

## HM-202: Front Office Management

**Theory: 4 Credits**

**Objective:** To make the student to understand about the Hotel Industry and the Front Office department

### **Course Contents:**

#### **Unit 1 : Introduction to Hotel Industry and growth of Hotel industry in India -**

Classification of Hotels- based on location, clientele, size, length of stay, other types of hotels - Heritage Hotel, casino, time- share hotels, Boutique Hotel. Star rating of Hotels- list of famous International chain / group of Hotels.

#### **Unit 2 : Functions of Front Office department -**

Types of rooms – Tariff - Types of plans - Importance of front Office- Layout of front office & different equipments in front Office- Organizational structure – Job description of Front Office staff. Communication within the Front office – Logbook - Information Directory - Handling Mail - Handling Message - Telephone service - Inter - Departmental Communications Guest Service - Guest relations – Complaints Handling - Concierge and Bell Desk - Job Description of concierge - Errand Cards - Baggage Handling- Paging the guest

#### **Unit 3: Guest Cycle-**

Sources of reservation –Modes and Types of reservation-Terms used in reservation- Registration, Pre- registration - Check In procedures, over booking, Procedure for handling over booking. Registration, reception, allotment of room, guest services, check out procedures , Front office Accounting:-Accounts-Guest accounts & Non Guest Accounts-Folios-Vouchers-Ledgers-Credit monitoring Procedures-Accounts Maintenance-Foreign Currency Encashment Procedures-Internal Control-Night Auditing, Meaning, Purpose, Procedures- check out types and Methods of settlement.

#### **Unit 4: Budgeting and Yield Management**

-planning ,Capital & operations budget for front office , Refining budgets, budgetary control, Forecasting room revenue , Advantages & Disadvantages of budgeting , Yield Management-Concept and importance, Applicability to rooms division, Capacity management, Discount allocation, Duration control, Measurement yield, Potential high and low demand tactics, Yield management software, Yield management team

#### **Unit 5: Evaluation of Front Office Operation-**

Planning & Evaluating Front Office Operations- Setting Room Rates (Details/Calculations thereof), - Hubbart Formula, market condition approach & Thumb Rule - Types of discounted rates – corporate, rack etc., Forecasting techniques, Forecasting Room availability, Useful forecasting data - % of walking, % of overstaying, % of under stay, Forecast formula, Types of forecast, Sample forecast forms, Factors for evaluating front office operations

### **Reference Books:**

1. Hotel Front Office Operations and Management, Jatashankar R Tewari(2009) Oxford University Press, New Delhi
2. Hotel Front Office Management James A. Bardi (2002) Wiley.
3. Hotel Front office Training manual – Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
4. Managing Front Office Operations - Michael L. Kasavana and Richard M. Brooks (2005) Educational Institute of American Hotel & Lodging Association.
5. Front Office: Procedures, Social Skills, and Management - Abbott P. and Lewry S. (1991), Butterworth Heinemann.