



Food and beverage service -Level-I

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Module Title: UNDERSTANDING FRONT OFFICE OPERATION

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Table of content

Contents	Page
LO1: Understand the front of the house department	3
Instruction sheet	3
Information Sheet 1- Identifying the front house divisions of a hotel organization	4
Self-Check -1	7
Information Sheet 2- Identifying back of the house divisions of a hotel organization ..	8
Self-Check -2	9
Information Sheet3: Spotting the main reasons of classifying a hotel in to two major divisions.	10
Self-Check 3	11
LO #2- Identify the front office department and functions.....	12
Instruction sheet	12
Information Sheet 1: Coordinating guest services.	13
Self-Check 1	21
Information Sheet 2: Understanding guest cycle	23
Self-Check 2	28
Information Sheet 3: Communicating and give accurate information to internal and external customers.	30
Self-Check .3	31
Information Sheet 4. Maintaining accurate room status information	33
Self-Check 4	35
Information Sheet 5. Applying the knowledge of hospitality etiquettes so as to give quality customer	36
Self-Check 5	38
LO3. Identify the hierarchy, role and responsibility of front office personnel	39
Instruction sheet	39
Information Sheet1. Sketching the ideal front office departmental structure	40
Self-Check 1	41
Information Sheet 2. Determine duties and responsibilities of front office personnel	43
Self-Check 2	33
LO4. Clarify interdepartmental coordination	36
Instruction sheet	36
Information Sheet1: Identifying the role of front office information.....	36

Self-Check 1	37
L05. Differentiate front office systems.....	40
Instruction sheet	40
Information Sheet 2- Understanding the relevance of the front office in guest services.	40
Information Sheet 1- Seek information on the hospitality industry	41
Self-Check 1	42
Information Sheet 2: Recognizing the operational systems	44
Self-Check 2	46
Self check Answers	48
Reference	56

L #37	LO1: Understand the front of the house department
Instruction sheet	
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> • Identifying the front house divisions of a hotel organization • Identifying back of the house divisions of a hotel organization • Spotting the main reasons of classifying a hotel in to two major divisions <p>This guide will help you to clutch the learning outcomes stated in the cover page. Particularly, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> • Identify the front house divisions of a hotel organization • Identify back of the house divisions of a hotel organization • Spot the main reasons of classifying a hotel in to two major divisions. 	
Learning Instructions:	

1. Read and comprehend the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the "Information Sheets". Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.
4. Accomplish the "Self-checks" which are placed following all information sheets.
5. Ask the correction key (key answers) from your trainer or you can request your trainer to correct your work. (You have to get the key answer only after you finished answering the Self-checks).

Information Sheet 1- Identifying the front house divisions of a hotel organization

1.1. Introduction

Front office operation in a Hotel Organization

Front office is also known as the face of the hotel. It is the first guest contact area and also the nerve center of the hotel. All the activities and areas of the front office are geared towards supporting guest transaction and services. As hotels vary in size, shape and age, so the exact role of the front office department varies from one hotel to another. The majority of hotels earn the bulk of their revenue and profits from the sale of rooms, so it is essential that the reception department is organized and staffed to maximize sales. Guests, whether staying in a 600-room airport hotel or a small country inn with six rooms, invariably approach the reception desk for information, assistance and answers to any problems they encounter in the hotel.

Major front office operation in a hotel

- The major functions that is performed as a part of the Rooms Division Department are:
 - a) Reservation, registration, room & rate assignment
 - b) Fulfills guest services and updates room status
 - c) Maintains & settles guest accounts
 - d) Creates guest history records
 - e) Develops & maintains a comprehensive database of guest information
 - f) Coordinates Guest Services

1.2. The front house divisions of a hotel organization

Front-of-house departments are those in which employees have extensive guest contacts, such as reception, cashiers, concierge, restaurants, room service, bars and recreational areas.

1.2.1. Reception

The main responsibility of the reception is checking guests in and out of the hotel. They also handle any queries from guests and visitors or refer them to the appropriate department. The reception desk will be operational 24 hours a day. Depending on the size of the hotel the level of skill called for and complexity of guest service varies, for example; the larger the hotel is, the more specialized the duties of the reception personnel.

1.2.2. Cashiers

The main responsibility of the cashier is accepting payment of guests' account and dealing with currency exchanges. When a hotel has safe deposit boxes, this will fall under the cashier's responsibility. Revenue centers such as the restaurants, bars and reception, will receive their floats and pay in their takings at the cashier's office. The head cashier may prepare the banking and carry out the paying-in to bank, but in some units this will be done by a member of the accounts staff. The night auditor covers the night shift between 11.00pm to 8.00am hours. During these hours the main responsibilities are to post charges to update client accounts, produce a trial balance and prepare management reports.

As the cashier has access to large amounts of money, honesty is one of the most important qualities a cashier should have. The cashier must also be familiar with money and confident in handling very large sums.

1.2.3. Porter

The porter's department is also known as the uniformed staff department. The department is headed by the bell captain, who is more often referred to as the concierge. Concierge is the French term for porter. Other staff in this department includes doormen and luggage porters. Many budget hotels might not have this department at all.



Fig 1.1.Porter

1.2.4. Restaurants

A restaurant is a retail establishment that serves prepared food to customers. Food is generally for eating on the premises, although 'restaurant' can also describe take-

out establishments and food delivery services. The term covers many types of venue and a diversity of styles of cuisine and service. Restaurants can range from modest lunching or dining places catering to people working nearby, with simple food served in simple settings at low prices, to expensive establishments serving refined food and wines in a formal setting.



Fig.1.2. Restaurant

1.2.5. Room service

Room service provides guests with food and beverage service in the privacy of their own room or suite. Room service is a feature in some way in establishments that offer accommodation.

Different establishments including Hotels, Resorts, from 5 or 6 star to 1 star, serviced apartments or Villas and residential clubs offer different types of room service ranging from a full compendium

Menu with 24-hour service to Breakfast only served in the room and ordered by door Knob menu. Some establishments will have a separate Room service kitchen and production area in others it may be part of the Restaurant operation.



Fig 1.3. Room service trolley

Self-Check -1	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Choose the best answer (each 1point)

1. _____ is the considered to be the brain of the hotel operation .
A. Human resource B. Housekeeping C. **front office** D) None
2. The majority of hotels earn the bulk of their revenue and profits emanated from____
A. F&B sales B) **room sales** C. Sale of hotel amenities D None
3. Which one of the following is not the major front office operation in a hotel
A. Reservation B. Registration C. maintenance of rooms D. **All except C**
4. One is among front of the house division?
A. Restaurant B. front office C. Kitchen **D. A&B E.none**
5. ____ is also known as the uniformed staff department.
A. Porter B. Cashiers C. restaurants D. All

II. Fill the blank space

1. _____ is a service establishment that serves prepared food to customers.
2. In _____ service food and beverage is served for guests at their rooms.
3. If CPU is for computer _____ is for hotel?

III Short Answer

1. Write hotel departments belong to front of house divisions?
2. What is the role of a cashier in hotel operation?
3. Cite and explain major front office operation?
4. What is the role of receptionist in a hotel organization?

Answer the following question!

Note: Satisfactory rating – 12 points

Unsatisfactory - below 12points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____

Information Sheet 2- Identifying back of the house divisions of a hotel organization

2.1 Back of the house divisions of a hotel organization

Back-of-house departments are those in which the staff have little or no direct guest contact, such as personnel, accounting, and the engineering and purchasing departments.

2.1.1. Human resource management

The human resources (personnel and training) department is responsible for hiring, orientation, training, wages and benefit administration, labour relations, employee relations, and staff development.

2.1.2. Accounting

The accounts department is headed by the financial controller who, as a key member of the management team, can guide the hotel to an increasing profitability through better control and asset management. In addition, this department is responsible for monitoring all of the financial activities of a hotel. Examples include overseeing accounts receivable, accounts payable, payroll, and cost control systems of the hotel; keeping records of

assets, liabilities and financial transaction of the hotel; preparing the monthly profit-and-loss statement, coordinating with purchasing department and information technology department, and handling guests' inquiries about billing.

2.1.3. Maintenance and engineering

The engineering department is responsible for maintaining the physical plant of the hotel such as electricity, plumbing, air conditioning, heating and elevator systems; and for overseeing all mechanical and technical conditions of the hotel.

2.1.4. Sales and Marketing

The main functions of the sales and marketing department involve generating new businesses for the hotel, coordinating advertising, as well as sales promotions and public relations activities aiming at enhancing the hotel's image.

2.1.5. House keeping

The housekeeping department is responsible for cleaning and maintaining the guestrooms, public areas, office spaces and back of the house areas in the hotel so that the property is as fresh and attractive as its first day of business. Although the roles that housekeeping performs vary from one hotel to another, the tasks performed by the housekeeping department are critical to the smooth daily operations of any hotel.

2.1.6. Kitchen

A kitchen is a place for the storage and preparation of food for consumption. In some hotels, there may be a variety of kitchens catering to different needs from breakfast, luncheon and dinner to events such as gala dinners and conferences. The number of guests being catered for varies depending on the size of the dining facilities and kitchen, the number of staff employed and the equipment being used.

The purpose of a kitchen is to produce the right quality of food of the highest standard for the required number of people, on time, by the most effective use of staff, equipment and materials.

Self-Check -2	Written Test
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I. Short Answers

1. Write back of house divisions? (4%)

2. What is the role food preparation or kitchen department in a hotel premises? (4%)

_____, _____
_____, _____
3. What is the main function of sales and marketing departments? (4%)
_____, _____
_____, _____

Answer the following question!

Note: Satisfactory rating – 12 points

Unsatisfactory - below 12points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____

Information Sheet3: Spotting the main reasons of classifying a hotel in to two major divisions.

3.1 Reasons of classifying a hotel in to two major divisions.

Reasons for classifying hotel departments or divisions are by the extent to which they are involved in customer contact. In this respect, hotel departments may be divided into the front-of- house and the back-of-the-house departments.

Front-of the house: In this section of a hotel customers have frequent contact with hotel staff. Areas that involve guests and employee interaction are front of the house, restaurants, lounges and bars, concierge or porter.

Back-of the house division: On the contrary to the front of the house division interaction between guests and hotel employees is less common. Human resource, housekeeping, engineering and maintenance, accounting and finance are among the back of the house departments.

Self-Check 3	Written Test
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I. Short Answers

1. What is the difference between front of house division and back of house division (4)?
2. What is the reason to classify hotel in to back and front oh house division (4)?
3. In which divisions of a hotel organization customers are hardly contacting with hotel staff(4)?
4. In which divisions of the hotel the brain of a hotel exists (3)?

Answer the following question!

Note: Satisfactory rating – 15 points

Unsatisfactory - below 15points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____

LG #38	LO #2- Identify the front office department and functions
Instruction sheet	
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> • Coordinating guest services. • Understanding guest cycle • Communicating and give accurate information to internal and external customers • Maintaining accurate room status information • Applying the knowledge of hospitality etiquettes so as to give quality customer service <p>This guide will help you to clutch the learning outcomes stated in the cover page. Particularly, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> • Coordinate guest services. • Understand guest cycle • Communicate and give accurate information to internal and external customers • Maintain accurate room status information • Apply the knowledge of hospitality etiquettes so as to give quality customer service . 	

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Information Sheet 1: Coordinating guest services.

1.1. Guest services

1.1.1. Reservation

A reservation simply means the booking or reserving of a bedroom for accommodation by a guest. This usually involves arrangements such as a particular type of guest-room being reserved for a particular person or persons, for a certain period of time. When a reservation or booking of a room is made at a hotel, it is therefore expected that the hotel will honor its commitment in accepting that reservation and to guarantee that a room will be available when a guest arrives.

Table1.1. Reservation procedures

Reservation Procedures	Reservation Activity
1. Receive reservation inquiry	Obtain essential information in order to check availability
2. Determine room availability	Check reservation charts or computerised system for availability
3. Accept/deny requests for reservations	If a room is available, accept the booking. If the hotel is fully booked, offer alternatives. If the guest is blacklisted, deny the booking.
4. Document reservation	Complete reservation form: diary or computer system
5. Confirm reservation	Send a written confirmation
6. Maintain/file reservation	File reservations and record any changes made
7. Compile reservation reports	Daily reports – arrival and departure lists, weekly reports – forecasts and monthly reports – reservations from different sources

Reservation Terminology - Rooms

The following are more information on Room Beds, Room Types, Room Categories, Room Location and Room Rates

1. Types of Beds

An important feature in the guestroom is the bed. The reservation agent must be able to describe the type of bed found in the room.

✓ Single

A single bed is designed for one person.

✓ Twin/Super-Twin

A twin bed is designed for one person and is usually slightly wider than a single bed.

✓ Double

A double bed is designed to accommodate two persons.

✓ **Queen**

This refers to a larger double bed. It can accommodate two persons.

✓ **King**

A king bed is an even larger double bed. It can accommodate two persons.

✓ **Rollaway/Extra Bed**

This refers to a portable bed. This bed can be removed from the room or stored in the wardrobe or under the bed.

✓ **Sofa Bed/Hideaway**

A sofa bed is a convertible sofa, which unfolds to form a full-sized bed for one or two persons depending on the width. Americans usually refer to sofa bed as cot.

✓ **Murphy/Closet Bed**

This refers to beds that fold into the wall or closet when stowed away.

✓ **Baby Cot**

A baby cot is a small bed for baby with high sides to prevent the baby from falling out. It is sometimes referred to as a crib.

2. Types of Rooms

To cater to the varied needs of guests, hotels often differentiate their rooms in several ways such as the following:

✓ **Single Room**

A room designed primarily for one person with a bed intended for one person.

✓ **Double Room**

A room designed for two persons. This room can have two twin beds or a double, queen or king bed.

✓ **Twin Room**

Some hotels may refer to rooms with two twin beds as twin rooms instead of double rooms.

A twin room can have a Hollywood twin (bed) arrangement. This means the two twin beds are placed side by side.

twin room with twin-apart (bed) arrangement will mean that the two twin beds are placed parallel to each other, usually separated by a night table.

✓ **Studio Room**

A room with a bed that serves as a sofa during the day. This room is ideal for people who required extra seating during the day.

✓ **Sample Room**

A room used for display. Also known as a show or mock-up room.

✓ **Room for the Handicapped**

A room with special features designed for handicapped guests e.g. hand rails, wider passage and handicap accessible sinks and bathrooms.

✓ **Suite**

Generally, this is a larger room with a living/parlour area separated from the bedroom. Besides the one-bedroom suite, it is possible to have two or three-bedroom suites. Therefore, when selling suites, the reservation agent must be sure to mention the number of bedrooms the suite has.

✓ **Duplex Suite**

This refers to a two-storey suite with a connecting stairwell.

3. Categories of Rooms

By 'category', hotels are able to differentiate their rooms. Room rate will differ for the different categories of rooms. Some common room categories are:

✓ **Standard**

This refers to rooms with only the basic amenities or the room size can be smaller in scale.

✓ **Superior**

It has all the basic amenities of a standard room, and usually some additional amenities or features, e.g. tea and coffee maker, or perhaps, a better view and/or location.

✓ **Deluxe**

It usually offers what the superior room provides, plus other amenities such as bathrobes, branded toiletries, butler service and finer room décor.

✓ **Executive/Club Floor**

This category of room caters more to business executives. It is located on a separate floor which provides a separate check-in desks, meeting-room space, business centre facilities and separate lounge and bar areas where breakfast, evening cocktails and refreshments are served. The rooms are usually of deluxe category and include butler service and secretarial support. Access to the facilities on these floors is restricted to the occupants of the floors.

✓ **Suites**

Hotels can have different categories of suites and call

them by different names e.g. Deluxe suite or Executive suite. Suites can also be named according to the theme (as in décor) of the room. Examples are Arabian Suite and Japanese Suite. Often, the best suite in the hotel is called the Presidential Suite and this reflects the exclusivity of the hotel. The room is usually very much larger than a standard room. The furnishings and fixtures are exotic and expensive. The services offered are also unique to that suite of rooms.

✓ **Types of Room Locations**

Another way of differentiating guestrooms is according to where or how they are located. Some examples are:

✓ **Connecting Rooms**

Rooms next to each other with direct or private access through a connecting door.

✓ **Adjoining Rooms**

Rooms that are next to each other but do not connect through a private door.

✓ **Adjacent Rooms**

Rooms that are close to each other such as across the corridor.

✓ **Inside Room**

A guestroom that faces an inner part of the building, for example one facing the atrium.

✓ **Outside Room**

A guestroom that faces the outer part of the building, example facing the sea or highway.

✓ **Corner Room**

A guestroom located at a corner of the building.

✓ **Cabana Room/Villa**

A room on the beach separated from the main building or a room with direct access to the pool.

✓ **Siberia Room**

This is a jargon for an undesirable room; one that is sold only when no other rooms are available. The guest should be alerted to its location or condition before being assigned the room.

✓ **Near or Away from Elevator (s)**

A room which is situated near to or away from the elevator(s).

✓ **Low or High Floor**

A room located either on the lower or the higher floors of the hotel.

1.1.2. Registration

Registration is the process of compiling the details customers to ease service delivery and for the sake of security issues.

Registration

The purposes of registration include the following:

- ✓ Recording the arrival of guest
- ✓ Confirming the personal details of guest
- ✓ Satisfying legal requirements

Stages of registration

- ✓ Preparing for guest arrival such as check for arrivals with special requests
- ✓ Greeting the guest
- ✓ Determining the room rate and assigning room
- ✓ Assisting guest to complete the registration form
- ✓ Checking guest's method of payment

- ✓ Handing over mail, message, article received before guest arrival and breakfast coupon(if applicable) to guest
- ✓ Issuing room key to guest
- ✓ escorting guest to the room and introducing room facilities *as required by individual hotel*
- ✓

Guests who arrive at the hotel without having made a reservation are known as walk-ins. It is common practice for hotel staff to obtain from the guest a substantial deposit or credit card imprint before checking the guest into the hotel.

Table 1.2. Reservation procedure

Registration procedure	Activity
Identification of guest status.	Check if the guest is with/without reservations, non-groups such as fit, VIP crews or packages & groups, walk- ins, claimed reservations
Formulation of registration record	Registration cards, registers
Room and rate assignment	Assign a room and a rate and ensure guest is informed about the rate
Establish of credit	Check method of payment, pre- authorisation of credit cards, check vouchers
Completion of check-in procedures	Issue keys, welcome booklets, meal and drink vouchers
Rooming the guests	Escort the guest to the room
Modification of the registration card	Note change of room & rates, billing, check-out dates

1.1.3. Providing information

When informing other staff/colleagues about new or updated local information you should ensure:

You are enthusiastic when providing local information to other staff at the venue. Your enthusiasms can be contagious. Unfortunately if you are *not* enthusiastic, this too is contagious you sell the benefits of providing up to date, accurate local information to visitors and guests. These include:

- Increased guest satisfaction with their stay leading to:
- Repeat business from them. They are more likely to return at a later date and spend more time and money in your venue and in the local area
- Referral" business as they tell their friends and family and encourage them to refer them to your venue for accommodation, meals, rides, sightseeing and other activities
- Very real chance of guests/visitors spending an extra night in the area or at the venue leading to greater financial prosperity for the venue and area

- more secure employment at the venue and the potential for venue growth
- Increased chance of more work/extra hours for existing staff
- Enhanced image of the area, district, town/city and country in the eyes of international tourists/visitors.

1.1.4. Guest requests

1.1.4.1 Special requests

Guests with special needs

- ✓ Wheelchair
- ✓ Facilities for the disabled

Business travelers

- ✓ Broad band Internet service
- ✓ International direct dialing (IDD) service
- ✓ Local & international newspapers
- ✓ Laundry/valet service
- ✓ Shoes polishing service
- ✓ Other business facilities, e.g. business centre, executive floor, fax machine, laptop computer, conference and meeting facilities

Leisure travelers and holiday makers

- ✓ Rollaway bed/ baby cot
- ✓ Connecting rooms
- ✓ In-room movies
- ✓ Sports facilities, e.g. gymnasium, swimming pool
- ✓ Spa facilities for beauty and health treatments, e.g. massage, hydrotherapy, facials and intensive foot and hand therapies
- ✓ Baby sitting service

Other requests

- ✓ In-room dining (Room service)
- ✓ Doctor service
- ✓ Smoke-free guestroom
- ✓ Room make-up service
- ✓ Alteration & mending service
- ✓ Repair and maintenance service
- ✓ Food & beverage enquiries, e.g. hours and location of meals

Self-Check 1	Written Test
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Directions: Answer all the questions listed below.

I. matching

A

1. Single bed
2. Twin bed
3. Sample Room
4. Room for the Handicapped
5. Suite
6. Connecting Rooms

B

- A. Embody connecting door
- B. Incorporate a living area
- C. Mock-up room.
- D. Facility for special need guests
- E. Consists of two single bed
- F. Accommodate a single individual

Part II Explain

1. Write types of rooms and beds? (3)
2. What is the purpose of registration? (3)
3. Define walk ins and walking guests? (3)

Answer the following question!

Note: Satisfactory rating – 15 points

Unsatisfactory - below 15points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____

Information Sheet 2: Understanding guest cycle

2.1 Guest cycle

The guest cycle is an overview of the physical contacts and financial exchanges

between the hotel and its guests. It starts from the potential customer's first contact with the hotel through to check-out and reconciliation of the account.



Figure 2.1: The guest cycle

2.1.1. Pre arrival phase

Activities carried out by the hotel from time of reservation to the time the guests' checks in is called the Pre-Arrival activities. If carried out properly, such activities can contribute in creating a positive first impression on the guests' upon check in.

Some pre-arrival activities include:

- Reservations
- Pre-payment
- Checking expected arrival lists (FIT, VIP, Groups, Crew)

A. Pre-registration

- Pre-assignment
- Preparing welcome cards
- Preparing room keys
- Preparing meal/drink vouchers
- Raising complimentary orders

B. Prepayment

Prepayment for guaranteed reservations should be received before the expected date of arrival. Prepayments can be made using a variety of payment methods such as cash, cheque, bank draft and credit cards.

In a case of a no-show, the pre-paid amount is offset against the night's room rate, tax and service charge/VAT. For credit cards, the hotel will follow-up on a no-show by forwarding a completed credit card charge voucher to the respective card company. Companies that

guarantee reservations by commercial contract will also be similarly billed for no-show.

Pre-payments received will be recorded in the city ledger until the guest has checked in.

C. Checking expected arrival lists

The Computer will generate a list that gives details of guests who are expected to arrive on a daily basis. This list is called The Expected Arrival List.

Some items of information found on the lists are:

- ✓ Name of guests
- ✓ Departure date
- ✓ Type of room reserved
- ✓ Room rate
- ✓ Source of booking
- ✓ Remarks and/or special requests

To check the arrival list is one of the first steps in preparing for guests arrival. This list is also used for pre-assigning rooms.

D. Pre-Registration

The process by which section of a registration card or their equivalents are completed for guests with reservations prior to their arrival is referred to as pre-registration.

The main reasons for carrying out this process are:

- ✓ It speeds up the check-in process as some sections of the registrations are already completed beforehand. All the Front Desk Agent needs to do is to verify the information provided with the guests'.
- ✓ It gives repeat and VIP guests a feeling of importance to know that the hotel is aware of and prepared for their arrivals.

Usually, pre-registration is done for VIP, repeat guests, groups and crew. This is due to the uncertainty of some reservations and time needed to do this. Therefore, hotels do not pre-register all expected arrivals.

E. Pre-Assignment

Pre-assignment involves the allocation of a specific room to a guest

prior to registration. Similar to pre-registration, hotels do not pre-assign rooms for all expected arrivals. This is also only done for VIP, Crew, Groups and repeat guests. This is because there are a few factors that need to be considered. This includes availability, rate, security and safety, number of people, and the rotation of the room usage as to prevent from repeated selling of a particular room.

There are some general guidelines that need to be put in place when assigning rooms to the different types of guests. They are:

- ✓ VIP: Do a check of the room before assigning, better view, upgrade room, away from the lift and try to accommodate the same room for repeat guests.
- ✓ FITs(free independent traveler): Assign room nearer to the lift for handicapped and the old, rooms with separate beds for males guest sharing and better view for business man.
- ✓ Regular guests: assign the same room or upgrade the rooms with more facilities and better view if available.
- ✓ Long-term guest: If possible assign bigger room with a better view and complimentary items.
- ✓ Group guests: Same floor and closer to each other. If possible away from other guests as guests from groups can be noisy. Tour leader to be away from the groups and in a better room.
- ✓ Airline crew: Differentiate the types of rooms according to rank and quiet room preferred.
- ✓ Package guests: Rooms should be assigned according to the room types they are entitled in the package.
- ✓ Honeymooners: Assign higher floor, king bed and flowers, chocolates or cake in the room.

F. Prepare Welcome Booklet/Key Card/Passports

The key card/passport is a document given to hotel guests for identification purpose. It also serves as a holder for the room key and drink/meal vouchers issued. A welcome booklet or letter contains basic information about the hotel.

G. Prepare Room Keys

The front office will also prepare the keys for cases whereby pre-assignment has been carried out. This process simply involves identifying the respective room key for the respective guest and putting it together with the registration card. The locking system used by the hotel should be considered. This is especially important for group arrivals.

H. Preparing Meal/Drink Vouchers

<p>XYZ Hotel</p> <p>Voucher Number: 1234567 Adult Breakfast</p> <p>Name: Mr. Smith, J Room Number: 102</p> <p>Entitles bearer to a buffet breakfast at the XYZ Restaurant, including fruit juice and coffee.</p> <p>Non-refundable Expires: 9 March 2007 Authorized by:</p>

Fig. 2.2 Breakfast voucher

For control purpose, meal/drink vouchers for guests may be serialized.

Standard information found on a meal/drink voucher is:

- ✓ Entitlement (how much the voucher is worth or the type of meal e.g. American breakfast, buffet lunch or 4-course dinner)
- ✓ Validity date/check-in date/check-out date
- ✓ Venue/outlet
- ✓ Name/number of guests
- ✓ Room number

H. Raising Complimentary Orders

Besides complimentary rooms, there may be occasions when the hotels give complimentary items to guests such as flower basket, fruit basket, champagne, chocolates and etc. This is usually given to guests who are VIP's, honeymooners or long-stay guests.

A complimentary order form used to record the issue of these items. It gives details of what the item is, who is it for and why it is given. It must be approved by executives who are authorized to do so.

2.1.1. Arrival phase

- ✓ Registration
- ✓ identification of guest status
- ✓ registration
- ✓ room assignment
- ✓ rate assignment
- ✓ establishment of credit
- ✓ creation of guest account
- ✓ issuing of room key
- ✓ rooming of guest

2.1.2. Occupancy phase

- ✓ updating of room status
- ✓ room/rate change
- ✓ cashiering activities
- ✓ communication with other departments
- ✓ maintenance and auditing of accounts

2.1.3. Departure

Settlement and Check-out

- ✓ settlement of guest accounts
- ✓ collection of room keys
- ✓ updating of room status
- ✓ communication with other departments
- ✓ creation of guest history
- ✓ follow-up on late charges

Self-Check 2	Written Test
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Directions: Answer all the questions listed below.

I. Choose the best answer (each 2 point)

1) Which one of the following is a pre arrival activity?

A. Reservations B. Pre-payment C. Checking expected arrival lists D. all

2. ._____ is compiling the details of guests usually up on arrival?
A. Registration B. Reservation C. Booking D. All
 3. In which cycles of a guest do customers settle their account?
A. Pre-arrival B. Arrival C. Departure D. none
 4. Collection of room keys happen while.....
A. Guests are arriving B. Guests are staying C. Guests are departing D. none
 5. One of the following service is delivered for new arriving guests?
A. issuing of room key B. room assignment C. creation of guest account D. all
- II. Short Answers (4pts each)
1. List out all pre-arrival activities?
 2. Cite important information incorporated while preparing the details of expected guests?
 3. Why do we serialize meal/drink vouchers of guests?

Answer the following question!

Note: Satisfactory rating – 17 points

Unsatisfactory - below 17points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____

Information Sheet 3: Communicating and give accurate information to internal and external customers.

3.1. Accurate information to internal and external customers

- The provision of local and venue information to visitors and guests is everyone's job. Your venue may have a reception desk, concierge, and/or information counter but it is still the role of every employee without exception to provide accurate and up to date information to anyone who requests it. By providing such a service the establishment is better able to attain the twin goals of providing excellent customer service and exceeding guest expectations. No-one expects everyone to know everything there is to

know about all the local attractions, events, transport options, general visitor facilities including shopping, and currency exchanges, post offices, banks and emergency services. However, all staff must have at least substantial general knowledge about the local area. In addition staff must know where to go to obtain more detailed information if required.

- **Accuracy** is to be ensuring that the information is correct and without any mistake. Information accuracy is important because may the life of people depend in it like the medical information at the hospitals, so the information must be accurate. ... Also inaccurate information may accrue by typographical mistake. When the staffs are communicating with customers, it's important that information is accurate. If the customers are receiving inaccurate information about a product or service may not be as bad as receiving bad information for something as important as in product or services believes that if staffs give poor information to our customers, it can lead to lost profits through refunds, bad word of mouth, and customers taking our business to competitors. So we have to make sure our staffs are providing accurate information by knowledge. This is a priority when training new staffs. We must make sure our staffs are knowledgeable about our products and services and do not provide any misleading information. If necessary, we can monitor a new staff the first few days they are on the job to make sure that they are providing reliable information.

Self-Check .3	Written Test
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Directions: Answer all the questions listed below.

Short Answer

1. What is the relevance's of providing accurate information for guests? (5%)

2. Why is it every one's Job to provide accurate information on the hotel premises and facilities? (5%)

3. What is accurate information to be provided for guests? (5%)

4. What is the impact of providing in accurate information for guests (5)?

You can ask you teacher for the copy of the correct answers.

Answer the following question!

Note: Satisfactory rating – 20 points

Unsatisfactory - below 20points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____

Information Sheet 4. Maintaining accurate room status information

4.1 Room status information

It is crucial for every hotel to have an accurate, up-to-date knowledge of the state of every room in the hotel. A room can be classified in one of these four states:

- Let
- Vacant and not ready
- Vacant and ready
- Closed for repair or decoration

A room status system must be able to show these four positions and

be capable of being quickly changed.

The following are examples of commonly used Room Status:

- **Vacant Clean (VC)/Vacant ready (VR)**
These are rooms that have been cleaned and are ready for sale. These rooms can be assigned to guests.
- **Vacant Clean, Inspected (VCI)**
These are rooms that has been cleaned and inspected by Floor Supervisor. These rooms can also be assigned to guests.
- **Vacant Dirty (VD)/Check-out (CO)**
Guest has department but room has yet to be cleaned. The room must not be assigned to guests.
- **Out-of-order (OOO)**
A room may be placed on OOO for maintenance, refurbishing, extensive cleaning etc. These rooms must not be assigned to guests.
- **Occupied (OCC)**
These are rooms which are currently occupied.
- **Due Out (DO)**
These are rooms are that expected to be vacated on that day.
- **Late Check-out (LAT)**
Guests that are occupying the room will be checking out after the hotel's standard check-out time.
- **Locked out**
The room is locked by the hotel for possible reasons such as by guests request, guests did not settle account or under the hotel's investigation.
- **Out of Service (OS)**
The room is undergoing maintenance work.

Self-Check 4	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Short Answer (3pts each)

1. What is room status report?
2. What is it explaining about?
3. What is the importance of setting the room status report before the sale of rooms?
4. What is the manifestation for a room stated as “OOO”?

Answer the following question!

Note: Satisfactory rating – 12points

Unsatisfactory - below 12points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____

Information Sheet 5. Applying the knowledge of hospitality etiquettes so as to give quality customer

5.1 Hospitality etiquettes

The word "**etiquette**" comes from the French word "estique," **meaning** to attach or stick. The noun "**etiquette**" describes the requirements of behaviors according to the conventions of society. ... Although people have become more casual in recent years, **etiquette** is not outdated

Hospitality Etiquette pertains to generally accepted standards of good behavior in customer service. It is, basically, treating people with kindness. Without **etiquette**, it would be difficult for any **business** to thrive, particularly in the **hospitality industry**, where treating people well is of paramount importance.

- Always greet guest and colleagues with a smile and maintain a friendly and pleasant expression.
- Stand upright, do not fold your arms in front of the guest.
- Keep your hands out of your pockets.
- Do not lean on the counter at any time and especially when dealing with the guest.
- Do not play with your hair and jewelry when you are at the front of the house area.
- Ensure a positive body language at all times.
- Always be tactful and courteous, never argue with guests.
- Be humored and even-tempered, do not become over friendly with guests.
- Always be attentive when speaking to guest and look at a guest when addressing him/her.
- Always look and act professionally, do understand that there are other guests watching your behavior.
- Always appear confident and be positive.
- Always listen carefully to the guest when talking to him/her.
- Try to use the guest's name at least twice once known.
- Try to ask the right questions to identify the needs of the guests.
- Talk clearly and maintain a good tone of voice at all times.
- Do not criticize one guest to another.
- Do not refer guest as "He/She to They" in their presence.
- Never weary the guest with your troubles.
- Never discuss religion or politics with guests.
- Be specific in your explanations, in-case of any doubt then consult your colleagues and promptly get back to the guest.
- Always give the guest a warm and friendly welcome, "Good morning Mr Bond, how may I help you today".
- Make the guest feel comfortable and safe.
- Refer to the guest twice by the correct title and name once known.
- Identify the guest's needs and try to provide anticipatory service.
- Always observe what is happening around you and be ready to assist the guest when needed.
- Show guests a sympathetic interest.
- Take your time for the guest and do not rush with them.
- Always recommend in-house hotels services to the guest and provide with a brochure or additional details if required.
- Appear neat and tidy but never severe or harsh or strict to the guests.
- Always try to maintain eye contact with the guests.
- Should have a good product knowledge and keep updating about new products and services offered.
- Know the different facilities and services available in the hotel and be ready to describe the details to the guest when asked.
- Know who is who in the hotel organization.
- Know about VIP, VVIP and repeating guests.
- Have a clear understanding of the layout of the hotel.
- Should know the location, timings, promotions and theme nights of the outlets.
- Know which function is taking place and where.
- Have a good knowledge of the place and surroundings where the hotel is situated, eg: nearby places of interest, distance to the airport etc.
- Be aware of any special promotions or food festivals going on in the hotel.
- Front desk team should possess a thorough knowledge of all different rooms types and their rack rates.
- Food and beverage staff should have a good knowledge of the menu.

Self-Check 5	Written Test
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. I fill the black space

1. _____ pertains to generally accepted standards of good behavior in customer service.
2. _____ comes from the French word "estique," **meaning** to attach or stick

II. Short Answer

1. **What are hospitality etiquette and its importance for the hospitality business? 2 pts**
2. **Cite accepted hospitality etiquettes (at least 10)? 10 pts**

Answer the following question!

Note: Satisfactory rating – 14points

Unsatisfactory - below 14points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____

LG #39	LO3. Identify the hierarchy, role and responsibility of front office personnel
Instruction sheet	
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> • Sketching the ideal front office departmental structure • Determine duties and responsibilities of front office personnel <p>This guide will help you to clutch the learning outcomes stated in the cover page. Particularly, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> • Sketch the ideal front office departmental structure • Determine duties and responsibilities of front office personnel 	
Learning Instructions:	

1. Read and comprehend the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.
4. Accomplish the “Self-checks” which are placed following all information sheets.
5. Ask the correction key (key answers) from your trainer or you can request your trainer to correct your work. (You have to get the key answer only after you finished answering the Self-checks).
6. If you earned a satisfactory evaluation proceed to “Operation sheets”.
7. Perform “the Learning activity performance test” which is placed following “Operation sheets” ,
8. If your performance is satisfactory proceed to the next learning guide,
9. If your performance is unsatisfactory, see your trainer for further instructions or go back to “Operation sheets”.

Information Sheet1. Sketching the ideal front office departmental structure

1.1 Structures of front office department

The Organization of the Front Office Department

The organization of the front office will be influenced by a number of factors (Baker, Huyton and Bradley, 2000). These may include:

- **Size of the hotel.** Large hotels employ more staff and tend to have greater specialization among sections of staff. In small hotels, one member of staff might have a wide range of duties.
- **Standard of service.** High-class hotels usually provide more personal services for guests, so they expect greater specialization and a wider range of services.
- **Type of guests.** Business people expect efficient check-in and check-out services but may be prepared to carry their own bags. Consequently, a commercial hotel may need more staff in the front desk section but fewer at the concierge. Tourists usually require information on local attractions, but their accounts may be simple to prepare. A tourist hotel, therefore, needs greater emphasis on giving information and assistance and less on clerical and cashiering duties.

In airport hotels, guests may check in or check out of a hotel at any time during the 24 hours of a day, a fact that may well require a full front desk team to be on duty at all times

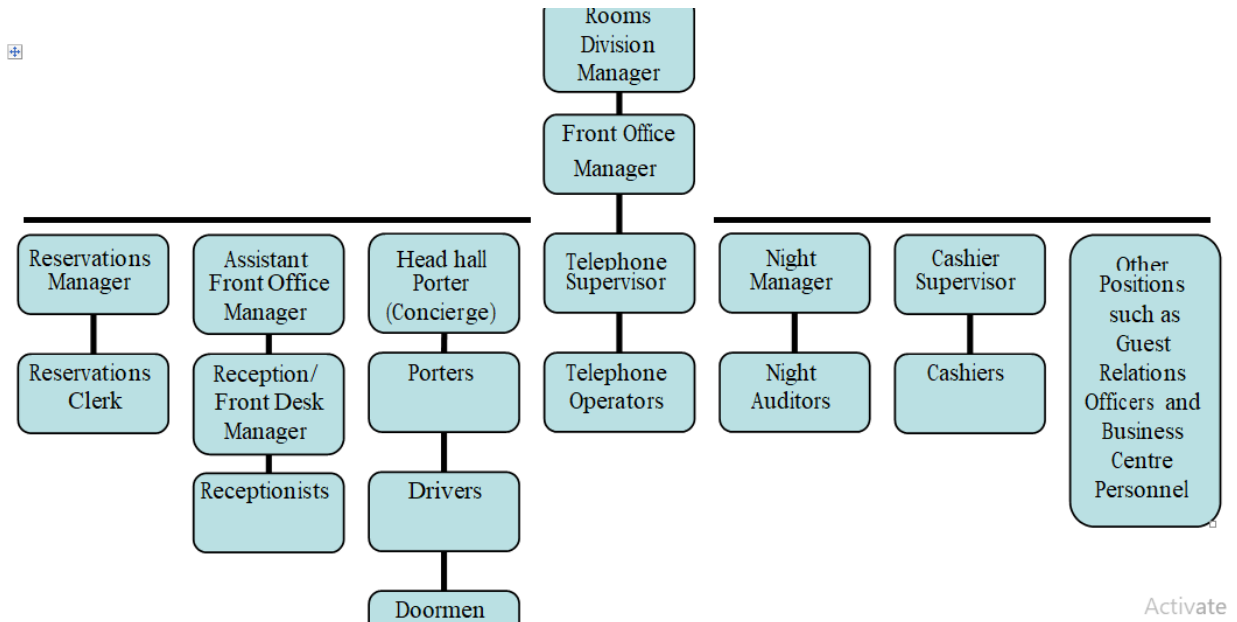


Fig 1.1. Front office organization of a big hotel

Self-Check 1	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Short Answer

1. Explain how size of a hotel influences the organization of a hotel (5pts)?
2. Explain how type of guest can influences the organization of a hotel (5pts)?

3. Explain how standard of service affects the organization of a hotel (5pts)?

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____

Answer the following question!

Note: Satisfactory rating – 15points

Unsatisfactory - below 15points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____

Information Sheet 2. Determine duties and responsibilities of front office personnel

2.1 Duties and responsibilities of front office personnel

Duties of Front Office Personnel

The front office department is the most visible department in a hotel. It typically includes the reception desk, which is usually the place at which guests form their first impression of the hotel and functions as a focal point where registration and check out proceedings

are done.

Front Office Manager

The Front Office Manager will report directly to the Rooms Division Manager. It is the basic function of the Front Office Manager to supervise the front office department on a daily basis and to monitor guest service. He or she will also assist the Room's Division Manager in compiling information for reports. Other duties of the Front Office Manager include the following:

- Assist in the training and cross-training of front office employees.
- Prepare the daily payroll report, VIP room assignments, and out-of-order rooms report.
- Assists the Rooms Division Manager in the formulation and implementation of front office policies and procedures.
- Prepares the weekly schedule of employees
- Aids the group coordinator with all group arrivals, either directly or through the delegation of this duty to other staff members.
- Reviews and approves all room moves and room rate changes to ensure they were necessary.
- Handles guest complaints and feedback as and when the need arises
- Assist the rooms division manager in forecasting room availability to ensure that the optimal level of occupancy is attained
- Is available to work in the front office area where they may be shortage of staff

The Front Office Manager should be the graduate of a four-year hospitality management school. He should have at least two years front office experience that includes front desk and night audit work. In this position, it is crucial that the person possesses excellent interpersonal communication skills as these skills are needed to keep all functional areas of the front office communicating effectively and working together as a team.

Front Desk

Front desk generally consists of the reception and cashier while front office is a department which includes all its sub-sections. The front desk area in a hotel is **operational 24 hours** per day. It is the centre of a hotel, the place where guests turn to seek information, to get help, and to register most of their complaints. When the busy check-in or check-out times occur,

the front desk area takes on the challenge of serving every guest as quickly as possible. This is a challenge because just checking in or checking out the guest quickly is not enough. All guests must be dealt with in such a way that they feel as though they have received special treatment. The front desk supervisor is the person who is directly involved in meeting this challenge.

Front Desk Supervisor

The specific responsibility of a Front Desk Supervisor is to guarantee the smooth running of the front desk. It is the Front Desk Supervisor's basic function to directly supervise the front desk. Apart from this overall duty, he/she would organise duty rotas and handle complaints of difficult customers which a receptionist may not be able to deal with. He or she will assist in the check-in and check-out procedures, should the counter gets very busy. The supervisor supervises and assists the front desk clerks (commonly referred to as guests service agents) in their primary functions. The front desk supervisor performs the following duties:

- Trains and cross-trains front desk personnel in the tasks of registration, mail handling, information services, and check-in and check-out procedures
- Prepares daily and weekly payroll reports for the front desk
- Completes a reconciliation of housekeeping, out-of-order rooms, and room-status reports
- Regulates the service given in the front desk and lobby area by requiring additional personnel to work in the area when needed
- Acts as a liaison between the guests and management, particularly with regard to problem-solving activities
- Is responsible for seeing that daily and hourly computer reports are run and distributed
- Assign VIP rooms to ensure guest satisfaction
- Resolves room discrepancy report through inspection

- Inspects other guest rooms on a daily basis to see that standards are being met
- Is responsible for authorising all rebates, petty cash, and other miscellaneous vouchers prepared by guest service agents.

The Front Desk Supervisor should be proficient in the use of all front desk equipment such as the computer system and reservations system. A college degree in hospitality management is desirable, with training in computer systems operations. In addition, the front desk supervisor should have two years in front office experience, within which he or she should have learned cashing, front desk operations, and the night audit. Familiarity with the local area is extremely helpful. A high level of social skills is needed to effectively deal with employees and guests.

Guest Service Agent/Receptionist/Front Office Agent

If there is one employee in a hotel who can and should be singled out as the most important, this person would be the guest service agent. This individual, more than any other employee represents the hotel to the guest. Through the registration process, the guest service agent provides the first initial contact a guest has with the hotel. After this contact, guests feel that the front desk is the place to call or go when they have a question or problem. An area that needs special attention is the effect that the agent has on the guest's perception of the hotel and the amount of satisfaction the guest will derive from his or her stay. The effect of a pleasant, friendly, helpful agent, as opposed to one that is rude, aloof, and uncaring, can easily be seen.

The basic functions performed by the guest service agent are the registration process (with related cashier duties) and the assisting of guests with any requests they make. The guest service agent's main concern is, of course, service to the guests. This service can be accomplished by acknowledging the guests' presence even if they cannot be served at once, always calling guests by name, and smiling and looking at the guests when serving them. The guest service agent's duties include the following:

- Handles the guest registration process and adheres to all hotel credit policies in the process
- Handles guest check-out procedure
- Issues and controls guest safe-deposit boxes
- Always answers the front desk phone within three rings or less

- Maintains the assigned house bank and makes an accurate report of moneys received and paid out
- Attempts to sell up guest rooms, and informs the guests of hotel services and facilities
- Is aware of all daily events in the hotel and local area
- Is trained in all emergency procedures
- Handles guest mail and reservations when the reservation department is closed

The guest service agent should have at least a high school diploma, and fluency in foreign languages is extremely helpful in most hotels. This person must be able to communicate effectively, have a friendly and pleasant personality, and possess great patience. Tolerance is required when one is dealing with guest complaints and answering the same types of questions for different guests all day.

The front desk area is operational 24 hours per day. This means that three eight-hour shifts will make up the day's schedule for this area:

- | | | |
|----------------------|-----------------------|-----------------|
| • 7:00 am – 3:00 pm | 1 st shift | Day shift |
| • 3:00 pm – 11:00 pm | 2 nd shift | Swing shift |
| • 11:00 pm – 7:00 am | 3 rd shift | Graveyard shift |

When more than one guest service agents is being scheduled per shift, which is the case in most full-service hotels with over 100 rooms, the beginning times should be staggered. If two agents are working on the day shift for instance, one of them should start at 7:00 am and one at 7:30 am. Then, the two agents coming in on the second shift should be schedules similarly, with one beginning at 3:00 pm and the other at 3:30 pm. This overlapping of the shifts will allow for a smooth changeover and a thorough communication of all necessary information between shifts. Part-time employees may be utilised for a full eight-hour shift when they fill in on full-time employees' day off.

Front Office Cashier

The duties of the front office cashier include the following:

- Handle safe deposit boxes
- Update guest folios and maintain accurate folio balances
- Monitor guests folio balance for house limit and floor limit
- Handle the different methods of payment
- Handle float and make remittance

- Check out guest
- Handle foreign exchange transactions
- Communicate with relevant departments
- Perform various clerical and administrative duties
- Balance all transactions during his/her shift
- Sell miscellaneous items
- Sell the hotel, its product and services
- Perform any other duties assigned by management

Night Auditor

Being a night auditor is one of the most difficult positions to fill at the front desk. The reasons for this are many, but one of the more prominent ones is that the hours the employee works are difficult. It is hard for most people to stay awake from 11.00 pm to 7:00 am, all the while trying to focus their attention on work that requires a great deal of accuracy with numbers. Therefore, one of the most important traits a manager should look for in a night auditor candidate is the ability and desire to stay awake and work during this shift.

The basic functions performed by the night auditor include:

- Auditing of all daily charges and adjustments posted by the front desk to ensure that the guest ledger is in balance
- Posting any late charges, posting room and tax charges, and updating the guest ledger.
- Balancing restaurant, beverage, laundry, valet, phone and all other charges with the cashier reports
- Balances all allowances and city ledger transfer postings
- Reviews all postings to the city ledger and credit cards
- Checks credit limits on individual guest accounts
- Prepares and balances the daily report for presentation to management
- Prepares all work for presentation to the accounting department
- Switches the system over to the next business day.

The night auditor prepares various reports for management. Statistics such as the average room rate, percentage of double occupancy, percentage of occupancy, and other figures are needed daily by management to review the results of operations. Additionally, a report indicating the status of every room is prepared for the housekeeping department. For minimum requirements, a night auditor should have a high school diploma, an ability to work with numbers, and at least one year of front desk experience where an understanding of the guest ledger, trial balance, and hotel cashiering has been gained.

Reservations

The reservations area is crucial to the success of a hotel. It is the area involved in selling rooms to future guests. In this sales capacity, reservations must work very closely with marketing and sales department.

Reservations Manager

The Reservations Manager is in control of the section, and organize the staff duty rotas, establish and maintain high standards of work, and make decisions on whether bookings should be accepted or not. He or she must ensure that all reservations, both group and individual, are recorded and followed up on as necessary. Other duties of this position are to perform the following:

- Making sure proper telephone etiquette is used and correct information is being given to potential guests
- Being sure that personal service is stressed and that sales techniques are being used appropriately
- Training reservation agents and setting up cross-training programs
- Reviewing all VIP reservations and working with the rooms division manager and the front office manager on assignments
- Preparing and distributing to other departments a 10-day and 30-day forecast
- Handling requests for reservation information and room rates
- Resolving billing disputes with regard to room rates quoted by the hotel
- Developing and maintaining a solid working relationship with the central reservations office and travel agents.

A Reservation Manager should have a high school diploma and some hotel management course work. Two years of reservations experience in a hotel, ability to sell, and a desire to provide a high degree of service are also necessary.

Reservationists/ Reservation Clerk/Agent/Officer

The Reservations Agents handle reservations, which may be made by telephone, fax, mail or email. They keep records of the number of bookings taken for each night, and record all the relevant details of each booking. They are also responsible for providing future guests with information about the facilities of the hotel. He or she also provides transportation to the hotel and facts about the local area to guests. Work performed by Reservations Agent includes:

- Giving friendly and courteous service to future guests while involved in telephone sales
- Answering all reservation phone calls, taking reservations, and dealing with reservation correspondence
- Dealing with group bookings such as cancellations changes, and rooming list
- Checking to see that all equipment is working properly and that the needed amount of supplies is on hand
- Conducting telemarketing under the direction of the director of marketing and sales
- Operating the property management reservation module.

While it is not necessary for a Reservations Agent to have a college degree, it would be beneficial for promotion and transfer into other areas such as marketing and sales. The reservations agent must be able to communicate by telephone and in person, have a pleasant personality, and possess a high level of patience in dealing with people.

Uniformed Services

The uniformed services area is headed up by the bell captain and includes the valet parking personnel, doorpersons, and bell staff. In a large hotel where this area contains numerous employees, this area will be supervised by a person entitled the superintendent of services or director of uniformed services. In smaller hotels, the front office manager will have responsibility for this area.

Valet Parking Attendant

Valet parking attendants are, in many cases, the first and last hotel employees that a non-guest or guest who has driven to the hotel has contact with. This position requires an individual who is physically agile enough to run back and forth from the hotel entrance to the place where cars are parked. When it is busy with arrivals or departures (often due to banquet guests arriving or departing), this job is extremely demanding physically. The basic function of a valet parking attendant is to park and retrieve the cars of the hotel guests and non-guests in a friendly, hospitable, and safe manner.

A valet parking attendant must possess an excellent driving record. Due to the large amount of gratuities a person can receive in this job, it should be possible to attract employees who are capable of providing the level of quality service the hotel desires.

Doorperson

The employee who greets the guest and offers the first service of the hotel is the doorperson. The service is assisting the guest into the hotel with his or her luggage and directing the guest to the front desk area. In case of guests of the hotel who are there only to attend functions being conducted at the hotel, the doorperson will greet the guest in a friendly manner and direct the guest to the function. At check-out time, the doorperson is busy taking the luggage from the bell staff and helping the guests with their departure from the hotel by loading their luggage into their car or by calling a taxi. During their stay, the doorperson is there to assist the guests with directions and by answering questions in a pleasant and helpful fashion. When guests return to the hotel, a warm and pleasant greeting from the doorperson goes a long way in making guests feel important to the hotel.

Bell Person/Bellhop/Bellman/Porter

After the guest checks into the hotel, he or she is turned over to the bell person who will escort the guest to the guestroom. Rooming a guest refers to the process a bell person goes through when escorting a guest to the room. During this rooming process, the bell person has an opportunity to act as the hotel's sales representative and ambassador of goodwill. While escorting the guest to the room, a bell person can start up a conversation that will make the guest feel welcome, inform the guest of the hotel facilities, and sell the hotel's food and beverage areas to the guest. Upon arriving at the room and placing the guest's luggage inside the room, the bell person should explain the workings of the heating and cooling system, the television set, and he or she should answer any questions the guest may have.

The security of the hotel lobby may be indirectly become the duty of bell persons. They are constantly moving throughout the hotel, and should be trained to keep their eyes and ears open for anything unusual. While guests are checking in and being roomed, bell staff can look for light luggage or any other suspicious signs that should be reported to the management. The bell staff will perform other duties during a guest's stay such as delivering messages, running errands for the hotel and its guests, and completing other duties as assigned by management.

Page Boys

The duties of page boys include running errands for guests, informing guests in outlets of any calls and delivering messages to guests.

PBX/Telephonist/Telephone Operator

PABX/PBX stands for private automated branch exchange. This area is commonly referred to as the switchboard and is staffed by switchboard/telephone operators. The switchboard must be kept open 24 hours per day. In small hotels, the night auditor may take on these duties during the third shift. It is important that the phone be answered as quickly as possible (by the third ring), and in a friendly and polite manner.

Most large hotels have room-to-room dialling by which guests in one room can dial directly to another room. Direct dialling is in use in most lodging properties today. This means that guests can dial local and long-distance phone calls from their guest rooms without going through the hotel or phone company operator.

The main duty of a switchboard operator is that of transferring calls

from outside the hotel to the appropriate guestroom. Operators must do this without ever giving out the room number of a hotel guest. There are two methods used to locate a guest's room number. The first is by using what is called an information rack. This contains slips of paper that have the guest's name and room number on it. These slips are placed in the information rack in alphabetical order. A second method is to have a computer terminal at the switchboard area and to use this to access the guest's room number by a last name search.

One of the most important things an operator must do when answering the phone is to speak slowly and clearly enough so that the calling party will know the correct number has been reached. This also reinforces the name of the hotel with the caller. An appropriate greeting should be made as well. As with most of the employees in the rooms department, the switchboard operators represent the hotel to the callers and hotel guests.

Therefore, if the operators are hospitable, a pleasant picture of the hotel is printed for these individuals. Wake-up calls are usually taken by the switchboard operator if a guest-controlled computer system is not in use. It is extremely important that when a wake-up call is requested that proper procedures are followed so that the call will be made at the right time. Taking messages for guests falls into the same category of importance as providing wake-up calls. An inaccurately taken message is going to leave such a poor impression on the guest that the hotel, and quite possibly the entire chain with which it is affiliated, may lose this guest forever.

Self-Check 2	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the final page:

I. Short Answer

1. List down List four duties reservation manager (5%)?

2. Why does the front desk department is operational for 24 hours

(5%)? _____

3. Write duties and responsibilities of the front office manager(5%)?

_____, _____,
_____, _____,
_____, _____.

4.What are the responsibilities of front office cashier (5%)?

Answer the following question!

Note: Satisfactory rating – 20points

Unsatisfactory - below 20points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____

LG #40	LO4. Clarify interdepartmental coordination
Instruction sheet	
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> • Identifying the role of front office information. • Understanding the relevance of the front office in guest services <p>This guide will help you to clutch the learning outcomes stated in the cover page. Particularly, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> • Identify the role of front office information. • Understand the relevance of the front office in guest services 	
Learning Instructions:	
<ol style="list-style-type: none"> 1. Read and comprehend the specific objectives of this Learning Guide. 2. Follow the instructions described below. 3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them. 4. Accomplish the “Self-checks” which are placed following all information sheets. 5. Ask the correction key (key answers) from your trainer or you can request your trainer to correct your work. (You have to get the key answer only after you finished answering the Self-checks). 	

Information Sheet1: Identifying the role of front office information.

1.1. Front office information in departmental interdependence

The front office is the centre of guest transactions in a hotel and so often acts as the centre for collection and distribution of guest information. Such information may help other departments providing the best service to guests throughout the different stages of the guest cycle.

Housekeeping Department

The housekeeping department requires the following information from the front desk:

- ✓ Check-in, occupied and check-out rooms in order to organise room cleaning
- ✓ Special requests from guests, such as baby cot or extra blanket, etc., so that extra amenities and services can be provided to guests

In return, the housekeeping department will provide the actual room status to the front desk for comparison with the computer record which ensures that the front

desk has the correct room status. Any discrepancy found will be double checked by the Assistant Manager.

Engineering

The engineering department is responsible for maintaining properly the hotel facilities under the care of the front office department such as the proper of functioning of the guest lift.

Security

The front office needs to provide guest information to the security department in the event of emergency; such as fire alarm, power failure and so on. When guest reports loss of property to the front office, security department will be informed to handle the case together with front office's assistant manager.

Human Resources

The human resources department provides staff training and recruitment service to the front office. It also sets up the staff grooming and discipline standard for staff to follow.

Food and Beverage Department

The front desk will provide the food and beverage department with a guestroom special amenities request form. The food & beverage department then arranges for item such as welcome fruit basket with fruits, chocolates and wine to be put in the guestroom. For groups, the food & beverage department will need the front desk to provide information on meal arrangements so as to reserve seats in the outlets or conference rooms for guests' meals.

Sales and Marketing Department

The sales and marketing department needs to work closely with the front desk and reservations department for reservations of groups, tours and corporate bookings. The front desk will provide to the sales and marketing department an updated rooming list, see example on page 35, with guest room number upon the arrival of tours or groups.

Accounts Department

Information concerning advance deposits received by the reservations department and payments received by the front desk must be recorded and passed to the accounts

department which is responsible for monitoring guest accounts, checking credit limits and seeking settlements of guest accounts. Accounts department is responsible for compiling a list of credit-approved companies, which is needed by reservations and front desk when receiving bookings.

Self-Check 1	Written Test
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I. Short Answer

1. What is the role of front office department in facilitating the operation of other departments (5%)?

2. Explain the relationship between front office and food and beverage service department (5%)?
3. What would happen if the communication between housekeeping and front office departments disrupted (5%)?

Answer the following question!

Note: Satisfactory rating – 12points

Unsatisfactory - below 12points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____

Rating: _____

Information Sheet 2- Understanding the relevance of the front office in guest services.

2.1. Relevance of front office in guest service

The relevance of front office department in smooth running of the overall hotel operation and making possible guest service at different hotel premises can be best understood in the information sheet 1 of LG#40 LO4. Dear trainees you are recommended to spare your time at reading information sheet 1 of LG#40 LO4 and try the questions cited after reading the information sheet.

LG #41	LO5. Differentiate front office systems
Instruction sheet	
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none">• Identifying the role of front office information.• Understanding the relevance of the front office in guest services <p>This guide will help you to clutch the learning outcomes stated in the cover page. Particularly, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none">• Identifying the role of front office information.• Understanding the relevance of the front office in guest services	
Learning Instructions:	
<ol style="list-style-type: none">1. Read and comprehend the specific objectives of this Learning Guide.2. Follow the instructions described below.3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.4. Accomplish the “Self-checks” which are placed following all information sheets.5. Ask the correction key (key answers) from your trainer or you can request your trainer to correct your work. (You have to get the key answer only after you finished answering the Self-checks).	

Information Sheet 1- Seek information on the hospitality industry

1.1. Front office system Trends and developments

Now days the hotel operation is assisted by business applications or systems that eases the overall operation of hotel premises. Centuries and decades ago every operation had been relied on manual operation unlike the contemporary hospitality business. In front office which is believed to be the brain of the hotel operation has different systems like other hotel departments. Delivery of guest services are in a hotel is becoming speedy supported by different communication systems and artificial intelligences. Plenty of services such as; reservation, registration, account settlement of guest on departure and pre and post communication of guests with hospitality establishments are harnessed with technologies. Advanced front office systems are taking over hotel operation in contemporary era.

Front office system may include but not limited to:

- Property Management System
- IDS
- Computerized System etc..

Installing front office systems is expensive; therefore it must offer extensive benefits to the hotel and to guests. Many functions performed by the front office are suitable for computers due to its recurring, data manipulating and number calculating nature.

Such functions include:

- Processing of reservation requests
- Registration of guests during check-in
- Updating of room status
- Posting of all charges to guest accounts
- Settlement of folios either during the guest's stay or at check- out
- Updating of guest history
- Generating relevant reports for use by other departments and management

Manual front office system can perform all these functions, but not as effective and immediate as a computerized system. Information generated by a computer is more accurate, up to date and available much faster. Furthermore, it reduces labor cost since less time is spent on the manual generation of information. It reduces room status discrepancies since the housekeeping department is also linked to the system. As soon as rooms are serviced and vacant, housekeeping can update the system, thereby making information readily available to the front office.

Self-Check 1	Written Test
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1. Express the trends of front office system development (5%)?
2. Cite business applications or systems widely used in front office system and explain their function for front office operation (5%)?
3. What is the difference between manual and computerized front office systems? Which one is more labor intensive and why (5%)?

Answer the following question!

Note: Satisfactory rating – 12points

Unsatisfactory - below 12points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____

Information Sheet 2: Recognizing the operational systems

2.1. Operational systems

2.1. Advantages operational systems

Computerized systems exemplify both advantages and disadvantages in the workplace. The use of computerized systems has resulted in streamlining such that, for example, the same size organization needs fewer secretaries for the same number of executives or departments than it once did. This loss of many lower- and middle-level jobs, combined with the rapid changes in technology that can fairly rapidly outdate even some jobs within the computer or information technology field itself, has given rise to a perception of lack of job security.

Advantages of computerized Systems

1. Your business is open around the clock.

Customers who make a decision to book a tour or rental don't want to wait until you are in the office — they want to lock in the activity on their own schedule. Using an online booking system means that your business is open 24 hours a day, seven days a week.

2. You can maximize reservations.

Customers who book their own reservations are more likely to show up, making no-shows a thing of the past. If a customer does need to cancel, the spot automatically opens online, giving another customer the chance to book it. By maximizing your reservations, you won't leave unused activity spots or rentals on the table.

3. You get paid quicker.

With an online booking system, you can require customers to prepay for activities and rentals. This puts money into your pocket faster.

With an online booking system, you can require customers to prepay for activities and rentals. This puts money into your pocket faster and helps make sure that on the day of the event you don't have to worry about payment — giving you and your customers more time to have fun.

4. You're not tied to a phone.

If a customer calls a tour or activity company and gets routed to voicemail, they may call back later — or they may call their second-choice. Online booking means you capture more potential business because reservations and information are always available. It also means you won't get caught in a dreaded game of telephone tag.

5. You can effortlessly up-sell add-ons.

You can always add more guides, offer more activities, or expand your hours to grow your business, but all of those take work. By adding additional perks to your customers, you can easily add extra revenue for your business. Fun extras like photo packages or memorabilia, you can include options to these items in your online booking checkout.

6. It's easy to manage your calendar.

Online booking systems allow you to check your reservations and availability wherever you are using any mobile device. You always know the status of your business, and your schedule can be easily managed from a convenient location.

7. You get valuable insight about your business.

An online booking system provides you with a dashboard of analytics that help you grow your business. Quickly determine your most popular sellers, the most requested time slots, or even the most popular add-ons by using an online booking system with robust insights. Take advantage of knowing what your customers want most — saving you time and money on offerings that don't help your business grow.

Disadvantages of Online Booking Systems

1. You need Internet access.

If you run tours and activities in remote areas where you aren't able to get on the Internet, online booking might not be for you. You'll need reliable Internet access to check your reservations and to add bookings that are made online.

The good news for Peek Pro users is that our mobile apps work offline.

This means that you can connect to the internet, sync your bookings, and go to areas with bad reception. In those areas, it doesn't even matter if your internet cuts out — the Peek Pro apps will work.

2. You need to be ready for an influx of new customers.

Online booking software is a great way to attract new customers, many of whom prefer booking online from their computers and mobile devices.

However, if you're running a small operation without enough staff members or

resources to expand your activities, growing too quickly may pose a challenge.

3. Not all online booking systems are created equal.

If you choose a provider that offers poor customer service or only a few features, an online solution might be frustrating — especially when you're ready to grow your business. It's important to do your homework upfront and choose an online booking system that is committed to supporting you and your business for the long haul.

4. Avoid booking systems that don't bring you new quality customers.

If you're going to invest in a new technology platform and take the time to train your staff, we recommend you choose a booking system that fits all of your business needs — including bringing you a stream of new, high-quality customers. Some booking systems include distribution channels, but they may not attract quality customers who will give you great reviews and refer your business to friends. Make sure you do your research to find a booking system that guarantees a consistent stream of quality customers.

Self-Check 2	Written Test
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Short Answer

- 1. Write the role of front office systems in smoothing the front operation (5%)?**
- 2. Does the front office system have negative impact on FO operation? If you think there is an impact explain with your own understanding (5%)?**
- 3. Do computerized system has negative impact on our social life(5%)?**

Answer the following question!

Note: Satisfactory rating – 12points

Unsatisfactory - below 12points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____

Self check Answers

LG#37, Lo1

self check# 1

Choose the best answer (each 1point)

- I. 1. C 2. B 3. C 4. D 5. A
- II. 1. Restaurant 2. Room service 3. Front office
- III. 1. front office, restaurant, concierge, cashier
2. The main responsibility of the cashier is accepting payment of guests' account and dealing with currency exchanges.
3. a) Reservation, registration, room & rate assignment
b) Fulfills guest services and updates room status
c) Maintains & settles guest accounts
d) Creates guest history records
e) Develops & maintains a comprehensive database of guest information
f) Coordinates Guest Services

Self check #2

I. Short Answer

- 1. Accounting, housekeeping, sales and marketing and human resource management
- 2. Producing food and beverage items for customers and staff
- 3. The main functions of the sales and marketing department involve generating new businesses for the hotel, coordinating advertising, as well as sales promotions and public relations activities aiming at enhancing the hotel's image.

Self check #3

I. Short Answer

- 1. In front house division there high interaction between customers and staff on the contrary in back house division there is little interaction between staff and guests.
- 2. The classification is depend on guest and staff interaction
- 3. Back of the house division

LG#38, Lo2

Self check #1

Matching

I. 1. F 2. E 3. D 4.C 5. B 6. A

II. Short Answer

1. Types of beds

- **Single**
- **Double**
- **twin**
- **king sized bed**
- **queen sized bed**

2. Types of rooms

- **single room**
- **twin room**
- **double room suite room**
- **duplex room**

3. Purpose of registration

- Recording the arrival of guest
- Confirming the personal details of guest
- Satisfying legal requirements

Self check#2

I. Choose the best answer

1. D 2. A 3. C 4. C 5. D
2. Pre-registration, Prepayment, Checking expected arrival lists, Pre-Registration, Pre-Assignment, Prepare Room Keys etc
3. Name of guests, departure date, Type of room reserved, Room rate, Source of booking, Remarks and/or special requests
To ease control of food and beverage items served for customers

Self check #3

I. Short Answer

1. To develop and maintain images of our business premises accurate information has to be provided for our customers. In addition to this if we can not provide accurate information customers can not get proper service they need and if so it will kill the impression of our customers and will damage the good will of our business.
2. Providing accurate information is believed to be every ones responsibility as hesitating to do so will disrupt the hotel operation and if service delivery fails it will result in failure the hotel operation and affects every staff in the hotel in one way or another.
3. Accurate information is a precise information that can be provided for guests and helps the guest to get what they need through the information provided.
4. If wrong information is provided for guests customers will fail to get what they need and will result in complain from guests. This further causes guests not to come to our hotel again so we lose customers.

Self check #4

I. Short Answer

1. Room status report is a report consisting of up-to-date status of rooms to identify a need for maintenance or verify their readiness for sale.
2. It explains about the updated status of rooms
3. It is to let the front desk agent sale the room or get it maintain or clean by communicating with the desirable department.
4. Out of order rooms are rooms that cannot be sold to as any kind of service can't be provided for guests through it.

Self check #5

I. Fill the blank space

1. Hospitality etiquettes
2. Etiquette

II Short Answer

1. Hospitality etiquettes are important elements that every hospitality works has to be stick with. Hospitality etiquettes help us to provide professional,

competitive, courteous and effective service for customers. It also helps staff to integrate with crucial hospitality ethics and principles.

2. Accepted hospitality etiquettes

- Always greet **guest** and colleagues with a smile and maintain a friendly and pleasant expression.
- Stand upright, do not **fold** your arms in front of the guest.
- Keep your hands out of your pockets.
- Do not lean on the counter at any time and especially when dealing with the guest.
- Do not play with your hair and jewelry when you are at the **front of the house** area.
- Ensure a positive body language at all times.
- Always be tactful and courteous, never argue with guests.
- Be humored and even-tempered, do not become over friendly with guests.
- Always be attentive when speaking to guest and look at a guest when addressing him/her.
- Always look and act professionally, do understand that there are other guests watching your behavior etc

LG#39, Lo3

Self check #1

I. Short Answer

1. Large hotels employ more staff and tend to have greater specialization among sections of staff.
2. Some VIP guests need personalized service due to this reason we have a large number of staff and competent staff, too
3. The more standardized our service is the number and level of competency of our staff is needed more..

Self check #2

I. short answer

1) Responsibilities of reservation manager

- Making sure proper telephone etiquette is used and correct information is being given to potential guests
- Being sure that personal service is stressed and that sales techniques are being used appropriately
- Training reservation agents and setting up cross-training programs
- Reviewing all VIP reservations and working with the rooms division manager and the front office manager on assignments
- Preparing and distributing to other departments a 10-day and 30-day forecast

2. The front desk office should be open for 24 hours in order to provide guest service for incoming guests.

3. Duties of front office manager

- Assist in the training and cross-training of front office employees.
- Prepare the daily payroll report, VIP room assignments, and out-of-order rooms report.
- Assists the Rooms Division Manager in the formulation and implementation of front office policies and procedures.
- Prepares the weekly schedule employees

4. Duties of front office cashier

- . Monitor guests folio balance for house limit and floor limit
- Handle the different methods of payment
- Handle float and make remittance

LG#40, Lo4

Self check #1

I. Short Answer

1. Front office department is the brain of the hotel. Hotel is a service giving business entity that provides different accommodation, food and beverage service, recreation and other service for customers. The needs of customers will be communicated through the front office department. So if front office fails the brain of the hotel will fail.
2. The front desk will provide the food and beverage department with a guestroom special amenities request form. The food & beverage department then arranges for item such as welcome fruit basket with fruits, chocolates and wine to be put in the guestroom. Food and beverage service department provides also food and beverage service for front office staff
3. Room sales and other major hotel operation will be disrupted.

Self check 2-No self check for information sheet 2 at this learning guide

LG#41, Lo4

Self check #1

I. Short Answer

- 1. In the contemporary hotel business operation different hotel activities are boosted with the help of technologies. Front office operation is totally being automated leaving manual operation aside.**
- 2. Computerized reservation system**
- 3. In manual front office system operation is conducted manually. But in computerized system every operation and guest service is rendered through digital way.**

Self check #2

I. Short Answer

- 1. Front office system link every department with customers to ease guest service**
- 2. For every plus there is always minus. Even though the front office system has driven the front office operation to a dynamic change, its dependence on digital technology might expose it for cyber attack and computer malwares. Internet access and shortage electric power are the other problems of third world nations.**
- 3. Socially, children who spend excessive time using computers have less opportunity to learn such social skills as good manners or cooperation with others. Adults whose work involves heavy computer use to the extent of restricting social interaction may feel isolated or cut off from the world.**

The trainers who developed the TTLM

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