

FRONT OFFICE

PROCEDURE

Course Package



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COLLEGE OF MANAGEMENT AND ENTREPRENEURSHIP



COURSE PACKAGE
in
HPC 112
FRONT OFFICE PROCEDURE
1st Semester, AY 2021 – 2022

Vision of the University:

A premier, multidisciplinary-technological university.

Mission of the University:

The University shall primarily provide advanced professional and technical instruction for special purposes, advanced studies in industrial trade, agriculture, fishery, forestry, aeronautics and land-based programs, arts and sciences, health sciences, information technology and other relevant fields of study. It shall also undertake research and extension services, and provide progressive leadership in its areas of specialization.

Goals of the University:

The University shall produce scientifically and technologically oriented human capital equipped with appropriate knowledge, skills, and attitudes. It shall likewise pursue relevant research, strengthen linkages with the industry, community and other institutions and maintain sustainable technology for the preservation of the environment.

Program Outcomes(Pos)	: A. Common to all programs in all types of Schools PO 1. Articulate and discuss the latest developments in the specific field of practice;
	PO 2. Effectively communicate orally and in writing using English, Filipino, mother tongue language, and an appropriate Foreign Language required by the industry;
	PO 3. Work effectively and independently in the multi-disciplinary and multi-cultural teams;
	PO 4. Act in recognition of professional, social and ethical responsibility;
	P.O 5. Preserve and promote “Filipino historical and cultural heritage”(based on R.A No. 7722)
	B. Common to the Business and Management Discipline
	PO 1. Perform the basic functions management such as planning , organizing, Leading and controlling.
	PO 2. Apply the concepts that underline each of the functional areas of business (marketing, finance, Human resource management, Production and operations management , information technology , and strategic management) and employ these concepts in various business situations:

	<i>P.O 3. Select the proper decisions making tools to critically, analytically and creatively solve problems and drive results :</i>
	<i>P.O 4 Apply information and communication technology (ICT) skills are required in the business environment :</i>
	<i>P.O 5 Work effectively with other stakeholders and manage conflict in the workplace .</i>
	<i>P.O 6 Plan and implement business-related activities</i>
	<i>P.O 7.Demonstrate corporate citizenship and social responsibility .</i>
	<i>P.O 8. Exercise high personal moral and ethical standards .</i>
	<i>C. Common to Tourism and Hospitality Disciplines</i>
	<i>PO 1. Demonstrate knowledge of tourism industry , local tourism products and services ;</i>
	<i>PO 2. Interpret and apply relevant laws related tourism industry .</i>
	<i>PO 3. Demonstrate knowledge of the tourism industry, local tourism products and services ;</i>
	<i>PO 4. Interpret and apply relevant laws related to tourism industry.</i>
	<i>PO 5. Observe and perform risk mitigation activities .</i>
	<i>P.O 6. Utilized information technology applications for tourism and hospitality .</i>
	<i>P.O 7. Manage and market service oriented business organizations;</i>
	<i>P.O 8.Demonstrate administrative and managerial skills in a service oriented business organization;</i>
	<i>P.O 9.Prepare and monitor industry capital development functions of a tourism oriented organization;</i>
	<i>P.O 10.Perform human capital development functions of a tourism oriented organization;</i>
	<i>P.O 11.Utilize various communication channels proficiently in dealing with guests and colleagues;</i>
	<i>P.O 12.Produce food products and services complying with enterprise standards ;</i>
	<i>P.O 13.Apply management skills in F& B service and Operations :</i>
	<i>P.O 14.Perform and provide full guest cycle serves for front office ;</i>
	<i>P.O 15.Perform and maintain various housekeeping services for guest and facility operations : and</i>
	<i>P.O 16.Plan and implement a risk management program to provide a safe and secure workplace;</i>
	<i>P.O 17.Provide food and beverage service and management the operation seamlessly based on industry standards.</i>
<i>Course Description</i>	<i>: This course is designed to provide students with the knowledge, skills and attitudes to perform front office</i>

	<p><i>and reception duties and be qualified as a Front Office attendant in any lodging establishment.</i></p> <p><i>It includes the study of the general management and standard operating procedure of a hotel's / resort's front office with special focus on accommodation establishments of international standards and includes bell service reception / information , reservation , cashiering, handling of telephone exchange and business centers. (CMO 62. S. 2017)</i></p>
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Course Learning Outcomes (CLOs): At the end of the course, the students would be able to:

CLO	1. Recognized the basic procedures of the front office function. (PO A4,C1)
CLO	2. Applied the basic procedures on how to take calls , receive reservations , checking people into and out the venue and other functions necessary to provide a memorable experience for the guest . (PO A1, B6,C13)
CLO	3. Critically evaluated the importance of quality service in accommodation services . (PO B3)
CLO	4. Performed the basic front office procedures in meeting the needs of the guest . (PO C10, C13)
CLO	5Developed the skills needed to perform the tasks for each function in front office operation. (PO B2)
CLO	6.Demonstrated appreciation on vital role of the Front office in providing an efficient, dedicated front office staff in a successful accommodation venue (PO A3)

GRADING REQUIREMENTS

CLASS STANDING (60%):

Class Participation (20%):

Attendance: Students should interact during class discussion. The class shall create a seminar atmosphere in which everyone has the opportunity to share insights and issues related to event management.

Attendance Policy: Students should plan to attend every class session. Students with more than five hours of absences will receive a failing grade. Students should always notify professor (through office phone or during class) of anticipated absence PRIOR to absence. When an absence is unanticipated, notification should take place on the day of the absence. Consistent early departures and late arrivals may constitute an absence - at the discretion of the professor. In

addition, disruptive behavior (verbal or nonverbal) in class may result in student being asked to leave by professor, and will result in one absence per occurrence. It is the student’s responsibility to inform professor (in person and on paper) of a late arrival.

Assignments: Students may be quizzed on the readings for the day. Daily journaling and other exercises may also be included and evaluated.

Quizzes and Activities (40%):

Quizzes: Students shall undertake numerous quizzes after or before the discussion. It shall then be accumulated per term.

Event Activities/ Project:

- ☛ The students will have to conceptualize, plan and organize an actual events.
- ☛ How the student maximize time to achieve each specific task/activities in terms of correct attitude towards learning.
- ☛ Behavior - Knowledge will be best applied if good behavior & attitude in doing the specified activity.

MAJOR EXAMINATION (40%)

Midterm & Final examinations and long quizzes must be taken to complete the course. Failure to take these examinations will result to No Grade (NG) and must be complied to have a grade.

Evaluation Procedures:

Grade Categories	Description of the Requirements	Weight toward the Midterm/Final Grade
Class Standing	Quizzes 40%, Class Participation (oral, assignment, project)20%	60%
Major Exams	Results of the midterms/final theoretical written exams on the competencies required.	40%

The Final Grade of the subject is the Average Grade of the Midterm and Final Grade.

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Introduction to Front Office Skills and Procedure

Departments of accommodation venues.

Front Office organizational chart

Roles and responsibilities of front office staff

Cycle of service: pre-arrival, arrival, occupancy and departure

Front Office common terminology

Activity 1

Lesson II:

Telephone Skills and Exchange Procedure

Respond to incoming calls

Understand common telephone systems

- *Answer telephone calls according to organizational standards*
- *Transfer calls, screen calls and place call on hold*
- *Record information*
- *Manage complains on the telephone*
- *Manage emergency, threatening and suspicious calls*
- *Manage difficult requests*
- Making telephone calls*
- *Place outgoing calls*
- *Respond to telephone messages*
- Document telephone conversation*

Activity 2

Lesson III: Reservation Procedure

- a. *Roles of the reservation department*
 - *Manage and maintain reservations*
 - *Manage room yield*
 - *Sell rooms*
- b. *Reservation Requests*
 - *Determine availability of a reservation request*
 - *Offer alternatives if the requested booking is not available*
 - *Answer inquiries regarding cost and features*
 - *Record the reservation details*
 - *Manage allotments*
 - *Manage potential reservation problems*
 - *Filing of reservations*
- c. *Update reservations*
 - *Update the financial status of the reservation*
 - *Manage guaranteed and non-guaranteed bookings*

- *Receive, process and record amendments and cancellations*
- *Communicate reservation details.*

Activity 3

Lesson IV.

Front Desk/Reception Services

- a. *The role of reception*
- b. *Preparing for guest arrival*
 - *Prepare reception area*
 - *Check and review daily arrival details*
 - *Allocate rooms*
 - *Pre-register guest*
 - *Preparing registration cards*
- c. *Welcome and register guest*
 - *Welcome guest*
 - *Confirm details of reservation with guest*
 - *Confirm payment details*
 - *Offer other services and “room the guest”*
 - *Check-in guest without reservation or walk-in guest.*
 - *Manage problems with bookings and room availability*
 - *Monitor arrivals*
- d. *Other reception services*
 - *Post charges to guest accounts*
 - *Manage room moves*
 - *Manage extensions and early departures*
 - *Make wake-up calls*
 - *Provide other guest services*
- e. *Organize guest departure*
 - *Review departure lists*
 - *Process guest departure*
 - *Process payments*
 - *Manage items in dispute, late charges and guest feedback*
 - *Update records a guest has departed.*
 - *Prepares front office records and reports*

Activity 4

Lesson VI.

Porter services

- *Describe the role of the porter*
- *Desirable qualities of a porter*
- *Handle guest arrivals and departures*
- *Undertake pre-arrival activities, arrival and departure activities*
- *Handle guest luggage*
- *Observe correct manual handling*
- *Collect, safely transport and deliver guest luggage*
- *Porter’s role in security*
- *Prevent theft, suspicious behavior and dealing with disturbances*

Activity 5

Lesson VII.

Financial Transaction/Cashiering Function

- *Creating the guest account*
- *Process and record charges*
- *Process and record payments*
- *Prepare and issue receipts.*

Activity 5

Introduction

Front Office Management in the hotel industry involves the work of reserving accommodations in the hotel, registering guests, maintaining guest accounts with the hotel, night auditing, and coordination with various other departments for providing best guest services.

Every multi-departmental physical business needs to have a front office or reception to receive the visitors. Front Office Department is the face and as well as the voice of a business. Regardless of the star rating of the hotel or the hotel type, the hotel has a front office as its most visible department. For a business such as hospitality, the front office department comes with an aspect of elevating customer experience with the business.

Front Office department is a common link between the customers and the business. Let us learn more about it.

This teaches the basic terms related to the front office department of the hotel. After going through this tutorial, you will find yourself at a moderate level of expertise of tourism basics from where you can take yourself to next levels.

Objectives:

At the end of the Lesson , the students must be able to:

1. *Illustrate the organizational charts of common accommodation venue structures.*
2. *Portray the role of each personnel of the front office department.*
3. *Explain the cycle of service and the “moment of truth.”*

Lesson 1:

Introduction to Front Office Skills and Procedure

What is Front Office Department?

It is the one of the many departments of the hotel business which directly interacts with the customers when they first arrive at the hotel. The staff of this department is very visible to the guests.

Front office staff handles the transactions between the hotel and its guests. The staff receives the guests, handles their requests, and strikes the first impression about the hotel into their minds.

Departments of accommodation venues.

Front office department includes:

- 🎬 Front Desk
- 🎬 Uniformed services
- 🎬 Concierges
- 🎬 Front Office Accounting System
- 🎬 Private Branch Exchange (PBX), a private telephone network used within an organization

Front Office organizational chart

Front office area is commonly termed as ‘Reception’, as it is the place where the guests are received when they arrive at the hotel. It is the first point of interaction between the hotel and the guests. Being the prime interface between the hotel services and the guests, the front office is located near the main entrance of the hotel.

The front office structure can be viewed in two ways: the physical setup and the operational structure of the department.

Physical Setup of Front Office

The physical setup includes key-hanging boards, bell desk and guest-mail handling register. The front desk is equipped with various compartments, the computerized property management system, and an in-house communication system.

Positioning the FrontDesk

The front desk is where the guests temporarily await to find an accommodation or to clear their bill. Hence, it needs to be positioned appropriately such that the staff and the guests can use them conveniently. The front desk needs to be:

- 🎬 Positioned at an adequate height and reach.
- 🎬 An adequately lit-up area.
- 🎬 Aesthetically furnished.
- 🎬 Preferably near the hotel lobby and lift.
- 🎬 Preferably near the sitting area.
- 🎬 Wide enough to make the staff member communicate with the guests across the desk.

Front Office Communication

The front office staff needs to communicate with the staff of the same as well as all other departments of the hotel. This is termed as **internal** communication. It mostly relies upon the PBX or IP-PBX system.

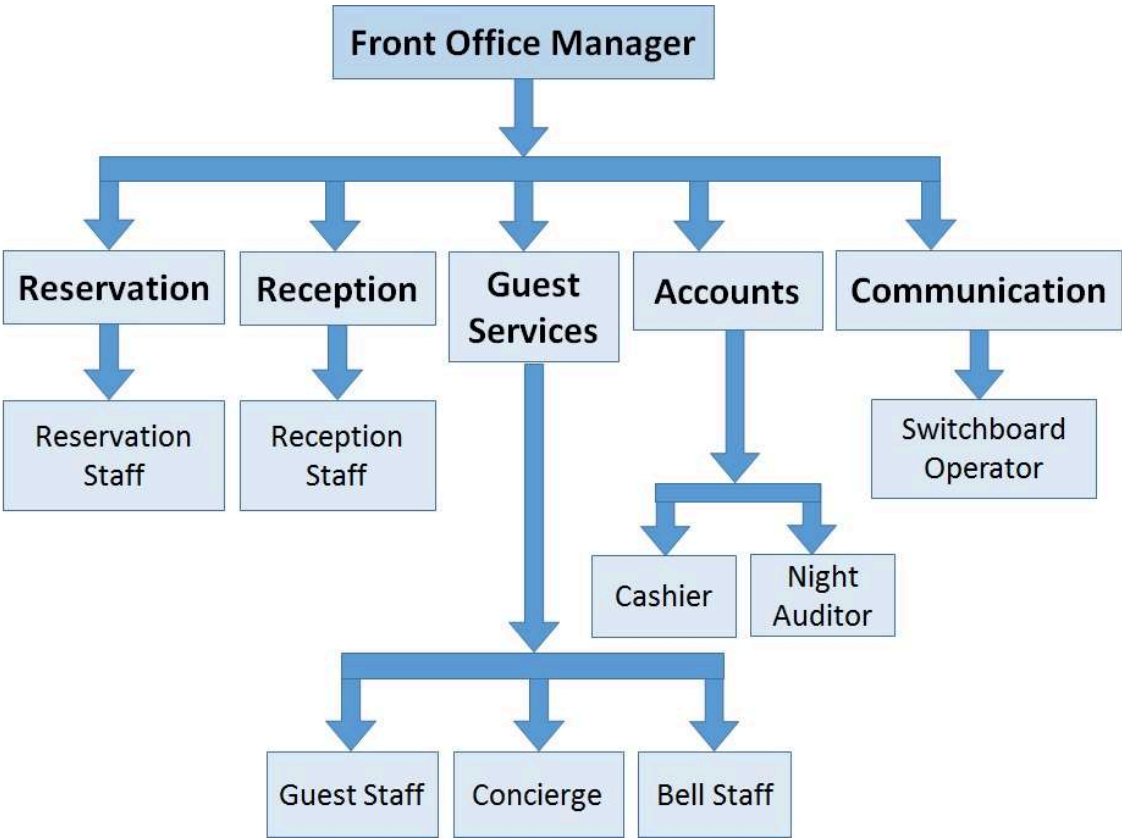
When the front office communicates with the potential customers outside the hotel, corporate offices, and other ancillary service providers, then it is an **external**

communication.

Any formal communication outside the hotel is mostly carried out using e-mails and phone calls. For sending coupons or other promotional material, renewing agreements with travel agents or airlines, the front office staff may opt for postal mail.

Operational Structure of Front Office

There are lot of staff working under front office manager. The structure of the front office department changes according to the size of the hotel business, physical size of the hotel, and the hotel management policies. Following is the general structure of the front office department:




Hotel Front Office Sections


Front office department manager heads the team of staff working on various activities and responsibilities in the front office department. Few prominent activities that the front office staff is involved in are:

- **Reservation:** It includes handling request of customers for reserving accommodations.
- **Reception:** It includes receiving the guests according to the highest standards and registering them appropriately. It also includes bidding the guests off.
- **Guest Services:** They are also known as Uniformed Services. It includes personalized guest services such as:
 - Handling guest luggage.
 - o Handling guest mail.
 - o Delivering newspapers in accommodations.

- o Paging the guest inside the hotel (locating the guest in the hotel).
- o Arranging for a doctor in emergency.
- o Parking guest’s automobiles.
- o Arranging for reservations at the places of entertainment outside the hotel.







 **Accounts:** It mainly includes a front office cashier and a Night Auditor. The cashier is responsible for handling guest payments. He typically reports to the accounts manager rather than the front office manager.

The night auditor performs the duties of front desk reception as well as accounting partly during the night shift. He needs to report to the heads of both departments, front office, and accounting.

 **Communication:** It involves handling communication among various other departments and guests of the hotel.

Basic Responsibilities of Front Office Staff

Following are the most basic responsibilities a front office can handle.





-  Creating guest database
-  Handling guest accounts
-  Coordinating guest service
-  Trying to sell a service
-  Ensuring guest satisfaction
-  Handling in-house communication through PBX

Front Office Operations

There are two categories of Front Office Operations:

Front-House Operations

These operations are visible to the guests of the hotel. The guests can interact and see these operations, hence, the name Front-House operations. Few of these operations include:

-  Interacting with the guests to handle request for an accommodation.
-  Checking accommodation availability and assigning it to the guest.
-  Collecting detail information while guest registration.
-  Creating a guest’s account with the FO accounting system.

- 🎬 Issuing accommodation keys to the guest.
- 🎬 Settling guest payment at the time of check-out.

Back-House Operations

Front Office staff conducts these operations in the absence of the guests or when the guest's involvement is not required. These operations involve activities such as:

- 🎬 Determining the type of guest (fresh/repeat) by checking the database.
- 🎬 Ensuring preferences of the guest to give a personal touch to the service.
- 🎬 Maintaining guest's account with the accounting system.
- 🎬 Preparing the guest's bill.
- 🎬 Collecting the balance amount of guest bills.
- 🎬 Generating reports.

Let us discuss a few prominent ranks in the front office department and their respective responsibilities:

Reservation Manager

In the context of hotel, the term reservation is used for booking a particular accommodation in the hotel by a guest for a period of time. Reservation section does not directly deal with the guests.

Some important tasks a reservation manager is responsible for are:

- 🎬 Having knowledge about the reservation systems.
- 🎬 Providing and updating information on tours, prices, and itineraries.
- 🎬 Reviewing daily hotel reservations.
- 🎬 Preparing occupancy forecast.
- 🎬 Updating travel agent rates in the system.
- 🎬 Handling correspondence with outside travel agencies.
- 🎬 Allocating daily tasks to the reservation staff.
- 🎬 Ensuring special deals with repeat guests, VIPs, or guest groups.
- 🎬 Training the staff under hand.







Reception Manager

Following are some prominent roles and responsibilities of the reception manager:

-  Dealing with arrival and departure of the guests.
-  Welcoming the guests, escorting them to the room, and seeing them off.
-  Ensuring professional greeting of clients, visitors, and guests.
-  Coordination with housekeeping department for cleaning rooms.
-  Filling registration cards for the guests with reserved accommodation or help the guests to fill it up.
-  Arranging surprise gift for the guests on their special days.
-  Training of receptionists.
-  Handling appraisals and performance rewards of the staff.
-  Reviewing current standards of front office services and procedures, and implementing new practices if required.
-  Ensuring and Scheduling front office desk staff.
-  Managing VIP functions and events taking place in the hotel.
-  Upgrading software if required.
-  Updating backup database regularly.


Guest Services Manager


The responsibilities of the guest service manager include:

-  Handling guest mails, letters, and couriers.
-  Ensuring guest messages are delivered at the right time.
-  Training the guest service staff such as concierges, bell staff, wallet parking staff, and porters.
-  Maintaining guest service suggestion cards and guest complaints.
-  Scheduling and appraising guest service staff.
-  Ensuring the staff delivers services, accurately and timely.


Night Audit Manager

This manager works during the night hours. The typical responsibilities of a night audit manager are:

-  Posting accommodation charges, taxes, and other paid services such as restaurant, Internet charges to each guest's account accurately.


 Taking the responsibility as a duty manager for night shift.


 Settling guest accounts if required.


 Authoring security of the hotel during night shift.

Communication Manager


The communication manager is responsible for:

 Keeping in check all communication facilities such as PBX, facsimile, internet in the hotel.

 Training and scheduling telephone operators in case of large hotels.


 Ensuring immediate delivery of fax to the guests, if required.


 Appraising telephone operators.

 Changing the communication systems to the latest technology for easy use.


Front Office – Staff Qualities and Competencies

Being a part of the service industry, the front office staff needs to have the following qualities and competencies. The front office staff members are required to:

 Understand their respective roles and responsibilities in the hotel and front office as an operation.


 Equip themselves with basic etiquettes and mannerism.

 Possess pleasant, polite, and cordial personality.

 Wear clean and neat uniform with same accessories and footwear.

 Conduct themselves with professionalism, positive attitude, and cooperative nature.

 Possess extraordinary communication skills.

 Be a team player.

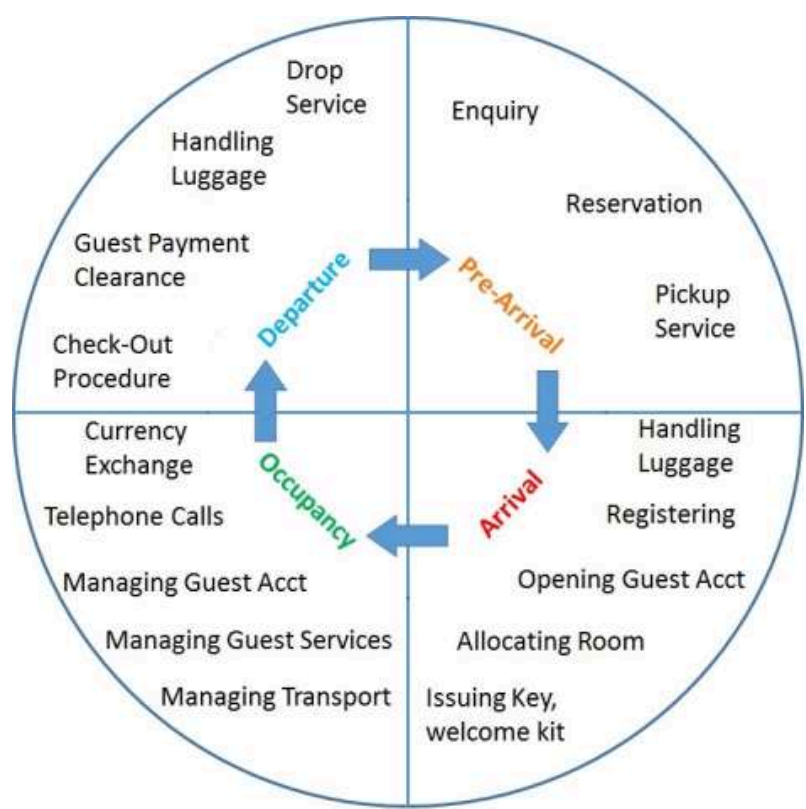
 Possess the ability to tackle tricky situations.

Front Office Reservation (Stop for next meeting)

Reservation of the hotel accommodation is one of the important responsibilities of the front office department. A potential guest contacts a hotel for availability of the desired type of accommodation and any allied services that the hotel offers. The front office department needs to react to the enquiry of the guests.

For a guest, reservation increases the chances of a better deal for assured accommodation on arrival. For a hotel, reservation can enable a better management of guest experience during usual as well as peak seasons. Reservation procedure varies depending on the size and brand of the hotel and the reservation system employed.

Cycle of service: pre-arrival, arrival, occupancy and departure



Guest Cycle in Hotel

Generally, a guest’s interaction with the hotel is divided into the following four sequential phases:

Pre-arrival

It is the stage when the customer is planning to avail an accommodation in the hotel. In this first stage, the customer or the prospective guest enquires about the availability of the desired type of accommodation and its amenities via telephonic call or an e-mail. The customer also tries to find out more information about the hotel by visiting its website.

At the hotel end, the front office accounting system captures the guest’s information such as name, age, contact numbers, probable duration of stay for room reservation and so on.

Arrival

The front office reception staff receives the guest in the reception. The porters bring in the guest luggage. For the guest with confirmed reservation, the front office clerk hands over a Guest Registration Card (GRC) to the guest and requests the guest to fill in personal information regarding the stay in the hotel. The clerk then registers the

guest in the database thereby creating a guest record and a guest account along with it. Later, the clerk hands over a welcome kit and keys of the accommodation. After the procedure of registration, the guest can start occupying the accommodation.

Occupancy

During occupancy, a front office accounting system is responsible for tracking guest charges against his/her purchases from the hotel restaurants, room service, bar, or any outgoing telephone calls made via the hotel’s communication systems. The front office staff is responsible to manage and issue the right keys of the accommodations to the right guests. On guests’ request, the staff also makes arrangement for transportation, babysitting, or local touring while the guest is staying in the hotel.

Departure

During guest departure, the front office accounting system ensures payment for goods and services provided. If a guest’s bill is not completely paid, the balance is transferred from guest to non-guest records. When this occurs, collection becomes the responsibility of the back office accounting division.

At the time of guest departure, the front office staff thanks the guest for giving an opportunity to serve and arrange for handling luggage. In addition, if the guest requires airport or other drop service, the front office bell desk fulfils it.

Front Office common terminology

Following are some common terms used in relation to the front office department:

Term	Meaning
Account receivables	The amount of money an organization has the right to receive within some specified period (say 30 days) against the delivery of products/services.
Bell desk	An extension of front desk that deals with personalized guest services.
Cancellation charges	They are the charges borne by the guest on cancellation of a confirmed reservation or for not showing-up on confirmed reservation.
2.Concierge	Information desk that assists guests for transportation, booking of events outside the hotel.
GRC	Guest Registration Card, which the guest needs to fill in with personal formation at the time of registration.
3.Guest	Customer of the hotel business being served.
IP-PBX	Internet Protocol Private Branch Exchange, where internet protocol is used for call transmission.
16.MIC E	Acronym for Meetings, Incentives, Conferences, and Exhibitions.
Non-guest	Customer of a hotel business not being served at the moment.

17.No-show	A guest who has reserved an accommodation neither turns up nor cancels it.
OHMS	Online Hotel Management System, a software system to manage all back-office operations of a hotel.
PBX	Private Branch Exchange, a private network of telephones within an organization.

POS	Acronym for Point of Sale. It is the revenue generating place in the hotel where retail transactions are carried out.
Rack rate	The price at which the hotel rooms are sold before applying discount.
SMERF	Acronym for Social, Military, Educational, Religious, and Fraternal.
Trial balance	It is a report of accounts that represents ending balance of each account in the list. It is prepared at the end of an accounting period.
Uniformed services	Personalized services provided to the guests.
Valet	A male attendant to park and clean the car.
Whitney System	An old reservation system for hotel accommodations.
Yield Management	A variable pricing strategy, based on understanding, anticipating and influencing consumer behavior in order to maximize revenue from a fixed, perishable resource.

Activity 1:

Name: _____

Year & Section: _____ **Score:** _____

True or False: Read the questions carefully and write **True** if the Statement is **True** and **False** if the Statement is **False** on the Space Provided.

- _____ 1. Front office staff handles the transactions between the hotel and its guests.
- _____ 2. Front office area is commonly termed as 'Reception'.
- _____ 3. The front desk is equipped with various compartments, the computerized property management system, and an in-house communication system.
- _____ 4. The front office staff needs to communicate with the staff of the same as well as all other departments of the hotel.
- _____ 5. The structure of the front office department changes according to the size of the hotel business, physical size of the hotel, and the hotel management policies.
- _____ 6. Rack rate, term used for a discounted rate.
- _____ 7. Departure is when the front office reception staff receives the guest in the reception.
- _____ 8. Arrival is when the front office accounting system ensures payment for goods and services provided.
- _____ 9. Guest is the term A guest who has reserved an accommodation neither turns up nor cancels it.
- _____ 10. POS is the term used for Personalized services provided to the guests.

References :

https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf

<https://mt.gov.sa/TourismInvestment/Takamul/Documents/GuideLine/FrontOffice.pdf>