and directing incoming and outgoing calls  
A/ switch board operator B/ reservation clerk C/ manager D/ all
- 4/ a person who is responsible for registration and assigning of the room to guest the is  
A/ manager B/ house keeper C/ reservation clerk D/ front desk agent
- 5/ which one of the following is not back of the hotel department  
A/ store B/ HRM C/ front desk agent D/ house keeping

**Part II : Match column A with column B**

Column A

column B

- |                     |   |
|---------------------|---|
| 1/ HRM              | A/ responsible for the escort of the guest                |
| 2/House keeping     | B/ responsible for registration and assigning of the room |
| 3/reservation clerk | C/ manages all other employees in the hotel               |
| 4/ bell service     | D/ Responds to Reservation Requests                       |
| 5/ front desk agent | E/responsible for the daily cleaning of public rooms      |

**Part III: Essay**

1. What are the main functions of the front office department?
2. What are the sections of the front office department?
3. What is the difference between reservation and registration?

## Unit 2- Identify The Front Office Functions

This unit to provide you the necessary information regarding the following content coverage and topics:

- Coordinating guest services cycle
- Communicate internal and external customers.
- Room types
- Room status and room codes.

.The knowledge of hospitality etiquette

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this unit, you will be able to:

- Identifying and coordinating guest services cycle
- Communicating internal and external customers.
- Identifying room types
- Maintaining room status and room codes.
- Applying the knowledge of hospitality etiquette

## 2.1 Coordinating Guest Services Cycle

### 2.1.1 Front Office and Guest Handling

The hotel industry provides food and lodging to guests. It is the responsibility of hotels to ensure that their guests do not face any kind of problem during their entire stay at the hotel.

There are various stages or phases of interface between a guest and a hotel

1. Pre-arrival
2. Arrival
3. Stay
4. Departure
5. After departure

All these phases are collectively called Guest Cycle.

#### Guest Cycle in a Hotel

The guest cycle is the complete experience that a guest goes through in a hotel: from making the booking to departure and the interaction with the hotel even after departure.

#### Phases/stages of guest cycle<sup>1</sup>.

##### 1/ Pre-arrival:

The interaction between a guest and a hotel before the guest arrives at the hotel forms is the pre-arrival phase of guest cycle. Reservation is the most important pre-arrival activity. During this phase, the guest first selects a hotel for stay. The guest's choice about a particular hotel is affected by factors like advertisements, recommendations from family and friends, previous experience with the hotel, reputation, location, etc. Once a hotel has been chosen, the guest or a person designated by him, on behalf of the guest contacts the selected hotel through telephone, e-mail, or fax for reserving room/s

for a future period. The reservation request is received by the reservation staff, whose efficiency and competence in handling the request creates a first good

impression of the hotel in the mind of the guest. Before confirming a reservation, the hotel may ask for a credit card guarantee or an advance payment/ deposit from the guest.

The hotel also makes note of any special arrangements to be made, like a wheelchair, or airport pick up, or extra bed in room, etc.

Thus, the functions of the front office in the pre-arrival phase includes)

- a/ Processing the reservation request of the guest.
- b) Creation of guest folio (in case the hotel has received any advance payment).
- c) Blocking the room for the guest.
- d) Making special arrangements for the guest (if required).

## **2. Arrival:**

Guests have their face-to-face interaction with the hotel staff on their arrival at the hotel. This is a crucial stage as guests form an opinion about the standards and services that the hotel can provide to them

The functions of Front Office on the arrival of a guest includes:

- a) Reception and welcome of the guest (aarti, tilak, and garlanding, or offering welcome drink as per the policy of the hotel).
- b) Registration of the guest
- c) Room rate and room assignment to the guest
- d) Handing over the room key to the guest
- e) Luggage handling of the guest by bell desk
- f) Delivering the mails and messages that the hotel has received on behalf of the guest.

### 3. Stay:

During this stage, the guest gets a first- hand experience of the facilities and services offered by the hotel. These services and facilities are the most important part of a guest's overall experience at a hotel. The stay phase is the most important phase in the guest cycle for the hotel, as guest's comfortable and pleasant stay at the hotel would bring repeat business and positive feedback from the guest. The front office is the interface between the guest and the other departments of the hotel, so it must coordinate well with other departments to ensure that the guest receives smooth and efficient services and facilities.

The functions of the front office during stay of a guest includes

- a/ Handling guest accounts: The creation and maintenance of guest accounts by the front desk cashier and the daily auditing of guest accounts by the night auditor.
- b) Message coordination: Receiving messages or guests when they are not in their rooms and ensuring the delivery of the same on their arrival by the information assistant.
- c) Key handling: Accepting the room key when the guest goes out of the hotel premises and returning the same to the guest when he comes back to the hotel. Some hotels also issue a key card to the guest at the time of accepting the key, and ask the guest to present the key card at the time of collecting the room key. These days, hotels issue Card keys to guest at the time of arrival, therefore key handling, as mentioned above, in large hotels is not required.
- d) Guest mail delivery: Accepting mails of guests and delivering the same to them. When a guest is not in his room, the front desk receives his mail, keeps it in the room and mail key rack, and delivers it to the guest when he returns to the hotel.

If the hotel receives mails for a guest who has a reservation in the future, the mails are sent to reservation section and kept in the reservation docket attached to the reservation form. The mail is

later attached to the GRC (Guest Registration Card), which is handed over to the guest at the time of registration.

e) Guest Paging: Locating a guest in the specific area of the hotel when he is not in his room.

f) Safety deposit locker: Providing the locker facility to guests to keep their valuables like important documents and jewellery. Safety lockers are located in the back office.

g) Guest room change: Changing the room of a guest, in case the guest's preference of room could not be fulfilled at the time of check-in due to unavailability of such a room. The room can also be changed if there is any defect in the room that requires extensive maintenance work or in case of upgrading. Upgrading is allotting a room of a higher price band without any extra charge from the guest.

h) Handling guest queries and complaints

i) Providing information about the hotel, its products and services.

j) Providing information about the city.

k) Making intra and inter- city travel arrangements for the guests, if required.

#### 4. Departure and Post Departure:

The front office should try to cover up any unpleasant episodes during guest's stay by ensuring smooth and hassle-free departure of the guest.

The functions of front office at the time of departure are as follows

a) Preparation and presentation of guest bills: The front desk cashier prepares a guest's bills on the basis of financial transactions between the hotel and the guest recorded in the guest folio. The bill is presented to the guest for settlement.

b) Settlement of guest account: A guest's account is settled by zeroing the guest folio balance. The folio balance may be debit or credit. If the guest folio balance is in debit, then the required amount of money is received from the guest to make the balance zero. If the balance of guest folio is in credit, then the balance amount is returned to the guest to settle his account.



c) Luggage handling by bell desk

d) Left luggage handling

e) Sales and Marketing activity for future reservation: Giving promotional materials to guests, informing them about upcoming offers, and making future bookings in the same hotel or sister concerns in other cities.

f) Warm farewell

It is important to keep in touch with guests even after their departure, generally done by sales and marketing team, which sends flyer with special offers or discounts, gift vouchers etc and wish guests on their important life events.

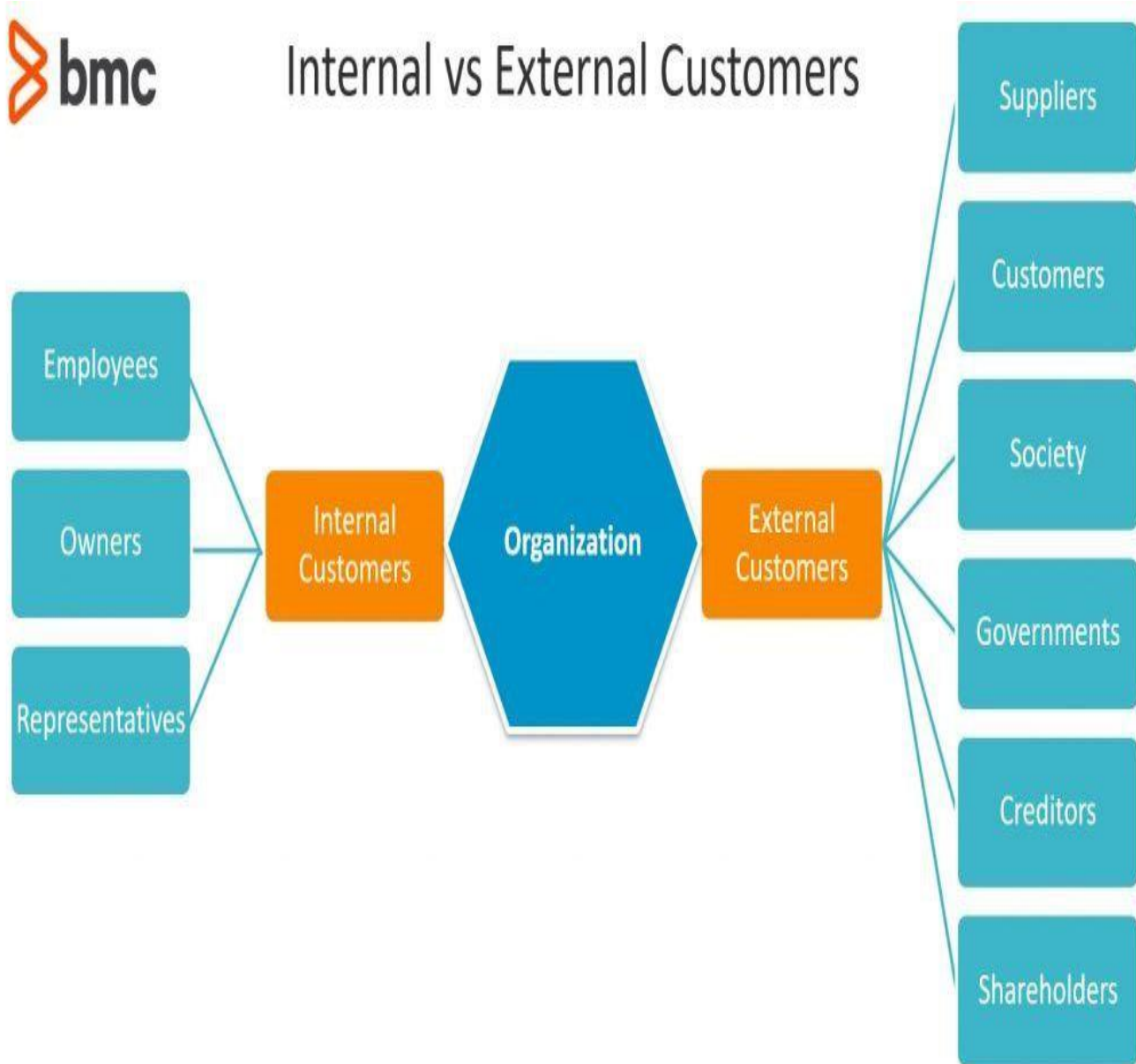
## 2.2 Communicating Internal and External Customers

External customers are the people that pay for and use the products or services your company offers. When brainstorming problems and designing solutions, these customers are who you're designing for. To be clear, an external customer is a person who is not directly connected to your organization other than by purchasing your product or service. This customer could be a one-time purchaser or a person who've you worked with long-term and to whom you've provided add-ons or customization options. External customers are also known as “clients” or “accounts.”

The goals for your external customer can depend on your product or service, i.e., repeat purchasing, referrals, positive reviews, and otherwise supporting your company. You might follow up after-purchase—or during—to conduct formal or quick-pulse surveys. “The customer is always right” is generally the guiding principle when serving this group, and the revenue they generate is the lifeblood of your company. Without them, your company fails.

### 2.2.1. Internal Customer

Internal customers have a relationship with, and within, your company, either through employment or as partners who deliver your product or service to the end user, the external customer. Less obvious but certainly still significant, stakeholders and shareholders are also internal customers. All of these may or may not purchase your product or service





## Internal vs External Customers

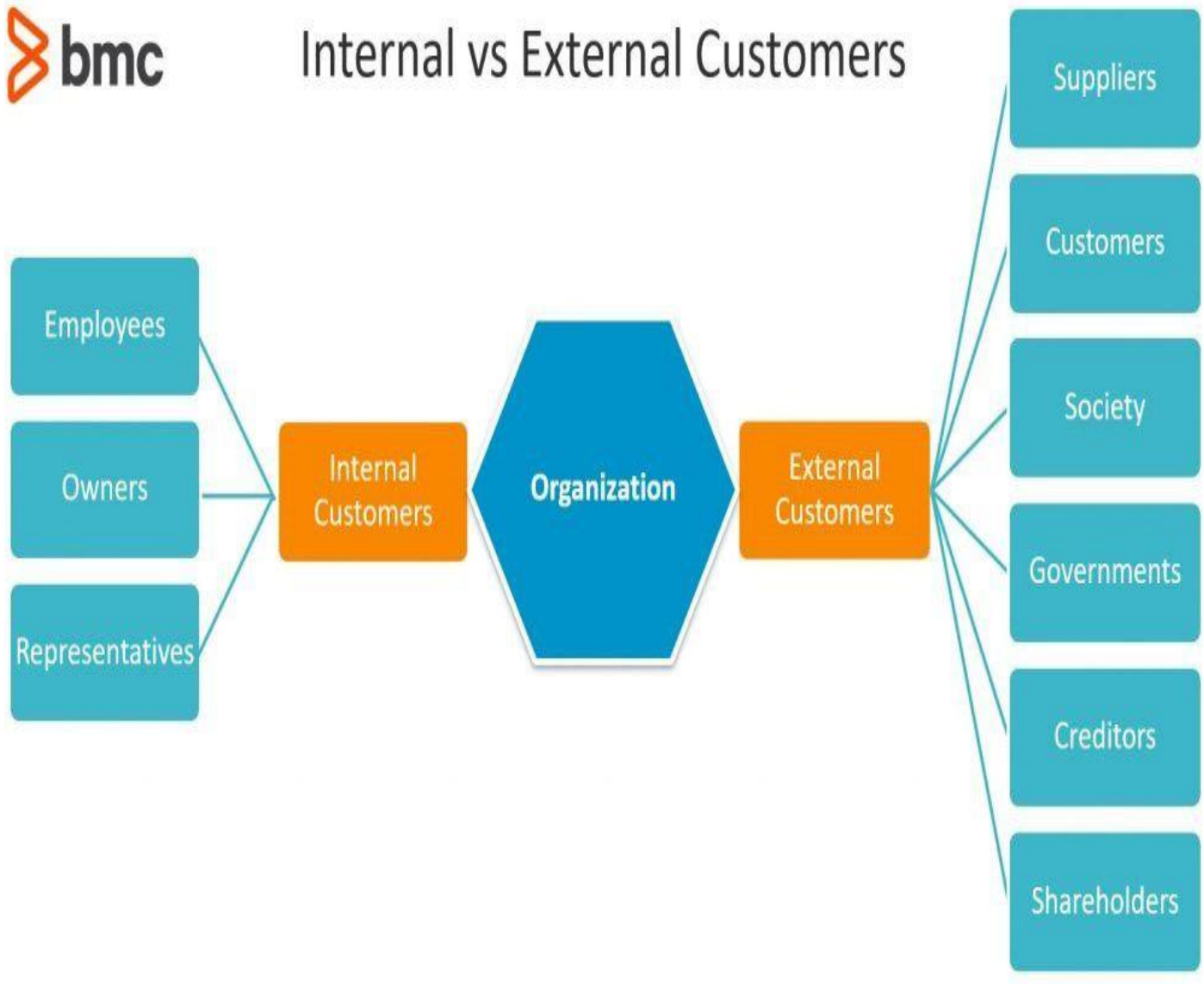


Figure no 2.1: Customer categorization

## 2.3 Room Types

### Different Room Types in hotels

In hotels the rooms are categorized and priced according to the type of bed, number of occupants, number of bed, decor, specific furnishings or features and nowadays special even the special theme available in the room.

Later when assigning the guest room before the arrival of the guest the front desk agent must be aware of guest room characteristics for each room type available in the hotel. Also not to forget any guest specific request or room specific request requested by the guest for eg:- room away from the elevator, King bedded room, twin bedroom, non-smoking room etc.

Following room type definitions are common in the hotel industry:

1) Single: A room assigned to one person. May have one or more beds.

The room size or area of Single Rooms are generally between 37 m<sup>2</sup> to 45 m<sup>2</sup>.



Figure no 2.2 single bed

2) Double: A room assigned to two people. May have one or more beds.

The room size or area of Double Rooms are generally between 40 m<sup>2</sup> to 45 m<sup>2</sup>.



Figure no 2.3 double bed

3) Triple: A room that can accommodate three persons and has been fitted with three twin beds, one double bed and one twin bed or two double beds.

The room size or area of Triple Rooms are generally between 45 m<sup>2</sup> to 65 m<sup>2</sup>.



Figure no 2.4 triple bed

4) Quad: A room assigned to four people. May have two or more beds.

The room size or area of Quad Rooms are generally between 70 m<sup>2</sup> to 85 m<sup>2</sup>.



Figure no 2.5 quad bed

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5) Queen: A room with a queen-sized bed. May be occupied by one or more people.

The room size or area of Queen Rooms are generally between 32 m<sup>2</sup> to 50 m<sup>2</sup>.



Figure fig no 2.6 queen bed

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6) King: A room with a king-sized bed. May be occupied by one or more people.

The room size or area of King Rooms are generally between 32 m<sup>2</sup> to 50 m<sup>2</sup>.





Figure no 2.7 king bed

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7) Twin: A room with two twin beds. May be occupied by one or more people.

The room size or area of Twin Rooms are generally between 32 m<sup>2</sup> to 40 m<sup>2</sup>.



Figure no 2.8 twin b ed

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8) Hollywood Twin Room: A room that can accommodate two persons with two twin beds joined together by a common headboard. Most of the budget hotels tend to provide many of these room settings which cater both couples and parties in two.

The room size or area of Hollywood Twin Rooms are generally between 32 m<sup>2</sup> to 40 m<sup>2</sup>.



Figure no 2.9 Hollywood Twin Rooms

9) Double-double: A Room with two double ( or perhaps queen) beds. And can accommodate two to four persons with two twin, double or queen-size beds.

The room size or area of Double-double / Double Twin rooms are generally between 50 m<sup>2</sup> to 70 m<sup>2</sup>.



Figure no 2.10 Double-double room



10) Studio: A room with a studio bed- a couch which can be converted into a bed. May also have an additional bed.

The room size or area of Studio room types are generally between 25 m<sup>2</sup> to 40 m<sup>2</sup>.



Figure no 2.11 Studio room

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11) Suite / Executive Suite: A parlour or living room connected with to one or more bedrooms. (A room with one or more bedrooms and a separate living space.)

The room size or area of Suite rooms are generally between 70 m<sup>2</sup> to 100 m<sup>2</sup>.

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12) Mini Suite or Junior Suite: A single room with a bed and sitting area. Sometimes the sleeping area is in a bedroom separate from the parlour or living room.

The room size or area of Junior Suites are generally between 60 m<sup>2</sup> to 80 m<sup>2</sup>.



Figure no 2.12 Mini Suite or Junior Suite room

13) President Suite | Presidential Suite: The most expensive room provided by a hotel. Usually, only one president suite is available in one single hotel property. Similar to the normal suites, a president suite always has one or more bedrooms and a living space with a strong emphasis on grand in-room decoration, high-quality amenities and supplies, and tailor-made services (e.g. personal butler during the stay).

The room size or area of Presidential Suites are generally between 80 m<sup>2</sup> to 350 m<sup>2</sup>.

## 2.4 Room Status and Room Codes

During the guest stay, the housekeeping status of the guest room changes several times. The various terms defined are typical of the room status terminology of the lodging industry. Not every room status will occur for each and every guest during their stay at the hotel.

Changes in this status should be promptly communicated to the front office in order to maximize room sales and revenue. Maintaining timely housekeeping status requires close coordination and cooperation between the front desk and the housekeeping department for the Non- Automated / Semi-Automated hotels.

OCC - Occupied: A guest is currently occupied in the room

Stay over: The guest is not expected to check out today and will remain at least one more night.

On-Change: The guest has departed, but the room has not yet been cleaned and ready for sale.

DND - Do Not Disturb: The guest has requested not to be disturbed

Cleaning in progress: Room attendant is currently cleaning this room.

Sleep-out: A guest is registered to the room, but the bed has not been used.

On-Queue: Guest has arrived at the hotel, but the room assigned is not yet ready. In such cases, the room is put on Queue status in-order for the housekeeping staff to prioritize such rooms first.

Skipper: The guest has left the hotel without making arrangements to settle his or her account.

Vacant and ready: The room has been cleaned and inspected and is ready for an arriving guest.

Out of Order (OOO): Rooms kept under out of order are not sellable and these rooms are deducted from the hotel's inventory. A room may be out-of-order for a variety of reasons, including the need for maintenance, refurbishing and extensive cleaning etc.

Out of Service (OOS ): Rooms kept under out of service are not deducted from the hotel inventory. This is a temporary blocking and reasons may be bulb fuse, TV remote not working, Kettle not working etc. These rooms are not assigned to the guest once these small maintenance issues are fixed.

LO - Lockout: The room has been locked so that the guest cannot re-enter until he or she is cleared by a hotel official

DNCO - Did not check out: The guest made arrangements to settle his or her bills ( and thus not a skipper), but has left without informing the front desk.

DO - Due Out: The room is expected to become vacant after the following guest checks out.

CO - Check-Out: The guest has settled his or her account, returned the room keys and left the hotel.

LC - Late Check out: The guest has requested and is being allowed to check out later than the normal/standard departure time of the hotel.

EC - Early Check-in: Guest has requested for an Early Check in and is being allowed to check-in earlier than the normal/standard check-in time of the hotel.

VC - Vacant and Clean - Room is Vacant and Cleaned by the housekeeper.

VD - Vacant and Dirty - Room is Vacant and Dirty.

VR - Vacant and Ready - Room is Vacant and Ready for Check-in

OR - Occupied and Ready

OC - Occupied and Clean - Room is Occupied and Cleaned by the Housekeeping.

OD - Occupied and Dirty - Room is Occupied and yet to be cleaned by the housekeeping.

V/C or O/V - Status Unclear - (Either the room is Vacant and Clean or Occupied or Vacant) need to be verified by the Housekeeping staff.

VCI - Vacant, Cleaned and Inspected - Room is Vacant, Cleaned and Inspected by the Housekeeping Supervisor.

H/L - Heavy Luggage - Guest has Heavy or more luggage than usual.

L/L - Light Luggage - Guest has light or very less luggage.

N/L - No Luggage - Guest has no luggage also know as Scanty Baggage.

DL - Double Lock - Guest has put a double lock in the room.

CL - Chain Lock - Guest has placed a Chain Lock in the room.

HU - House Use - Room is used by the hotel staff or someone staying from the management team.

NCI - Newly Checked In - Room was checked in within the last one to two hours.

NS - No Show - A guest who made a room reservation but did not register or Check-in.

SO - Sleep Out

SR - Service Refused - Guest refused to clean the room.

V - Vacant

MUR - Make-Up Room

## 2.5 The Knowledge Of Hospitality Etiquette

Etiquette s and Manners for Hotel Staff / Front Office Staff

1. Always greet guest and colleagues with a smile and maintain a friendly and pleasant expression.
- 2 .Stand upright, do not fold your arms in front of the guest.
- 3 .Keep your hands out of your pockets.
- 4 .Do not lean on the counter at any time and especially when dealing with the guest.
- 5 .Do not play with your hair and jewellery when you are at the front of the house area.
- 6 .Ensure a positive body language at all times.
- 7 .Always be tactful and courteous, never argue with guests.
- 8 .Be humoured and even-tempered, do not become over friendly with guests.
- 9 .Always be attentive when speaking to guest and look at a guest when addressing him/ her.
10. Always look and act professionally, do understand that there are other guests watching your behaviour.
11. Always appear confident and be positive.
12. Always listen carefully to the guest when talking to him/ her.
13. Try to use the guest's name at least twice once known.
14. Try to ask the right questions to identify the needs of the guests.
15. Talk clearly and maintain a good tone of voice at all times.
16. Do not criticize one guest to another.
17. Do not refer guest as “He/She to They“ in their presence.
18. Never weary the guest with your troubles.
19. Never discuss religion or politics with guests.
20. Be specific in your explanations, in-case of any doubt then consult your colleagues and promptly get back to the guest.

21. Always give the guest a warm and friendly welcome, “Good morning Mr Bond, how may I help you today”.
22. Make the guest feel comfortable and safe.
23. Refer to the guest twice by the correct title and name once known.
24. Identify the guest’s needs and try to provide anticipatory service.
25. Always observe what is happening around you and be ready to assist the guest when needed.
26. Show guests a sympathetic interest.
27. Take your time for the guest and do not rush with them.
28. Always recommend in-house hotels services to the guest and provide with a brochure or additional details if required.
29. Appear neat and tidy but never severe or harsh or strict to the guests.
30. Always try to maintain eye contact with the guests.
31. Should have a good product knowledge and keep updating about new products and services offered.
32. Know the different facilities and services available in the hotel and be ready to describe the details to the guest when asked.
33. Know who is who in the hotel organization.
34. Know about VIP, VVIP and repeating guests.
35. Have a clear understanding of the layout of the hotel.
36. Should know the location, timings, promotions and theme nights of the outlets.
37. Know which function is taking place and where.
38. Have a good knowledge of the place and surroundings where the hotel is situated, eg: nearby places of interest, distance to the airport etc.
39. Be aware of any special promotions or food festivals going on in the hotel.

40. Front desk team should possess a thorough knowledge of all different rooms types and their rack rates.

41. Food and beverage staff should have a good knowledge of the menu.

Self Check-2	Written Question
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**Part I: choose the best answer**

- 1/ The interaction between a guest and a hotel before the guest arrival is called  
A/registration    B/ departure    D/ arrival    d/ reservation
- 2/ The guest has left the hotel without making arrangements to settle his or her account is called  
A/ out of order    B/ skipper    C/ vacant and clean    D/ vacant and dirty
- 3/ A room with two twin beds is called  
A/ double bed    B/king size bed    C/ twin bed    D / check out
- 4/ which one of the following room can accommodate three persons  
A/ double bed    B/ single bed    C/ triple bed    D/ all
- 5/ which one of the following is not the etiquette of hotel person  
A/ tactful    B/ courteous, C/ argument    B/all

**Part II : Match column A with column B**

column A

column B

- |               |                                 |
|---------------|---------------------------------|
| 1/ double bed | a/ external customer            |
| 2/ employee   | b/ room assigned to four person |
| 3/DNCO        | c/ room assigned to two person  |
| 4/quad        | d/ internal customer            |
| 5/ society    |                                 |

**Part II essay**

- 1/ mention all guest cycles
- 2/explain the meaning of external customer
- 3/ write at least five types of guest room





### Unit Three: Hierarchy, Role and Responsibility Of Front Office Personnel

This unit is developed to provide you the necessary information regarding the following content coverage and topics:

- Front office departmental structure of small , medium and large .
- Duties and responsibilities of front office personnel

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this unit, you will be able to:

- Sketching front office departmental structure of small , medium and large .
- Determining duties and responsibilities of front office personnel

### 3.1 Front office departmental structure of small , medium and large

#### Front Office Hierarchy | Organisation Chart Large Hotel

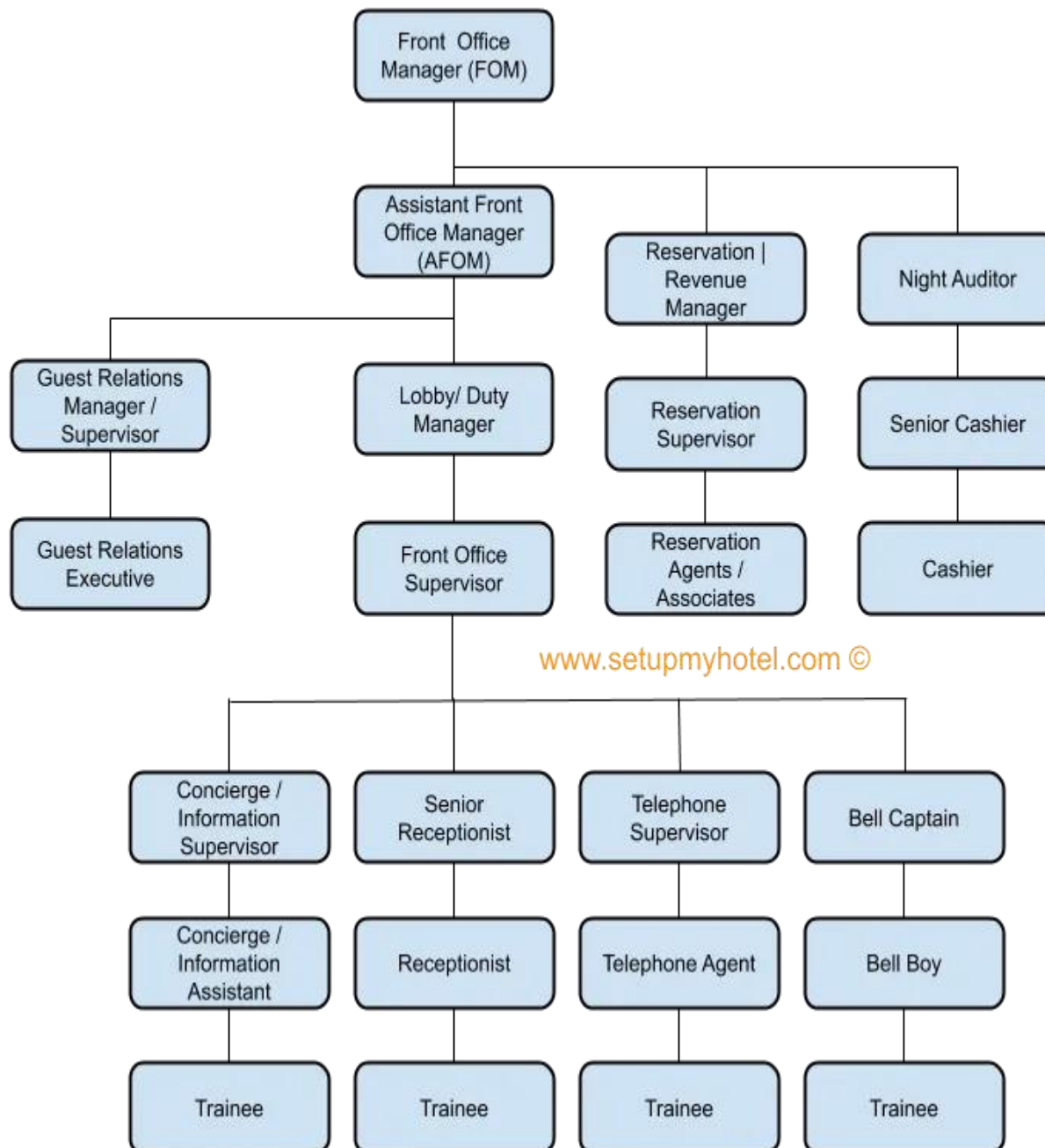


Figure no 3.1 Typical Staff positions of Front Office in a Large or Full-Service Hotel:

Front Office Manager / Director of Rooms: Directly supervises all front office personnel and ensures proper completion of all front office duties.

Assistant Front Office Managers: Responsible to assist the Front office manager in his day to operations and also take charge when FOM is not available.

Duty Manager: Directly supervises the Reception, Concierge, Telephone, Travel Desk and the Bell desk.

Guest Relations Manager: Responsible for all the guest relations related activities in the hotel.

**Reservation Manager:** Responsible for all reservations related tasks.

Revenue Manager: Responsible for managing the hotels online inventory, website, Online Travel Agents etc..

Front Desk Agent: Registers guests, and maintains room availability information.

Cashier: Maintains and settles guest folios, and properly checks out guests.

Night Auditor: Controls the job of the Accounts Receivable Clerk, and prepares daily reports to management (ex: Occupancy Report and Revenue Report).

Mail & Information Clerk: Takes Messages, provides Directions to Guests, and maintains Mail.

**Concierge:** Responsible to assist guests by booking tours, making theatre and restaurant reservations, etc.

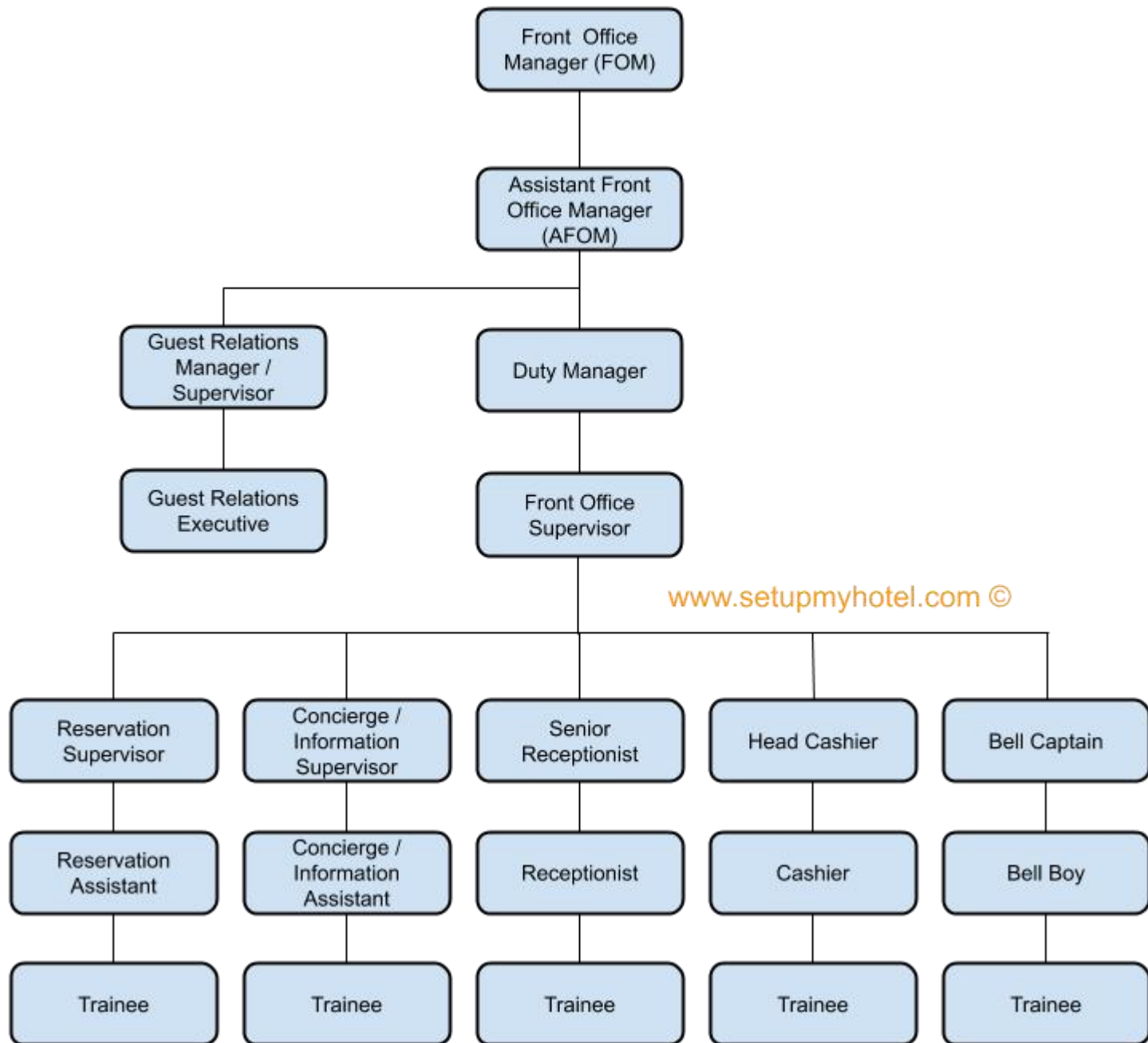
Telephone Operator: Manages the Switchboard and coordinates Wake-up Calls.

Reservation Agent: Responds to Reservation Requests and creates Reservation Records.

Supervisors: Responsible to oversee and assists the duties and tasks of the respective staff work.

Uniformed Service Agent: Handles Guest Luggage, escorts Guests to their Rooms, and assists guests for any bit of information requested.

## Front Office Hierarchy | Organisation Chart Medium Hotel



### Front Office Hierarchy | Organisation Chart Medium Hotel

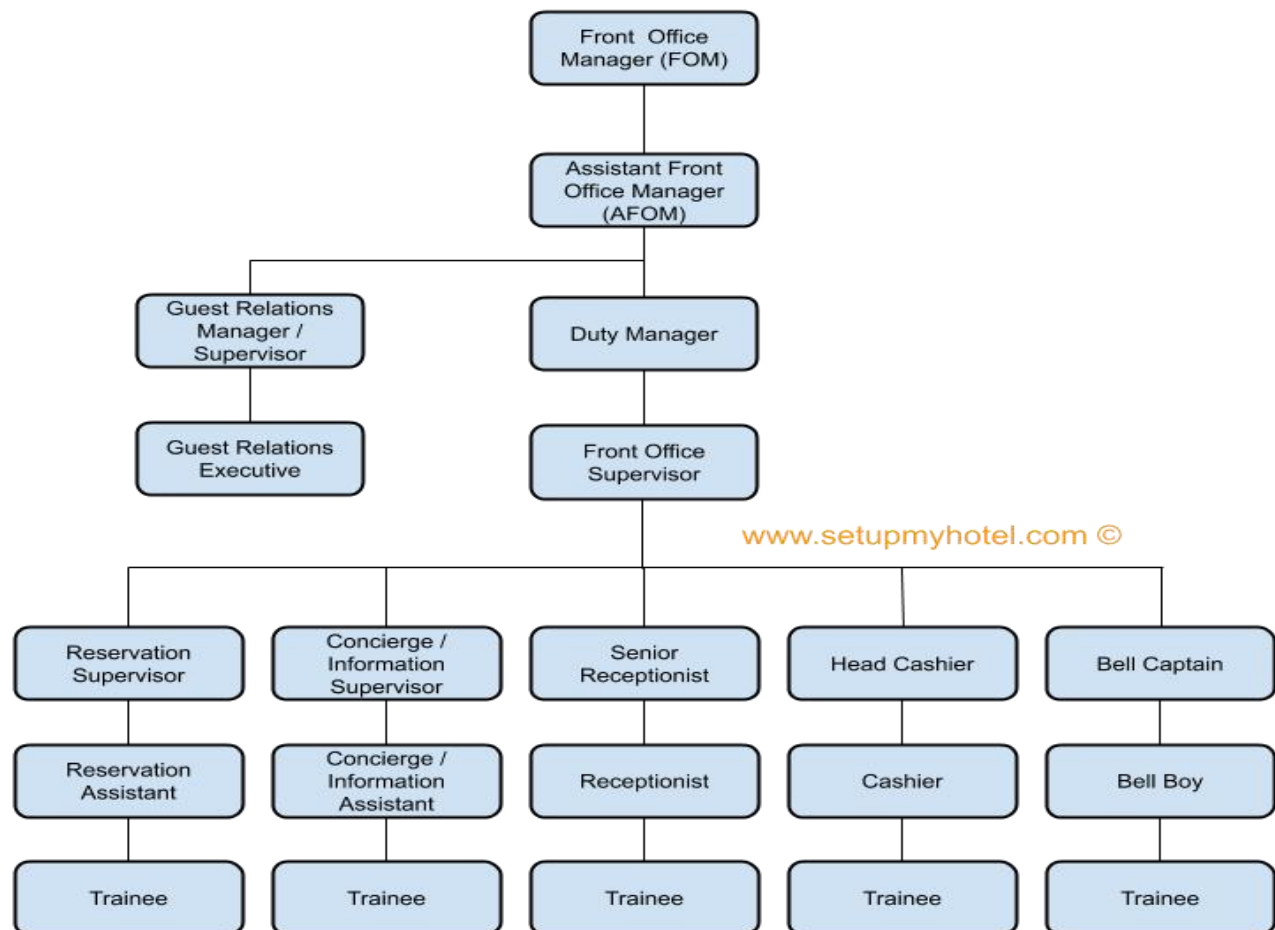


Figure no 3.2 Typical Staff positions of Front Office in a Medium Hotel:

**Front Office Manager / Director Of Rooms:** Directly supervises all front office personnel and ensures proper completion of all front office duties.

**Assistant Front Office Managers:** Responsible to assist the Front office manager in his day to operations and also take charge when FOM is not available.

**Duty Manager:** Directly supervises the Reception, Concierge, Telephone, Travel Desk and the Bell desk.

**Guest Relations Manager:** Responsible for all the guest relations related activities in the hotel.

Front Desk Agent: Registers guests, and maintains room availability information.

Cashier: Maintains and settles guest folios, and properly checks out guests.

Concierge: Responsible to assist guests by booking tours, making theatre and restaurant reservations, etc.

Reservation Agent: Responds to Reservation Requests and creates Reservation Records.

Supervisors: Responsible to oversee and assists the duties and tasks of the respective staff work.

Uniformed Service Agent: Handles Guest Luggage, escorts Guests to their Rooms, and assists guests for any bit of information requested.

## Front Office Hierarchy | Organisation Chart Budget Hotel or Small Hotel

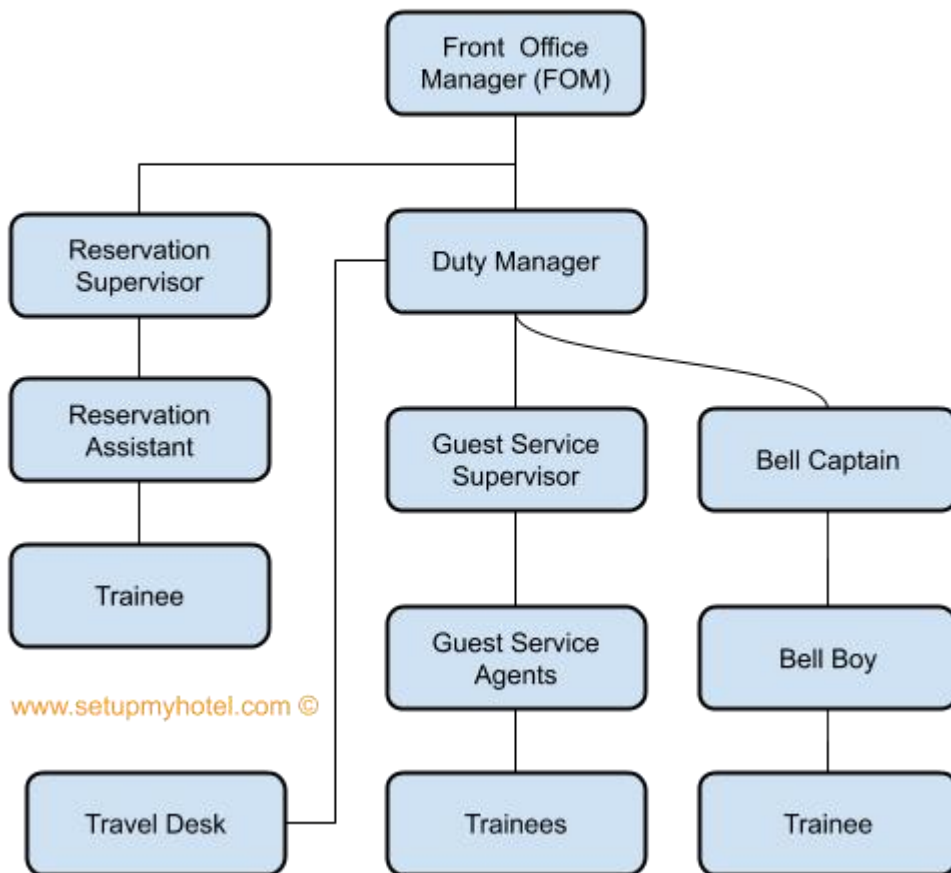


Figure no 3.3 typical staff positions of front office in a small Hotel

**Manager / Director Of Rooms:** Directly supervises all front office personnel and ensures proper completion of all front office duties.

**Duty Manager:** Directly supervises the Reception, Concierge, Telephone, Travel Desk and the Bell desk.

**Guest Service Agent:** Registers guests, handle telephone, maintain room availability, guest folio, guest profiles and perform check-out.

**Reservation Agent:** Responds to Reservation Requests and creates Reservation Records.



Supervisors: Responsible to oversee and assists the duties and tasks of the respective staff work.

Uniformed Service Agent: Handles Guest Luggage, escorts Guests to their Rooms, and assists guests for any bit of information requested.

## 3.2 Duties And Responsibilities Of Front Office Personnel

### 3.2.1 Front Office Manager

Front Office manager must be a skilled planner who channelizes the various resources viz. people, money, time, work

methods, materials, energy and equipment to suit the objectives of the property. He should maintain cordial relationships between the front office and other hotel divisions and departments by encouraging communication between all areas of responsibility.

Basic Function: To supervise all front office personnel and ensure proper completion of all front office duties.

Duties & Responsibilities:

1. Evaluate and decide the need of personnel in the department.
2. Participate in the selection of front office personnel.
3. Train and update staff skills.
4. Schedule the staff duties.
5. Supervise and help workloads during shifts.
6. Evaluate the job performance of each front office employee.
7. Maintain working relationships and communicate with all departments.
8. Maintain master key control.
9. Check room status
10. Resolve guest problems quickly, efficiently and courteously
11. Update and monitor group information and requirements.
12. Review credit limit report.

13. Enforce all cash-handling, other modes of payment and credit policies.

### 3.2.2 Front Desk Agent

Also designated, as Receptionist or Front office Assistant in some hotels, is the first person a guest sees on entering the property and the last person the guest sees on leaving.

Basic Function: To assist guests in all front office-related functions in an efficient, courteous, and professional manner that maintains high standards of service and hospitality.

Duties and Responsibilities:

### 3.2.4 Switchboard Operator

They are heard by the guest but are rarely seen. They represent the hotel through their voice on the phone. They build a very significant image of the hotel to a prospective guest. The work has drastically changed due to the electronic age, but the basic voice assistance is always a warm welcome.

Basic Function: Receives and directs incoming and outgoing calls to individual guests, staff, or departments.

Duties and Responsibilities:

1. Answer incoming calls.
2. Direct calls to guestrooms, staff, or departments through the switchboard or PBX system.
3. Place outgoing calls.
4. Receive telephone charges from the telephone company and forward charges to the front desk for posting.
5. Take and distribute messages for guests.
6. Log all wake-up call requests and perform wake-up call services.
7. Provide information about guest services to guests.
8. Answer questions about hotel events and activities.

9. Provide paging services to hotel guests and employees.
10. Know what action to take when an emergency call is requested or received.
11. Be aware of all the emergency service nos. and systems relating to the same.

### 3.2.5 Front Office Cashier

Basic Function: Guest accounting tasks require efficiency and accuracy. The tasks of the front office cashier center on the guest accounting cycle. The front office cashiers post revenue center charges to guest accounts. The hotel's revenue centers communicate information on charge purchases to the front desk. Cashiers then post these charges to guest accounts to ensure that the charges will be settled at checkout. Where computerized systems are installed, the Point of Sale operations are directly posted to the Guest Ledger whenever the guest utilizes a particular service. The cashiers also receive payment from guests at checkout. They coordinate the billing of credit card and direct-billed guest accounts with the accounting division. The cashier at the close of each shift balances all guest accounts. They also manage safe deposit boxes / lockers, variety of banking services including foreign exchange.

Duties and Responsibilities:

1. Operate front office posting equipment/ system.
2. Obtain the house bank and keep it balanced.
3. Complete cashier pre-shift supply checklist.
4. Take departmental readings at the beginning of the shift.
5. Complete guest check-in and checkout procedures.
6. Post charges to guest accounts.
7. Handle Paid-outs (VPO).
8. Transfer guest balances to other accounts as required.

9. Settle guest accounts in cash, credit card, Company account by transferring balances to the respective ledgers.
10. Post non-guest ledger payments.
11. Make account adjustments.
12. Balance departmental totals and cash at close of shift.
13. Manage safe deposit box/ locker.

### 3.2.6 Uniformed Bell Service Staff

Basic Functions: Meeting, greeting and escorting guests to their rooms and also the reverse of it i.e. escorting guests from their rooms to the front desk, to their means of transport etc. They also do errands, handle messages and page guests. They also act as the eyes and ears of the hotels since they are strategically stationed and also make trips to many floors and rooms. Work closely with the front desk staff, room service employees and other hotel personnel in providing guest assistance with luggage, transportation and miscellaneous needs.

Duties and Responsibilities:

1. Maintain a good personal appearance at all times. Wear the standard uniform and name tag.
2. Escort guests to and from their rooms if required and also assist in carrying their luggage.
3. Keep the lobby directory up to date.
4. Watch for any unusual persons or activities and report them to management.
5. Transport hotel guests to and from the airport on request. Keep limousines and other hotel vehicles clean and in top running condition.
6. Maintain an orderly, secure checkroom for guests.

### 3.2.7 Concierge

**Basic Functions:** They are specialized in assisting the guest – regardless of whether inquiries concern in-hotel or off-premises attractions, facilities, services, or activities. Must provide concise and accurate directions; make reservations for flights, theater or special events, obtain tickets, organize special functions such as VIP cocktail receptions and arrange for secretarial services, if needed.

**Duties and Responsibilities:**

1. Develop a strong knowledge of the hotel’s facilities and services and of the surrounding community.
2. Provide guests with directions / information to attractions or facilities in or outside the property.
3. Make guest reservations for air or other forms of transportation when requested; obtain necessary itinerary and tickets.
4. Make guest reservations for the theater and other forms of entertainment when requested, obtain necessary tickets and provide directions to facilities.
5. Organize special functions as directed by management.
6. Arrange secretarial and other office services.
7. Coordinate guest requests for special services or equipment with the appropriate department.
8. Check with roomed guests periodically to ascertain if they have any special needs.
9. Handle guest complaints.

### **3.2.8 Night Auditor**

**Basic Functions:** Must be skilled record keeper since the job requires him to track room revenues, occupancy percentages, and other front office operating statistics and prepare, a summary of the financial performance for the day. He is basically an employee of the accounts division. Has to verify all account postings and balances made during the day by front desk cashiers and agents. In some properties, he may also act as front desk agent during the night.

**Duties and Responsibilities:**

1. Post room charges and taxes to guest accounts.
2. Process guest charge vouchers and credit card vouchers.
3. Post guest charge purchase transactions not posted by the front office cashier.
4. Transfer charges and deposits to master accounts.
5. Verify all account postings and balances.
6. Monitor the current status of coupon, discount, and other promotional programme.
7. Track room revenues, occupancy percentages, and other front office statistics.
8. Prepare a summary of cash, cheque s, credit card activities and summary of results of operations for management.
9. Understand principles of auditing, balancing and closing out accounts.
10. Know how to operate posting machines, other front office equipment and computers.
11. Understand and know how to perform check-in and checkout procedures.

Self Check 3	Written Question
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**Part I : Choose the best answer**

1/which one of the following directly supervises Reception, Concierge, Telephone, Travel Desk and the Bell desk.

A/ duty manager    B/ front office manager    C/reservation agent    D/ front desk agent

2/ which one of the following is responsible for the registration of the guest

A/ cashier    B/ front desk agent    C/ concierge    D/ all

3/ which one of the following is responsible for the assisting of the guest

A/ switch board operator    B/ concierge    C/ manager    D/ front desk agents

4/ which one of the following is responsible for Receiving and directing incoming and outgoing calls to individual guests, staff

A/room attendant    B/ waiter    C/ switch board operator    D/ front desk agent

5/ which one of the following complete guest check-in and checkout procedures.

A/reservation agent    B/ front desk agent    C/ cashier    D/ manager

**Part II matching Match column A with column B**

A

B

1/ Front Desk Agent

A/ Handles Guest Luggage, escorts Guests to their Rooms, and assists guests for any bit of information requested.

2/ Cashier

B/ Responds to Reservation Requests and creates  
Reservation

3/ Concierge

C/ Responsible to assist guests by booking tours, making  
theatre and restaurant reservations, etc.



4/ Reservation Agent

D/ Maintains and settles guest folios, and properly checks out guests.

5/ Uniformed Service Agent

E/ Registers guests, and maintains room availability information

### **Part III Essay**

1// explain the difference between reservation and registration?

2/ write the responsibilities of front desk agent?

3/ mention the main function of switchboard ?

## Unit Four: Interdepartmental Coordination

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Role of front office in leading the exchange of information among departments
- Relevance of the front office in coordinating guest services

this guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Identify the role of front office in leading the exchange of information among departments
- Identify the relevance of the front office in coordinating guest services

## 4.1 Role Of Front Office In Leading The Exchange Of Information Among Departments

### Interdepartmental Communication

Front office interacts with various departments since the guest inquire about reservation through the entire guest cycle up to the guest's departure.

Here is how front office needs to communicate with the other departments –

**Communication with Human Resource** – Front Office department is engaged with the HR department to interview, help shortlist them, and select the most eligible employees. It also contacts the HR department for employee training and induction programs, salaries, leaves, dues, and appraisals.

**Communication with Accounts** – As front office department handles guest accounts with a complete responsibility, the staff needs to often interact with the back-office accounting colleagues regarding payment settlements or dues of guests or non-guests, discount offers, and coupons settlement. It also needs to sort out and get actual status of night auditing with accounts.

**Communication with Food and Beverage Department** – Since front office department is the one where the guests speak about their food and beverage requirements during reservation, the front office needs to communicate with the food and beverage sections frequently.

It also keeps the track of guest's purchases from the restaurant, the bar, or coffee shops in the hotel. It conveys special requests of the guest regarding food and beverage to the F&B department. It deals, accepts, and reserves banquet inquiries and coordinates them with the respective departments.

**Communication with Marketing and Sales Department** – Sales and Marketing department highly relies upon front office inputs about the guests. The guest history compiled by the front office department is an excellent source for segmenting the customers, prepare customer-oriented packages, and plan and execute the campaigns.

The front office staff contacts marketing and sales department in case there is a need to prepare electronic marquees or message boards for promotions.

**Communication with Housekeeping** – The front office staff needs to interact with the housekeeping department on the concerns such as –

Readiness of vacated accommodation for selling.

Security of the accommodation.

Guest's complaints and requirements about any amenities is initiated at the front desk.

Guest's requirement of removing soiled dishes or linen from the accommodation.

In addition, the housekeeping department relies upon front office staff for the number of accommodations sold, departures, walk-ins, stay-over guests, and no-shows. Timely distribution of the accommodation sales helps the housekeeping manager to plan employee personal leaves and vacations.

**Communication with Banqueting** – The front office and banqueting department needs to interact with each other on the concerns such as –

Expected number of guests to attend the banquet.

Showing directions of the venue to the unfamiliar banquet guests.

Posting of daily messages on felt board regarding venue, occasion, hosts and guests.

Settling of the city account against the banquet service for the guest.

Switchboard Operators

## 4.2 Relevance Of The Front Office In Coordinating Guest Services

### 4.2.1 Guest Service Skills

Hotel front desk employees (also known as guest services employees) are responsible for making sure each guest has a pleasant experience at a hotel. Tasks typically involve checking in and checking out guests, taking reservations, and answering any questions guests may have.

You don't need a college degree or any relevant experience to be a hotel front desk employee, although an associate's degree in business, administration, or hospitality can help. Some people that are interested in the hospitality industry begin as guest services employees and then move up to supervisory positions.

### 4.2.2 Guest Service Skills

The following are a few types of guest service skills.

#### Communication

Communication is critical for hotel front desk and guest service employees. They speak with guests in person and over the phone all day, so it is important that they speak clearly and maintain a positive tone.

- Greeting
- Nonverbal Communication
- Oral Communication
- Phone Etiquette
- Formality
- Adherence to Policies and Procedures
- Composure

Because a front desk worker has to multitask and serve many guests at once, a good employee must keep calm under pressure. Even when the hotel is very busy, the employee should be able to juggle a variety of tasks while remaining friendly to customers.

- Multitasking
- Flexibility
- Professionalism
- Professional Appearance
- Stress Management
- Bearing
- Computer Literacy

Working at the front desk requires using computers to keep records, process payments, and complete other tasks. While you don't need to be an expert in the world of tech, you do need to be computer literate. You must either be already comfortable with the software the hotel uses and be able to learn new software quickly.

- Central Reservations Systems (CRS)
- Mathematics
- Microsoft Office
- Payment Processing
- Friendliness

A front desk employee is typically the first person a guest sees upon entering a hotel. Therefore, front desk workers have to be extremely welcoming. A good guest services employee greets every guest with a smile and kind word.

- Customer Service
- Courtesy

- Enthusiasm
- Energy
- Guest Relations
- Interpersonal
- Positivity
- Organization

Front desk employees are always multitasking; they must answer phones, greet guests, answer questions, check out customers, and more. Being organized allows a front desk worker to juggle these multiple tasks.

- Attention to Detail
- Efficiency
- Prioritization
- Time Management
- Problem Solving

Being a front desk employee means you will be the first person that guests bring their problems to. These problems could be minor, such as a request for restaurant recommendations. They could be major, such as a guest whose reserved room is not wheelchair accessible, as they had requested. There could even be unexpected emergencies, such as a guest in a medical crisis.

Your job will be to resolve the problem if possible or figure out who to call to get it solved.

If you can respond promptly and creatively to these challenges, you can give guests a good experience, and you can earn a good review for your hotel despite a difficult situation.

- Analytical
- Creativity
- Resolving Complaints

- Troubleshooting
- Customer Service
- Sales Skills

While front desk employees are not salespeople, they should be able to promote specific hotel services and offer suggestions. They might also encourage guests to purchase more luxurious and expensive rooms, if their goals and budget would be better served. People in guest services, therefore, need to be comfortable promoting products and services.

- Communicate Sales and Promotions
- Promote Facilities and Services
- Recall Customer Programs
- Provide Information on Hotel Services
- Up selling
- Teamwork

Front desk employees often have to work with others. Sometimes they have to work with other employees at the front desk to handle a difficult problem. Other times, they have to communicate with people in different departments within the hotel including parking, housekeeping, and management—to ensure that guests are satisfied with their stay. Front desk employees need to be able to get along and work with a variety of people.

- Integration
- Collaboration
- Leadership
- Team Building
- Guest Service Skills
- Written Communication
- Confidence
- Concierge
- Scheduling
- Memory
- Physical Endurance



- Resilience
- Active Listening
- Presentation
- Negotiation
- Multilingual
- Mobile Devices
- Empathy
- Articulating
- Patience
- Focus
- Agility
- Quality Assurance
- Versatility
- Compassion
- Approach ability
- Initiative
- Attentive
- People-Oriented
- Critical Thinking
- Diligence
- Poise

Self Check 4	Written Question
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### **Part I: Choose the best answer**

- 1/ The front office staff needs to interact with the housekeeping department on the concerns of  
A/ Readiness of vacated accommodation for selling. B/ Security of the accommodation.  
C/ Guest's complaints D/ all
- 2/ which one of the following is not guest service skills  
A/Multitasking B/ Flexibility C/ Professional Appearance D/ none
- 3/ which one of the following is not correct about guest service skills  
A/ argument B/ courtesy C/ flexibility D/ versatility

### **Part II matching Match column A with column B**

#### column A

- 1/ front office relation with house keeping
- 2/ poor service skill
- 3/ front office relation with accounting
- 4/ guest service skill for selling.

#### column B

- A/ Patience
- B/ status of night auditing
- C/ argument
- D/ Readiness of vacated accommodation

### **Part II: essay**

- 1/ write at least five guest service skills
- 2/ Write the relationship between front office and house keeping
- 3/ write the importance of guest service skill

## Unit Five : Differentiate Front Office Systems

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Front office system trends in early and modern hospitality.
- Advantages and disadvantages of each operational systems

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Differentiating front office system trends in early and modern hospitality.
- Identifying advantages and disadvantages of each operational systems

## 5.1 Front Office System Trends In Early And Modern Hospitality.

### 5.1.2 Front Office System Trends In Early Hospitality.

A Fragment of the Past: The System of Hotel Front Office Racks

Rack room cover

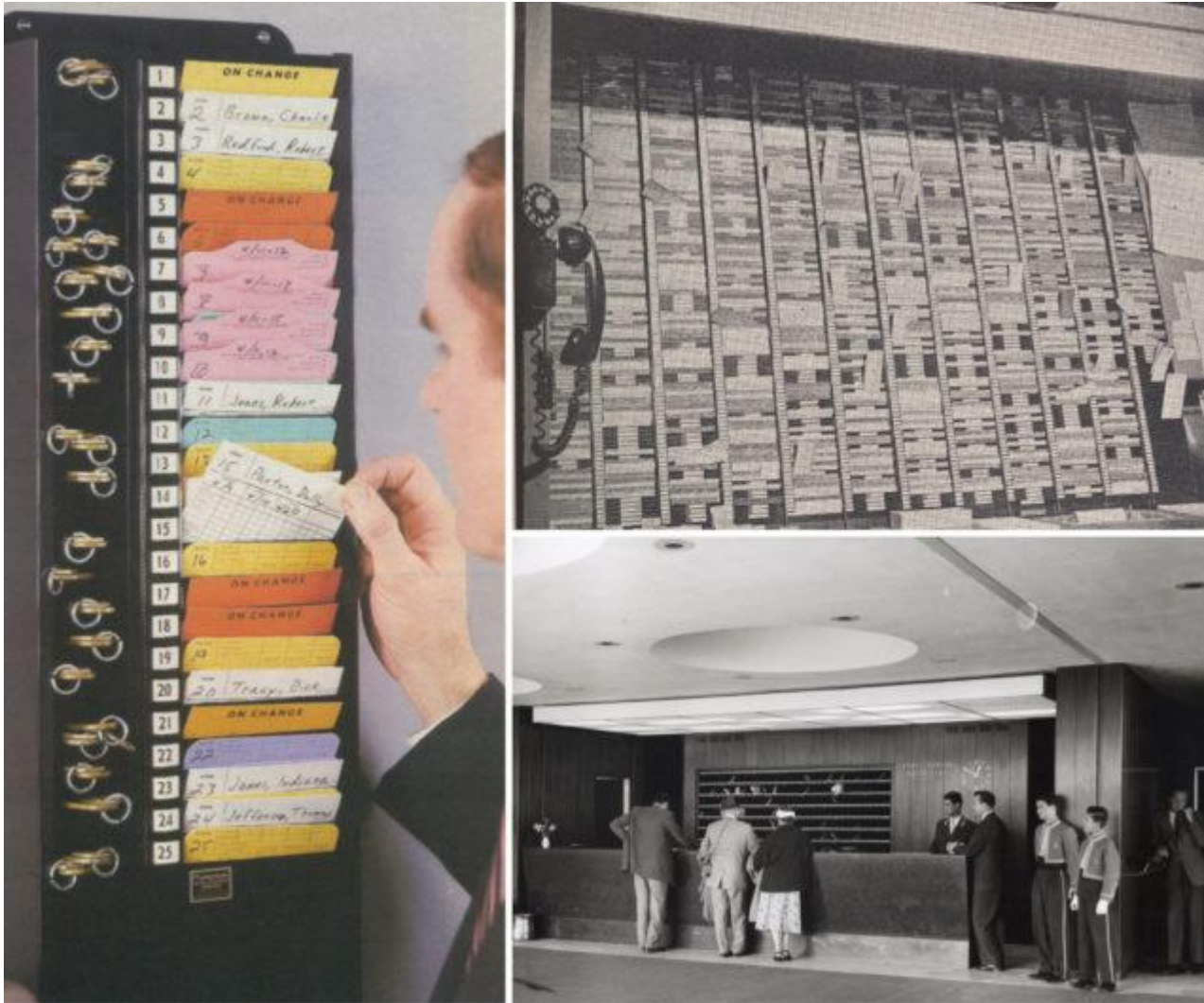


Figure no 5.1 Front-of-House & Front Desk

Have you ever really noticed the front desks of the hotels that you visit? Chances are, you don't think twice about it—because more and more, the front-of-house area is designed to be subtle and unobtrusive. If you are aware of the front desk area, it's more likely to be due to its high-tech

accoutrements and services. Some hotels now come equipped with features like automated check-in kiosks and even computerized luggage carriers. While this may not be the standard, it's rapidly becoming more common and indicates the direction that hotels are taking for their front-of-house environments. Since the front desk is usually the first point of contact that guests have with a hotel and is where they check in and out, request information, settle their accounts, and offer different types of feedback, the accessibility and style of this area can make a huge impact.

Prior to the introduction of computerization and other technological updates, front office tasks were performed quite differently, although the front desk was just as integral and the system was extremely orderly and efficient. The evolution of the hotel front-of-house, as overseen by the front office department, over the last several decades indicates larger changes and trends within the hospitality industry itself. This article takes a trip back in time and offers a glimpse of the past through an exploration of the old systems of hotel front office racks.

Let's first go back to the early 20th century: during this time, hotels were considered to be “manual,” and most functions were carried out by systems that leveraged heavily on human capital. Besides billing and accounting, the hotel staff were responsible for duties like room status checks and guest registration. As advancing technology began to address some of these functions, hotels gradually transitioned to the use of “electromagnetic systems which were semi-automated, before moving to a wholly computerized, fully automated arrangement” (. The heart of the front desk became a metal file system that consisted of pockets to hold rooming and reservations slips, called the room rack. You may already be familiar with the room rack without knowing: it is from this system that we have derived the term “rack rate,” the undiscounted price a hotel will charge for a room. Formerly, when guests arrived at a hotel without a reservation, “traditionally, the standard rate was posted on or near the room rack.



Figure no 5.2 room rack

The pneumatic tube was also a system used in earlier hotels. Behind the clerk's desk, where the mail and information racks were located, a battery of pneumatic tubes connected to every department of the hotel. These extensively utilitarian tubes carried a mass of information ranging from mails and orders to charges and meal checks. These tubes saved a lot of time and labor and accelerated several

procedures by creating a network between service departments . Even as recently as the 1980s, you could send restaurants checks through this pressurized air network directly to the hotel’s front office cashier. In just a few seconds, the check traveled through the pneumatic tube to the bill clerk, who would quickly post the charges before the guest checked out.

#### Key Front Office Positions in a Manual Hotel

Today, it would be almost impossible to maintain a room rack or pneumatic tube system because the sheer size and breakdown of contemporary hotels render it completely impracticable. However, hotels in the past were smaller and contained fewer major departments. For example, the New York Hotel’s front office consisted of three departments: the reservations department, the mail and information department, and the rooms department. Using the New York Hotel as of 1931 as an example, we can trace the history and development of these departments and the positions within them.

#### Reservations Department

**Reservation clerk:** The reservation clerks answered reservation telephones and filed reservation slips or tabs in the room rack. The slips or tabs were usually color-coded to denote the type of reservations.

Below is an example of a color code system

- Regular Reservation
- Late Arrival
- Special Attention
- Conventions
- Travel Agency
- Reservation

In more advanced reservation systems, hotel reservationist’s completed carbonated, perforated rack slips on a typewriter, after which copies were distributed to various areas of the front office and hotel as needed.

#### Mail and Information Department

**Mail and information clerk:** Like the reservation clerks, the mail clerks answered telephones and inquiries specific to their department’s purview. They also made verification's of “unregistered” reports which are given out by switchboard operators. The mail clerk checked emergency arrival slips



and accepted incoming telegrams and special delivery letters. He/she also handed out keys and mail to guests.

**Tube clerk:** The tube clerks were in charge of receiving and dispatching mail to and from the different floors and departments through the pneumatic tube system.

**Rooms department:**

**Room clerk:** Room clerks were stationed at the registration desk to serve the guests. The room clerk had to be knowledgeable about the different types of rooms in the hotels, along with their respective amenities, furniture, and location. The room clerk instantly knew how to handle each arrival, as the color of the slips the guest carried or received indicated the type of booking

**Rack clerk:** Rack clerks were in charge of checking the status and condition of the rack at any point of time, as well as at specific hours against vacancy reports, and made any necessary corrections.

### **Stacks of Racks: the Different Types of Racks**

The room rack is only the tip of the iceberg: hotels adopted a rack system for just about every facet of their front desk operations. Not only did they each serve different purposes, but the various structures also reflected different styles and systems in vogue at the time. It may be hard to imagine what they might have looked like; so, since a picture is worth a thousand words, we have compiled a quick photo gallery to create a visual guide to the past.

### **Reservation Rack**

The reservation racks contained the names of the expected guests and their arrival dates. Typically, there was one rack for every day of the upcoming months and fewer racks for future arrival dates. In larger hotels, racks often covered the whole wall of the reservation office.



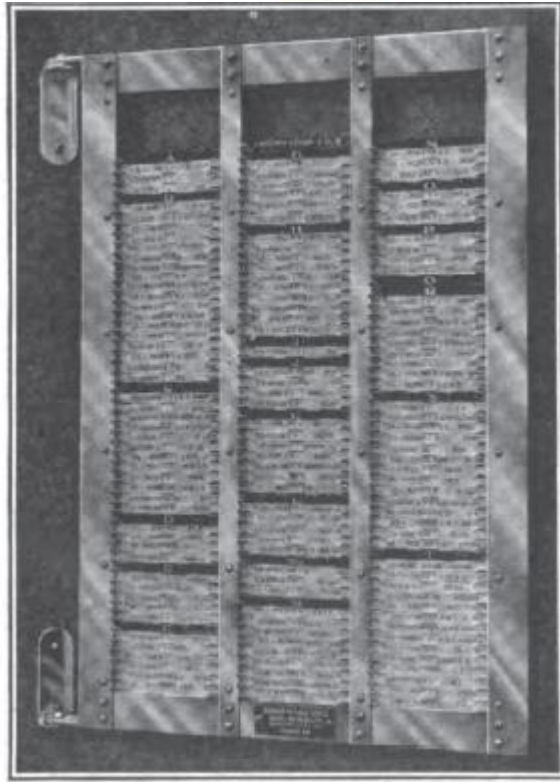


Figure no 5.3 reservation rack

### Room Rack

According to Ismail (2002, p. 200), “The room rack would identify each room type and configuration at a glance,” as well as the occupancies and vacancies available in the hotel (Dukas, 1960, p. 37). Managers would mark each room on the rack according to a certain color code in order to note the room status. The unique code would provide information regarding the occupancy, cleanliness, and pricing of that particular room. The room rack not only indicated the type and location of the room, but also details like the room’s occupancy status, its rate for single and double occupancy, and its connections to abutting rooms (Dukas, 1960).

Much like today’s front desk set-ups, room racks were designed to be nearly invisible upon check-in. Sophisticated systems were typically mounted and arranged in a 60-degree angle behind the front desk. A typical room rack is shown in the picture below.

Room rack

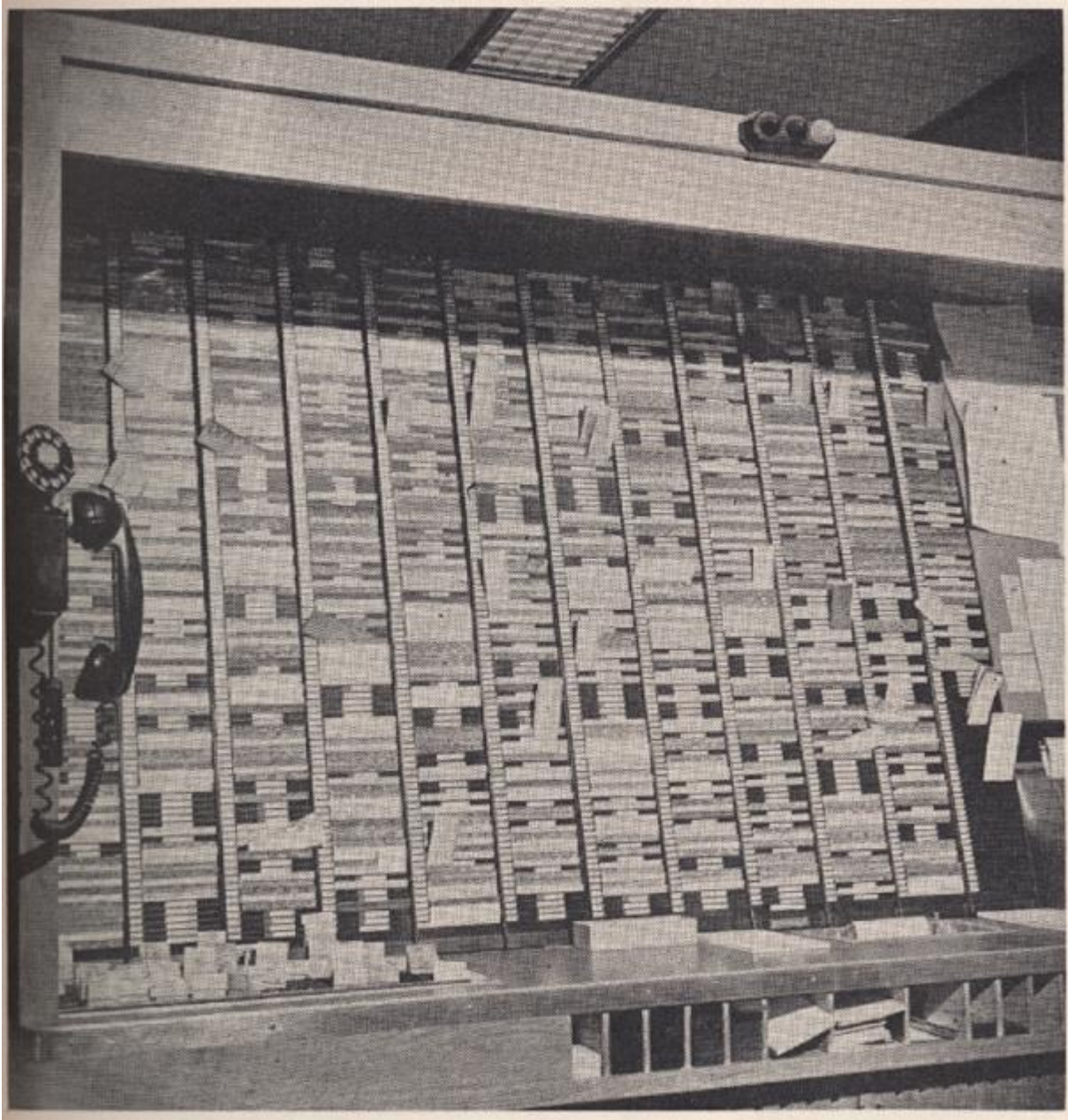


Figure no 5.4 room rack

### Handling Guests' Accounts and Reservations

As with any object feature, time and innovation gradually caused the room rack to evolve. Frederick A. Muschenheim, the brother of the owner of the Astor Hotel in New York, made several innovations

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in hotel technology (Miscellaneous Hotel Notes, 1913, p. 66)., one of which was a room rack frame with flexible card holders mounted on pivots.



Figure no 5.5 room rack frame with flexible card holders mounted on pivots

### Sales Rack

To avoid selling the same room twice and to facilitate the sales of rooms, busy hotels used a control rack that consisted of the cards of every room in the hotel that was available for sale.



## Room Sales Rack with Price Zones and Markers

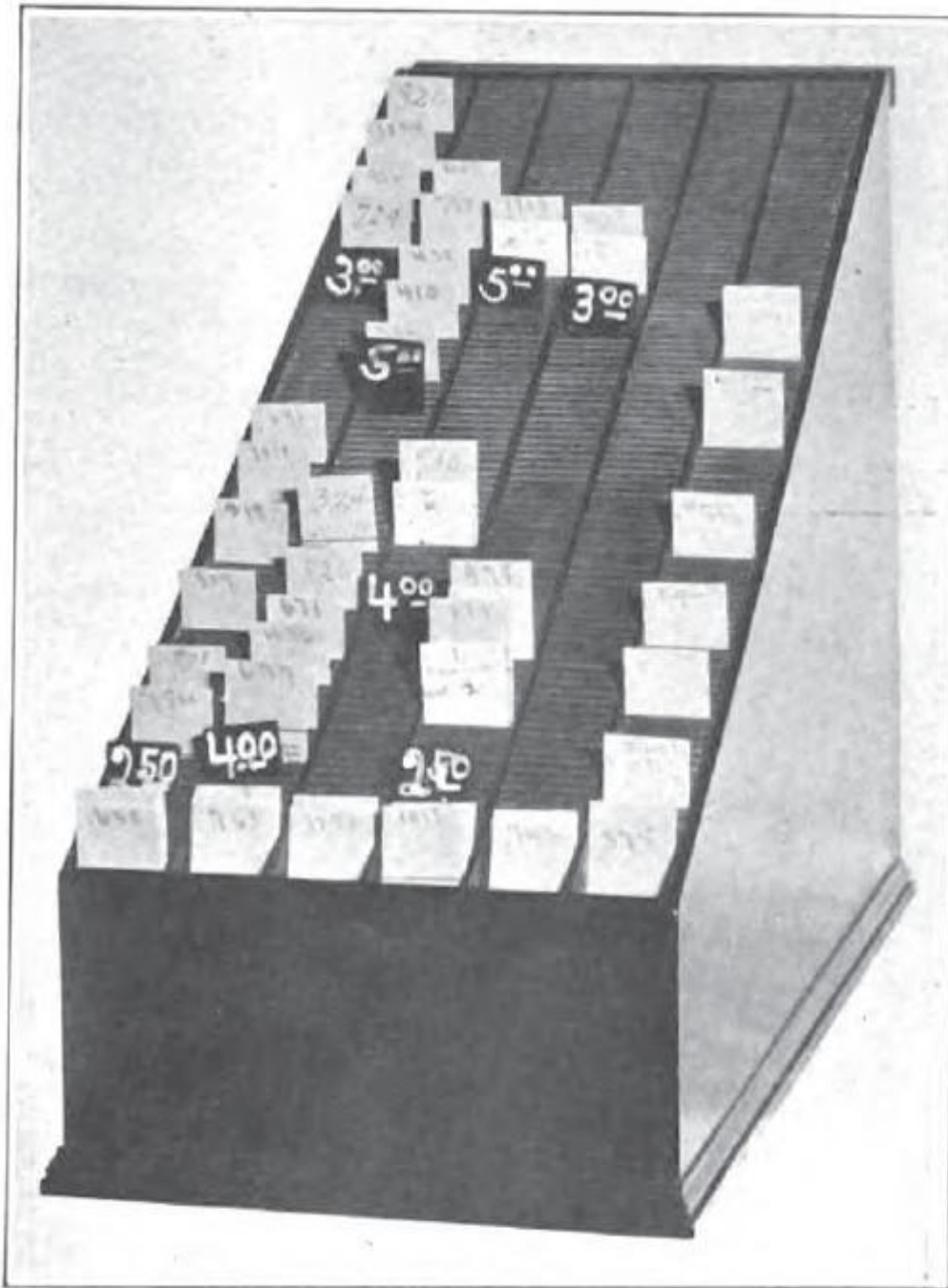


Figure no 5.6 Room Sales Rack with Price Zones and Markers

### Letter and Key Rack

The letter and key racks contained pigeon holes for the aforementioned items. They maintained guest keys and were arranged by room number.



Figure no 5.7 Letter and Key Rack

Key racks were sometimes combined with the room rack in order to minimize the number of racks.

Below is an example:

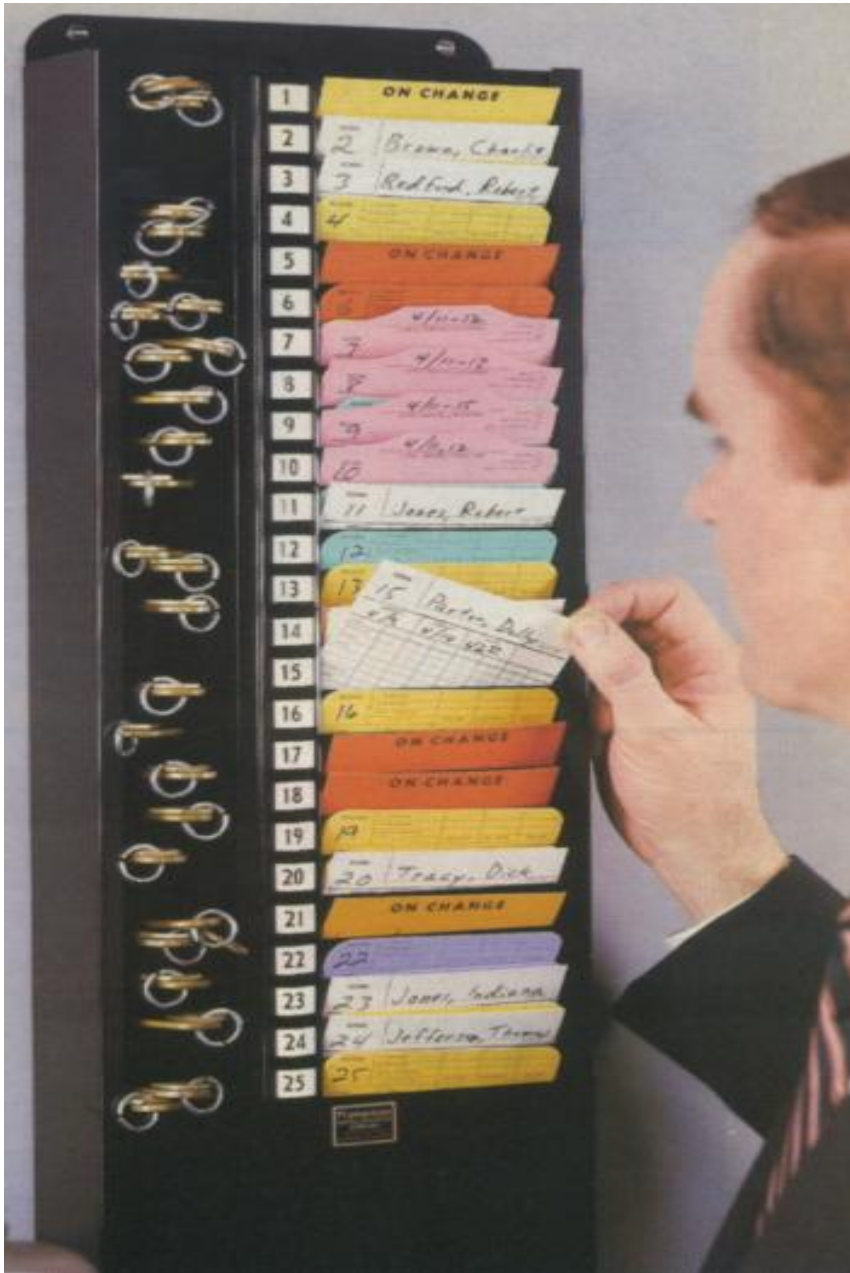


Figure no 5.8 key rack

## Information Rack

These racks contained the names and room numbers of all the registered guests of the hotel. The racks were alphabetically organized by the guests last name.



Figure no 5.9 Rotary Type Information Rack

## Room Racks with Electric Signaling Devices – Early Efforts

In order to facilitate instant communication between the room clerks and the housekeeping department, the Astor Hotel in New York introduced an electrical system with lights in the early 20th century. The system is said to have consisted of a set of sockets for small electric bulbs which were positioned at the front of the room rack. The system was directly linked to bulbs on the doors of every room. When the room clerks received notice from the cashiers that a guest had vacated the room, they

would place a bulb into the corresponding room number on the rack. The bulb would light up, and the light on the room door would immediately flash up and down at regular intervals. This brought the attention of the housekeeping staff, who inserted a key below the bulb on the door when he or she went in to make up the room. This would then turn off both the light on the door and the light on the room rack as well. The automatic signal device saved a considerable amount of time and labor (Efficiency at Astor, p. 26).

In the 1970s, leading hotel chains of the time, such as Hilton and InterContinental, significantly enriched their hotel signaling systems. Following in the footsteps of Muschenheim, room racks evolved to be complemented by consoles that indicated room status and housekeeping requirements. Toward the end of the 1980's, computerized systems based on a combination of lights enhanced front office operations by indicating the exact room status next to each room rack slip. Housekeeping employees could change the status of the room rack remotely by turning their keys in a socket located in the guest rooms.

## **ROOM-STATUS**

In automated systems, most of the racks discussed above were eliminated, as information is internally managed by the computer systems. Today, it is rare to find any hotel operating on a rack system; letter and key racks occasionally still exist to preserve a memento of the past.

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### 5.1.3 Front Office System Trends In Modern Hospitality.

Following front office technology trends is vital to providing a quality customer experience and remaining competitive in today's marketplace. While fears are sometimes expressed that new technologies will eclipse humans in the industry, this is a misconception. In fact, new front office technologies can free up human staff, handling time-consuming tasks so that hotel personnel have more time to spend taking care of customers' needs.

For example, staff may find themselves needing to be away from the front desk from time to time. Having a smartphone app allows them to be present as soon as a customer needs their assistance. There's far more to the front office than simply checking in guests. Automating basic processes means that staff have more freedom to attend to guests and make their stay more pleasant, instead of having to devote time to rote tasks that are better handled by automated systems.

#### Front Office Technology Trends You Should Know About

Here are some of the key front office technology trends that hotel owners and managers should be aware of.

#### 1. Cloud-Based Technology

Cloud-based technology has been a normal feature of our lives for decades now. If you've ever used web-based email or file hosting services, you've already used cloud technology. Cloud-based systems are especially relevant to the hotel industry, where it's important that staff are not tied to a specific terminal and where rapid sharing of information is important. Cloud-based property management services (PMS) are likely to be increasingly widely adopted. Cloud solutions for the front office help hotel operations by allowing systems to be moved from a physical location and onto the internet.

As well as making operations more convenient, cloud-based solutions also make it much easier to keep up with the latest technology trends. Because cloud services require less investment than, say, purchasing extra computers, moving hotel operations to the cloud is highly cost-effective. Cloud-based services are scalable, meaning that hotels can adapt to fluctuations in the need for computer systems (for example, during high and low seasons). Software updates are handled by the service provider, reducing the workload for hotel staff.

#### 2. Self-Check-In Desk Technology

Self-check-in technology was already becoming more popular in recent years. The advent of the pandemic turned it from a desirable upgrade into an essential one. Guests now expect self-check-in facilities as a matter of course. Many hotels now use a check-in kiosk: a convenient one-stop facility that can read debit and credit cards, take payments by card and sometimes cash, print receipts, provide key-cards, and handle other aspects of the check-in process.

Kiosks can also offer additional services or upsells, and inform guests of any add-ons they might want to purchase. A good kiosk offers an easy-to-read menu, an intuitive user interface, and simple commands. In some cases, kiosk instruments can be configured with multiple language options, making life easier for guests from overseas. Kiosks can be sanitised between users, making them a convenient and safety-conscious option for hotels.

### 3. Specialized Mobile Apps

Nowadays, we rely on our smartphones for almost every process or activity. This has come to be included as a hotel trend, as well. As well as booking and paying for a hotel, guests can now use specialized apps to make their hotel stays more convenient and comfortable. While many customers enjoy the human touch of in-person interactions, others are more introverted and prefer their privacy. A specialized phone app can allow guests to check-in or out, open the hotel doors, pay for items in the minibar, order room service, access their hotel safe or use guest-only facilities.

A hotel app also allows guests to contact the front office and communicate with staff in real-time, without having to call down or leave the room. Payments can also be handled via the app, making life easier for the guest and also providing additional opportunities to increase revenue for the hotel.

### 4. Smart Mobile Keys

Mobile key technology has become hugely popular with hotels, as well as luxury residential accommodation and casinos. This kind of technology is convenient for hotels and guests alike, as well as boosting security for both the public and staff members. A mobile key, also called a digital key, can be used to unlock doors using a smartphone. It's safe, and convenient and removes the need for face-to-face interaction — something that's become more important during the pandemic.

Mobile keys greatly streamline the check-in process and remove the need to provide physical keys (which can easily become lost or damaged). As well as offering a cost-saving, the reduction in plastic waste from physical keys also improves sustainability. Mobile keys free up staff, allowing front desk

personnel to devote more of their attention to guests' individual needs. This can help make your property more welcoming and improve the customer experience overall.

## 5. Digital Concierge Technology

A virtual concierge or digital concierge uses artificial intelligence to provide services to guests. Often combined with mobile technology, a digital concierge can provide all the information and assistance that would normally be provided by a human concierge. A digital concierge can do things like find and book restaurants, send flowers to a particular room, assist in organizing events, and so on. It can also offer additional support, such as finding flight information, giving updates on the weather, and helping guests find their way around town.

Digital concierge services can be offered via a mobile phone app, through the hotel's website, or via the in-room TV. One example of a virtual concierge is that offered by Mews, artificial intelligence that helps guests take charge of their entire stay. This software allows guests to check-in and out, send direct messages to hotel staff, and provide other concierge services.

## 6. Robotic Staff

Robots in the hotel industry are nothing new. In 2014, the sector was abuzz with the arrival of a robot butler — an AI-powered device that would not only process orders from guests but deliver items to their rooms. The robot butler can bring food, beverages, toiletries and towels to guests within about 15 minutes of receiving an order. While this innovation was generally seen as a novelty, physical automation is a real and increasingly important feature in many modern hotels.

Perhaps the most dramatic example is the Henn-na Hotel, a Japanese hotel boasting a staff that's almost entirely robotic. Animatronics dinosaurs staff the reception desk, food is served by robots, and rooms come with an adorable egg-shaped robotic assistant that responds to guests' voice commands. Of course, human staff are still on hand to tackle jobs that the robots can't quite manage yet.

## 7. AI and Hotel Chat bots

Chat bots are a common feature of daily life now, from virtual assistants to AI language teachers. Many websites offer chat bots as a way to help visitors find what they need. Modern AI has come a long way since the days of Eliza and similar relatively simple programs, with chat bots offering an increasingly sophisticated and human-like experience. Integrating AI chat bots into your hotel's

customer service can streamline communications, helping you to provide quality service regardless of the availability of staff.

Chat bots can handle inquiries from guests, provide information, solve problems, and generally make a guest's stay more pleasant. Because voice recognition is now so advanced, it's possible for guests to talk to an AI in a very natural way. As many people nowadays are used to using Alexa, Siri and similar technologies, chat bots are no longer daunting or confusing. Even customers who would normally prefer to interact with human staff can be perfectly comfortable using an AI chat bot to deal with their requests.

#### Uncovering Hotel Housekeeping Technology

From software that keeps track of cleaning and care taking schedules to physical automation of cleaning tasks, hotel housekeeping technology is constantly changing and improving. Through automation, housekeeping tasks can be streamlined and made more efficient. In a time of increased sensitivity around hygiene and cleanliness, it's never been more important to be at the top of your housekeeping game.

In “Housekeeping Technology; The Latest Tech used in Hotel Housekeeping”, you'll learn about the latest innovations in housekeeping. You'll learn how technology can help keep your hotel germ-free and protect against COVID. Find out how automated systems such as robot vacuum cleaners can cut costs, free up staff for more important jobs, and improve your guests' experience when they visit your hotel.

#### Smart Hotel Technology Innovations

As more and more devices and systems can be provided with microprocessors and networked to create smart systems, the hotel industry has been quick to adopt this kind of technology. Smart hotel rooms are increasingly popular with guests, thanks to the ease and convenience that they offer.

In “Smart Hotel Technology: 7 Technologies to Smart Up Your Hotel”, you'll learn what smart technology is and what it can do for you. Find out how adding smart technology to your existing properties can be a quick and easy way to update your facilities, improve your guest experience, and increase your revenue.

#### Mobile Check-in Apps As Part of Front Office Technology

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If you want to know more about mobile check-in apps, don't miss this article. Mobile check-in apps are increasingly popular with hoteliers and guests alike, offering a quick, easy and contact less check-in experience. Learn how mobile check-in apps can free up staff, make after-hours check-ins much less tricky, and help minimize the possibility of COVID spread at your hotel.

Front office technology is continuously advancing and providing new ways for hotels to innovate and offer their guests the ultimate service. From robotics and artificial intelligence being adapted to the front desk operations, to new ways of communicating to the guests via apps, there are multiple ways technology can improve hotel experiences.

## 5.2 Advantages And Disadvantages Of Each Operational Systems

### 5.2.1 Advantages Of Early Front Office System

- Power or internet outages won't prevent you from working on accounts
- Avoid corrupt data or system crash
- Documents will always be available when you need them
- No need of internet access

### 5.2.2 Dis Advantages Of Early Front Office System

Manual systems put pressure on people to be correct in all details of their work at all times, the problem being that people aren't perfect, however much each of us wishes we were. With manual systems the level of service is dependent on individuals and this puts a requirement on management to run training continuously for staff to keep them motivated and to ensure they are following the correct procedures. It can be all too easy to accidentally switch details and end up with inconsistency in data entry or in hand written orders. This has the effect of not only causing problems with customer service but also making information unable to be used for reporting or finding trends with data discovery. Reporting and checking that data is robust can be timely and expensive. This is often an area where significant money can be saved by automation.

It takes more effort and physical space to keep track of paper documents, to find information and to keep details secure. When mistakes are made or changes or corrections are needed, often a manual transaction must be completely redone rather than just updated. With manual or partially automated

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systems information often has to be written down and copied or entered more than once. Systematization can reduce the amount of duplication of data entry.

Another impact of manual systems is on Customer service. Customer queries can be difficult to respond to as information is stored in different places and may even require that you find the right person before being able to respond. This is no good if they are out to lunch or only work part time.

#### **disadvantages of manual system**

- Inconsistency in data entry, room for errors, miskey information.
- Large ongoing staff training cost.
- System is dependent on good individuals.
- Reduction in sharing information and customer services.
- Time consuming and costly to produce reports.
- Lack of security.
- Duplication of data entry.
- lack of accessible
- high work workload

Which raises the question if systematization has such benefits, why aren't all business running fully integrated systems. There is always the obvious balance of cost vs benefit, as an organization grows and adds people and functions the benefits of systems increases. Often when an organization is growing it's the time that they need to put in a new system, however this is also the time that there is significant pressure on existing resources and it's the hardest time to make a change.

### **5.2.3 Advantages Of Using a Hotel Management System**

In case you still need convincing, here are ten advantages of implementing a modern hotel management system.

#### **1. Save time on admin tasks**

The right hotel management software will vastly cut down the time you spend on manual administrative tasks. The software does the majority of the work and lets you divert your time to more important tasks, such as serving your guests.

More than any other software you use, a hotel management system will touch every department at your property. Front of house, revenue management, housekeeping... If you pick the right solution, you can make significant time savings across almost every area of your business, also boosting your staff's productivity and satisfaction.

## **2. Develop strong relationships with your guests**

A more streamlined check-in and check-out experience will boost your guest happiness. And that's only the tip of the iceberg – anything from improved communication and additional services will also heighten guest loyalty. Choosing the best property management software will likely mean an increased level of retention in both guests and staff.

## **3. Increase your online visibility**

The right software is an important factor in developing your online presence. You can integrate guest-facing software like hotel booking engines, chat bots and a guest portal with your website design, enabling you to instantly accept online reservations and make guests feel confident in their choice to book directly with you.

Google values and assesses the user experience on websites, and those that offer a better user journey and interface will rank higher on Google searches – and other search engines.

## **4. Implement an effective revenue management system**

Most hotel management systems include pricing tools and other features to optimize revenue.

Gone are the days of having just a peak season price and a low season price – if you're not setting prices in a more sophisticated manner, you're losing out on bookings and not making the most of the guests that do book. You should be able to create and customize product rates, rate dependencies, and special offers and rules such as package rates.

## **5. Manage distribution functions**

A modern hospitality cloud should be able to easily connect to a channel manager so you can advertise across many channels and easily promote your business across the industry's OTAs and third party booking services.

It provides real-time information that will help you grow your number of reservations and spread awareness of your property.

## **6. Increase bookings**



Every feature in your hotel management system should work to improve your overall number of bookings. Whether you intend to explore new markets or boost bookings in low season, the right software system is all about optimizing and maximizing what you can achieve.

Revenue management and a direct booking engine are two obvious features that will help you in this regard, but everything from integration's to smart reporting and automation will ultimately contribute.

## **7. Accurate daily reports**

Hotel management, finance and revenue teams will have access to accurate daily earnings reports thanks to data-savvy hotel management software.

Meanwhile, operations and marketing reports will help you and your team to make reliable, data-driven decisions across your business.

If everything is in the cloud, these invaluable metrics are at your fingertips whenever you need them, without the need for time-consuming manual exporting and compiling.

## **8. Prevent double bookings and manual errors**

Hospitality management software systems are programmed to avoid double bookings and **overbookings**. Thanks to task automation, they also help prevent errors when front desk staff are inputting important customer data like name, passport details, and card numbers.

This means a better guest experience (no awkward follow up conversations asking for their correct details), more time for staff to focus on their important work, and more reliable business data and reporting.

## **9. Analyze your customer base**

Market and guest segmentation is another important benefit of the right guest management software system. The GM and Marketing Managers can keep track of the different types of visitors, with key demographic breakdowns such as age, gender and nationality.

This data allows you to make informed decisions on your marketing strategy. and increase the long-term revenue trends of your business.

## **10. Transform your property**

The many benefits of a hotel management system could help you grow your business in a short amount of time. If you're not currently using the right solution, migrating to a more modern software could help you see big improvement almost immediately.



This can have lasting benefits that extend beyond the day-to-day usage of the system – it can also encourage a mindset shift and transform the way you and your team works. Here are some examples of how moving to the right hospitality cloud transformed these properties.

### **11/ Significant Cost Savings**

Keeping everything stored in a digital format, whether on computer drives, flash drives or in cloud-based systems, is cheaper than printing and storing it on paper. This eliminates the cost of shredding services for paperwork with sensitive information. Some businesses have entire rooms and storage units devoted to archiving paper. Paperless systems eliminate this cost.

### **12/ Speed of Information**

When everything is stored digitally, versus on paper in files, accessibility becomes quick and easy. Employees, consumers and business owners have access to all data, contracts and consumer files with just a few mouse clicks. This eliminates having to locate the file or form, which saves every one time.

### **13/ Mobile Workforce**

Moving from paper to digital storage, particularly through cloud-based technology, keeping information based on the internet has made it easier to have mobil employees. There is more flexibility to meet with clients outside the office or to spend a day working from home. Employees can access all information online, quickly and easily. Often, remote workers don't even work in the same city as the business owner, which means a new pool of talent is available to employers, as well.

### **14/ your business is always available for reservations.**

You're closed for the day. Does that mean clients have to wait until the next day to book a tee time?

Online booking systems mean your business is open 24 hours a day, seven days a week.

Book a tee time from anywhere

In other words, your customers can make a reservation whenever it fits into their schedule (without you or your employees having to be there). Over \$450 billion was spent by consumers online in 2017, and that number will only go up. Additionally, studies have shown that immediate availability when shopping for products or services dramatically increases the number of purchases or appointments.

### **15/ online booking means faster payments.**

An online booking system can require customers to prepay for activities and golf rentals.

If you currently do not have an online tee sheet, you have to wait for players to show up before you can collect payment for events or tee times. An online booking systems allow you to capture that new revenue as soon as players schedule with your course.

#### **16/ less phone time.**

With an online booking system in place, all the info players need to schedule with your course is right on the screen. Because there is no need to call in to your course, you're able to spend more time managing your business and the customers in your store, and less time worrying about missed phone calls or phone tag.

### **5.2.4 Disadvantages Of Modern Or An Online Booking System**

**1. you need internet access.**Reliable internet access is required to check reservations and add bookings that are made over the phone. However, services like fore Up can be run on mobile internet connections. Given the industry's transition to online tools, it's a good idea to invest in the best internet service possible for your region.

#### **2. you need to be ready for an influx of new customers.**

More golfers on your course

More and more people prefer doing business online these days, so web-based booking software is a great way to attract new customers.

If you're running a small operation and have no means of quickly hiring more staff members or expanding your resources, the unexpected growth can pose a challenge to your operations.

#### **3. not all online booking systems are created equal.**

Choosing an online booking software that doesn't meet your needs can be a real detriment to your business. It's important to do your due diligence upfront. Fortunately, a little bit of research now will save you immeasurable time & frustration in the future.

#### **4/ Potential Hackers**

When information is stored on paper and locked in file cabinets, someone would need to physically have access to the papers to steal information. Hackers don't need to worry about this when

everything is stored digitally. Business owners often get too busy to update software and virus protections, making it easier for hackers to install spyware, steal information or hijack company data.

## 5/ Hardware or Software Issues

When everything is stored digitally, there is the potential that a system may crash and all information then becomes lost. Make sure to back up information regularly to ease the recovery process. However, this still creates an interruption in service to businesses, the same way that a power outage or an internet server issue would halt operations. Business owners should have contingency plans, in the event of a failure in digital information accessibility.

<b>Self Check 5</b>	<b>Written Question</b>
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**Part I : Choose the best answer**

- 1/ which one of the following is the advantages of early front office system
  - A/avoid corrupt data or system crash
  - B/Documents will always be available when you need them
  - C/ No need of internet access
  - D/ all
- 2/ Which one of the following is not the modern trends of hotel industry
  - A/ cloud based    B/robotic staff    C/specialized mobile application    D/ room rack
- 3/which one of the following is wrong about early front office system
  - A/ self check in    B/ large on going staff    C/ time consuming    D/ high work load
- 4/ identify the odd one
  - A/ key rack    B/ cloud based    C/ robotic staff    D/ smart mobile key
- 5/ which one of the following is not the advantage of modern trends of hotel
  - A/speed of information    B/mobile work force    C/ on line booking    / large on going staff

**Part II : Say true or false**

- 1/ Reliable internet access is not required to check reservations and add bookings that are made over the phone.
- 2/When everything is stored digitally, there is the potential that a system may crash and all information then becomes lost
- 3/The right software is an important factor in developing your online presence
- 4 / Manual systems minimize pressure on people to be correct in all details of their work at all times
- 5//new front office technologies can free up human staff, handling time-consuming tasks

### **Part III :essay**

- 1/ write the advantages of modern technologies of hotel
- 2/mention the recent technologies of hotel
- 3/ identify the disadvantages of early trends of hotel

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