

Front Office Operations

By Yalina Keith



On successful completion of this module, you will be able to:

Explain the functions of the front office department.

Define the organization of the front office department.

Explain the key positions of the front office.
Explain the day-to-day front of house operations.
Describe the different registration procedures.

List the four steps of the guest cycle.
Define revenue and sales indicators.

Front Office Department

Front Office Operations

The front office is the nerve center or hub of a hotel.

It is the department that makes the first impression on the guests, and the place that provides information and service throughout their stays.



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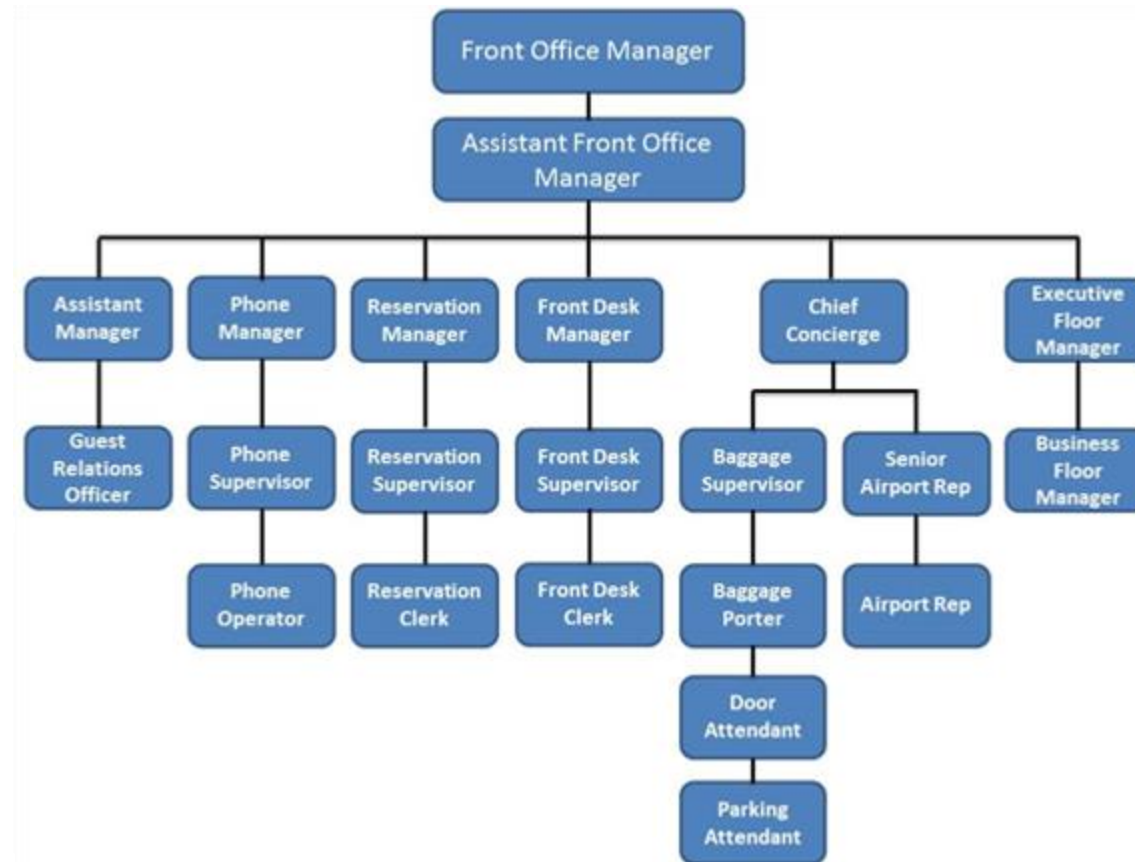
It is the department that makes the first impression on the guests, and the place that provides information and service throughout their stays.



The three main functions of the front office are as follows:

- Selling rooms
- Maintaining balanced guest accounts
- Providing services and information to guests

Organisation of the Front Office Department





Front Office Manager

The front office manager performs the following duties:

- Monitoring reservation status
- Looking over market mix and preparing occupancy forecasts
- Determining rate structures and supervising policies
- Reviewing occupancy and average room rate
- Reviewing arrivals and departures daily
- Making staffing adjustments needed for arrivals and departures
- Reviewing, checking, and meeting VIPs and entertaining them



Assistant Manager

The Assistant Manager represents the management in handling the daily operations and functions of the hotel and may directly report to the general manager in some hotels

- The main duties of the assistant manager include:
- Responsibility for developing and executing plans developed by the owner, general manager and other members of the management team
- Checking on operations, providing feedback and offering assistance when needed.
- Completing, reviewing and summarizing statistical reports and sharing them with the general manager.
- Assuming responsibilities for the daily operations and management of the hotel.

Guest Relations Officer

The Guest Relations Officer reports directly to the assistant manager.

- They review the hotel arrivals list daily and attend to customer inquiries and assist them with their needs.
- Duties for the guest relations officer can include:
- Greeting all arriving individual guests, especially those under commercial accounts
- Provide local information for guests
- Promoting in-house functions, facilities and services
- Assisting front desk staff when they are busy and assisting guest to check out





Telephone Department

- The telephone department is headed by the telephone services manager.
- The telephone supervisor and telephone operator process all incoming and outgoing calls through the hotel switchboard. Staff in this department generally possesses good language and communication skills.
- In order to provide better service, some hotels have introduced the “one-stop service” with all guest requests being carried out through the telephone department.



Reservations

- The reservations manager makes **decisions on whether room reservations should be accepted** when the hotel is fully booked. That is, to stop taking reservations or to allow overbooking of rooms.
- The **reservations supervisor will monitor all the room reservations** taken and report to the reservations manager when abnormal situations happen. For example, there is a larger number of room cancellations than usual.
- The **reservation clerk will handle all reservations** and should be aware of the different sources that reservations may originate from.

Overbooking

Overbooking occurs when a hotel takes more reservations than the number of rooms available. It is a common practice of hotels which contributes to a higher chance of full house while reducing the loss of last minute cancellations.



Front Desk (Reception)

The front desk is headed by the front desk manager whose main duty is to ensure that the hotel achieves the highest possible level of room occupancy and the maximum revenue.

Assisting and reporting to the front desk manager is the front desk clerk.



Concierge Department

The chief concierge is the overall in charge of this section. He/she normally works at a desk in the main foyer. The following guest services are provided by the concierge:

- Providing information/advice on hotel products/services
- Confirming airline passages and purchasing airline tickets
- Reserving tables at restaurants and tickets to shows
- Arranging the hire of the hotel limousine or other transportation services
- Handling guest requests and inquiries



Airport representative's duties include:

- Greeting hotel guests at the airport
- Arranging hotel transportation for guests from the airport to the hotel
- Answering inquiries from guests
- Taking hotel room bookings
- Assisting departing guests at the airport
- Liaising with airlines for special arrangements for guests



The hotel drivers, duties include:

- Taking guests to and from the airport
- Upon request, acting as a personal driver for a guest



The parking attendant duties include:

- Parking cars for guests
- Assisting the door attendant in ensuring that traffic flow at the hotel main entrance is free flowing



Door duties include:

- Greeting all new arrivals
- Providing door service to guests
- Summoning baggage porter to assist arriving guests
- Calling taxis and providing the hotel address card for guests
- Paying taxi fare on behalf of the hotel guests who do not have local currencies
- Directing traffic and parking of vehicles at the main entrance



The baggage supervisor duties include:

- Answering telephone calls from guests regarding baggage pick up from rooms
- Assigning baggage porters to handle the guest baggage
- Receiving guest deliveries
- Handling guest requests for postal services



The baggage porters duties include:

- Handling guest baggage
- Escorting guests from the front desk to their rooms
- Running errands for the executive office and hotel guests
- Delivering mail/messages to guest rooms
- Handling storage of guest baggage/belongings for late check-out



Q&A