

B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 5.2)

Front Office Management

Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Front Office Management DSE 5.2	4	3	1	-	Pass in Class 12th	-

Learning Objectives

This course provides an overview of the management techniques used to manage the front office. This course will help students to recognize the various hotel kinds and their attributes. Students will be acquainted with the structure of front office department and its responsibilities. This course will help students to know how to manage reservations-related operations effectively.

Learning Outcomes

After completing this course, the learners would be able to:

1. explain the concept, importance and role of front office in a hotel. Appraise the need for organizational structure in the front office department and ensures co-ordination between different departments.
2. discuss the roles and responsibilities related to the staffs working in the front office department.
3. demonstrate the appropriate qualities and traits required by the front office personnel.
4. execute all the responsibilities related to the guests from pre-arrival till the time of departure.

Unit-1

Introduction to Front Office

11 Hours

Basic concept of tourism and hotel industry, Interdependence of the tourism, travel, and hospitality industry, Front office- Introduction, Function, Organizational structure, Roles and Responsibilities. Co-ordination and communication between the front office and the other departments- Housekeeping, Food & beverages and marketing and sales.

Unit-2

Roles and Responsibilities of Front Office Staff

11 hours

Roles & responsibilities of front office staff - Front office manager, Assistant front office manager, Reservations manager, Lobby / Duty manager, Reservation agent, Telephone operator, Cashier, Receptionist / Front office assistant, GRE- Guest Relation Executive, Concierge.

Unit-3

Qualities of Front Office Staff

10 hours

Pleasant personality, pleasant appearance, Personal hygiene, Welcoming cheerful smile, Willingness to help, Self-confidence, Calmness, Diplomacy, Social etiquettes, Physical fitness, Memory, Communication, Decision making salesmanship, Systematic working, Sincerity, Telephone manners.

Unit- 4

Guest Handling Procedures

13 hours

Guest Cycle - Introduction, Different stages of guest cycle, Reservations- Importance, Modes of reservation, Types of reservation system, Accepting or denying reservation, Generating reservation reports, Managing reservations. Arrivals - Guest arrivals at reservation and front office, Receiving of guests, Pre-registration, Registration. During the stay activities- message and mail handling, Key handling, Complaints handling. Departure- modes of guest account settlement, Control measures for cash and credit-based account settlement, Foreign exchange.

Exercises:

The learners are required to:

1. make an assignment on the functions of front office and its co-ordination with other departments- housekeeping, food & beverages and marketing and sales.
2. discuss in group about the roles and responsibilities performed by various front office staffs namely Front office manager, Reservations manager and Telephone operator.
3. demonstrate qualities of the front office staff through role play in the class.
4. visit a hotel to study the procedures adopted by for guest handling and make a detailed report on – Reservation, making group reservation, compiling arrival list, handling no shows, guest complaints handling.

Suggested Reading:

- Andrews, S. (2013). *Hotel Front Office: A Training Manual*. New Delhi: Tata McGraw Hill Publishing Company Ltd.
- Bhakta, A. (2012). *Professional Hotel Front Office Mgmt*. India: McGraw-Hill Education (India) Pvt Limited.

- Bhatnagar, S. K. (2011). *Front Office Management*. New Delhi. Frank Bros. And Publishers Ltd.
- Bhatnagar, S. K. (2011). *Front Office Management*. India: Frank Bros. & Company.
- Brooks, R. M., Kasavana, M. L. (2009). *Managing Front Office Operations*. United States: American Hotel & Lodging Association, Educational Institute.
- Raske, L. (2016). *Hotel Front Office Management*. United States: Scitus Academics LLC.
- Reynolds, D. E., Reynolds, D. R., Rahman, I., Barrows, C. W. (2021). *Introduction to Hospitality Management*. United Kingdom: Wiley.
- Tewari, J. R. (2016). *Hotel Front Office: Operations and Management*. India: Oxford University Press India.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**