



Level 5 Diploma in Hotel Management (610) 143 Credits






Unit: Front Office Management	Guided Learning Hours: 220
Paper No.: 1	Number of Credits: 22
Prerequisites: Knowledge of business organisation.	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Unit: The unit introduce learners to the principles of effective front office management. The unit covers the front office's significance to hotel keeping; describing the roles and functions of the office staff as well as the forms, machines and procedures used from the guests' arrival to departure. The unit presents a systematic approach to front office procedures by detailing the flow of business processes in a hotel, beginning with the reservation process and ending with check-out and settlement. The unit examines the various elements of effective front office management, paying particular attention to planning and evaluating front office operations and to personnel management. Front office procedures and management are placed within the context of the overall operation of a hotel.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
<p>Special Requirements: The unit requires a combination of lectures, demonstrations and classroom discussions.</p>	
<p>Intended Learning Outcomes:</p> <p>1 Insights into hotel industry which provides accommodations, meals, and personal services for both the traveling public and permanent residents.</p> <p>2 The front office as the nerve centre of hotel operations and how front office managers maintain a cooperative relationships between the front office and other hotel divisions.</p> <p>3 The importance of communicating effectively internally and externally in a hotel institution through the front office as the core of the organisation.</p>	<p>Assessment Criteria:</p> <p>1.1 Define the hotel classification system</p> <p>1.2 Identify trends that foster growth and employment in the hotel industry</p> <p>1.3 Identify career development opportunities</p> <p>1.4 Compare and contrast Commercial Hotels, Airport Hotels, Conference Centers, Economy Hotels, Suite or All-Suite Hotels, Residential Hotels, Casino Hotels and Resort Hotels</p> <p>1.5 Outline common hotel classifications</p> <p>2.1 Describe the organisation of lodging properties</p> <p>2.2 Describe the organisation of the front office department</p> <p>2.3 Analyse the front office staffing</p> <p>2.4 Describe the functions of the front office manager</p> <p>2.5 Create an organisational chart depicting the lines of responsibility</p> <p>2.6 Distinguish front office from the rest of the hotel</p> <p>3.1 Identify the advantages of effective interdepartmental communications</p> <p>3.2 Describe the role of the front office in establishing and maintaining effective communications with other departments</p> <p>3.3 Describe the application of Total Quality Managements in improving interdepartmental communication</p> <p>3.4 Explain how to improve interdepartmental communication</p> <p>3.5 Evaluate and outline the front office</p>

<p>4 Web-based internet Central Reservation System for hotels that allows real-time management of rates and inventory across all channels worldwide.</p>	<p>Interaction with other departments in the hotel</p> <p>4.1 Describe the overview of a reservation system</p> <p>4.2 Describe sources of reservations</p> <p>4.3 Produce forecasting reservations process</p> <p>4.4 Identify overbooking (occupancy management) problems</p> <p>4.5 Describe the guest reservation process</p> <p>4.6 Analyse the importance of guest reservations to travellers and lodging establishments</p>
<p>5 Revenue Management techniques and strategies disciplines combining data mining and operations research with strategy and understanding of customer behaviour.</p>	<p>5.1 Analyse average daily rate and its effectiveness</p> <p>5.2 Describe the history of revenue management</p> <p>5.3 Describe the use of revenue management</p> <p>5.4 Identify components of revenue management</p> <p>5.5 Implement applications of revenue management</p> <p>5.6 Identify the review occupancy percentage and its effectiveness</p>
<p>6 Guest charge payment and guest registration process including capturing guest data such as name, address, length of stay, and company affiliation, which are needed during his or her stay and after departure.</p>	<p>6.1 Describe common booking practices performed in Front Office</p> <p>6.2 Analyse forms used to process guest charges and payments</p> <p>6.3 Describe account ledgers</p> <p>6.4 Describe the procedures for processing guest charges and payments</p> <p>6.5 Describe the procedures for transferring guest and ledgers to accounts receivable</p> <p>6.6 Outline the importance of standard operating procedures for posting and the night audit</p> <p>6.7 Describe the importance of the guest contact.</p> <p>6.8 Define the process of capturing guest data and the entire guest registration procedures</p>
<p>7 A walkthrough of the hotel checkout process from a guest's perspective, offering some information on how to simplify the process and make it more friendly.</p>	<p>7.1 Describe the guest checkout process.</p> <p>7.2 Describe the procedures necessary to perform the guest checkout</p> <p>7.3 Identify checkout reports available within the management system</p> <p>7.4 Describe the importance of guest histories</p> <p>7.5 Describe the importance of hospitality to the hotel guest and the hotel management</p>
<p>8 Employee hospitality qualities including how the success or failure of these businesses depends not on the quality of their products or services, but on the performance of their customer service staff.</p>	<p>8.1 Describe hospitality personnel roles and characteristics</p> <p>8.2 Describe what makes a good hospitality employee</p> <p>8.3 Describe qualities of an exceptional customer service hospitality employee</p> <p>8.4 Explain the importance of regular training for Front Office staff</p> <p>8.5 Develop a Front Office training program</p> <p>8.6 Describe the importance of cross-training employees</p> <p>8.7 Describe the role of the front office in a hotel's marketing program</p>

9 The importance of a security department to effective front office management and ensuring guests feel safe, but not restricted or inconvenienced.	8.8	Analyse the importance of a point-of-sale front office
	9.1	Describe the organisation of a hotel security department
	9.2	Compare in-house security department vs contracted security services
	9.3	Design hotel policy laws regarding to (i) room key security system (ii) fire safety (iii) emergency communication procedures (iv) employee safety programs
	9.4	Describe hotel security department roles
	9.5	Explain hotel security challenges facing many hotels today and solutions
<p>Methods of Evaluation: 2½-hour written essay examination paper with five questions. Candidates are required to answer all questions. Each question carries 20 marks. Candidates also undertake project/coursework in Front Office Management with a weighting of 100%.</p>		

Recommended Learning Resources: Front Office Management

Text Books	<ul style="list-style-type: none"> • Front Office: Procedures, Social Skills and Management by P. Abbott and S. Lewry. ISBN-10: 0750642300 • Hotel Front Office Management by James Socrates Bardi. ISBN-10: 0471687103 • Front Office Management and Operations by Ahmed Ismail. ISBN-10: 0766823431 • Professional Front Office Management by Robert Woods, Jack D. Ninemeier, David K. Hayes and Michele A. Austin. ISBN-10: 0131700693
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	None