

## BHOS402 Front Office

ECTS Value: 6 ECTS

### Overall Objectives and Outcomes

This module shall provide students with the necessary theoretical and practical knowledge to teach Hospitality students the main front office activities and functions. The content will focus on the execution and management of task, such as telephone operations, reservations, and customer care which are key in the running of various departments operating within the hospitality context.

By the end of this module, the learner will be able to:

### Competences

- a. critically review the role of Front Office within the Hospitality sector;
- b. develop a comprehensive understanding of the importance managing the reservations process ensuring quality products and services;
- c. critically assess and implement problem solving initiatives while selecting the appropriate operation and services within the Front Office department;
- d. analyse the effects of current trends in Hospitality operations and guest experience in view of quality assurance elements.

### Knowledge

- a. identify and outline the key aspects and responsibilities of the Front Office department and instruct others on the overall hotel operation:

Indicative content:

- i. The development of the Hotel Industry;
- ii. Procedures of Hotel classification;
- iii. Aspects which affect Hotel Operations;
- iv. Security operation in hotels;

- b. comprehend the human resource structure within the Front office department in order to advise others on an effective working environment required for the day-to-day running of a Hotel:

Indicative content:

- i. Organisational Design – Line Functions and Staff Functions;
- ii. Characteristics of the Hotel Operations/ Industry;
- iii. A Conceptual Framework of the Hotel General Manager's Job;
- iv. The Structure of the Front Office Department;
- v. The structure of the Housekeeping Department;
- vi. The structure of the Food and Beverage Department;
- vii. Strengths and Weaknesses of a Functional Organisation;

- viii. The role and functions of the receptionist;
- c. identify the guest services and their corresponding implementation required for an effective and efficient front office operation:  
Indicative content:
- i. Principles of Customer Care;
  - ii. Principles of communication and body language;
  - iii. Listening Skills;
  - iv. Knowing your product & Services;
  - v. Concierge or Guest Relations Officer;
  - vi. Telephone techniques – Handling calls;
  - vii. Methods of welcoming guests;
  - viii. Catering for guests with physical and other impairments;
- d. critically outline the main principles of finances, cash handling and point of sales in order to instruct others on the key financial procedures required at the Front Office department:  
Indicative Curriculum Content:
- i. Sales skills;
  - ii. Sources of business and tariffs;
  - iii. Use of Front Office software

## Skills

- a. systematically employ the correct procedures when dealing with customers requesting the purchasing of a specific supply or service at front office;
- b. assess the different requirements made by guests at Front Office and how can such requests be fulfilled in the most efficient and effective way by the front office employees’;
- c. systematically evaluate how to act during specific situations when operating at front;
- d. evaluate the needs of a customer and act accordingly;
- e. judge different situations, particularly complaints filed by guests and be able to resolve the situation in the most efficient and effective way;
- f. evaluate the execution of task which will affect the front office operations, particularly those coming from other departments, and ensure that these will not have a negative impact upon the guests or the overall front office operation;
- g. communicate professionally both verbally and non-verbally, face to face and by telephone;
- h. interact with different departments within a hospitality industry;
- i. discuss departmental reports;
- j. self-evaluate the approach the learner takes towards clients;
- k. use Front office reservation programs;
- l. use Front office switch board systems.

## Assessment Methods

This module will be assessed through: Presentation and Written assignment

## Suggested Readings

### Core Reading List:

1. Baker, S., Bradley, P. and Huyton, J., 2001. Principles of hotel front office operations. Cengage Learning EMEA.
2. Bardi, J.A., 2003. Hotel front office management. John Wiley & Sons Ltd: New Jersey, USA.
3. Baum, T. and Odgers, P., 2001. Benchmarking best practice in hotel front office: the Western European experience. *Journal of Quality Assurance in Hospitality & Tourism*, 2(3-4), pp.93-109.
4. Kasavana, M.L. 2013. *Managing Front Office Operations*. Pearson Education: New York.
5. Rutherford, D.G. and O'Fallon, M.J., 2007. *Hotel management and operations*. John Wiley & Sons. Available at: <http://www.onestopmba.com/mba-download/upload/HOTEL%20%20MANAGEMENT%20AND%20OPERATIONS.pdf>

### Supplementary Reading List

1. Baum, T. and Devine, F., 2007. Skills and training in the hotel sector: The case of front office employment in Northern Ireland. *Tourism and Hospitality Research*, 7(3-4), pp.269-280.
2. Manickas, P.A. and Shea, L.J., 1997. Hotel complaint behavior and resolution: a content analysis. *Journal of Travel Research*, 36(2), pp.68-73.
3. Schall, M., 2003. Best practices in the assessment of hotel-guest attitudes. *The Cornell Hotel and Restaurant Administration Quarterly*, 44(2), pp.51-65. Available at: [http://mail.unifocusinsight.com/sites/default/files/best\\_practices.pdf](http://mail.unifocusinsight.com/sites/default/files/best_practices.pdf)