

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MBA - TOURISM AND TRAVEL MANAGEMENT(MBA TTM)

TMS - 407 FRONT OFFICE MANAGEMENT

Credits: 3

Learning Objectives

- To understand the essentials of front office.
- To familiarize with operations of front office.

Learning Outcome:

- Specialize the students with the functions and operation of front office department.

Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions

UNIT I - ORGANISATION TO FRONT OFFICE AND RECEPTION – Layout, staff, duties and responsibilities of front office staff, symbols used in Front Office, Flow chart of Front Office, Co-ordination of Front Office with other departments, Functions of receptionist, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Check out system, Checking of reservation correspondence, pre-registration process, Records and formats used in receptions, specimen of formats used.

UNIT II- RESERVATION – Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry – use of letter, fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations and VIP reservations, instant reservation, instant reservation systems, Central reservation systems. Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.

UNIT III - REGISTRATION – Various types of registration, Documents Generated Registration process. Walk – ins, Guests with Reservations, Groups, Crews, Transit Passengers. Procedures for scanty baggage guest, Reports, forms and formats used, Registration Terminology.

UNIT IV- INFORMATION – Functions of information section, Guest Alphabetical Index rack, Message Handling, Handling guest Rooms keys, Handling Mail, Handling Guest Parcels, Paging, Providing information to guests, Forms and formats used, Information Desk Terminology. Reception and information, specimen formats used.

UNIT V- LOBBY & BELL DESK OPERATION – Role of Lobby Manager, Role of Guest Relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, staff organization and luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc., Forms and Formats used, Bell Desk Terminology.

Reference

1. Hotel front office – operations and management, J.R. Tewari, Oxford Higher Education
2. Front office management, Sushil Kumar Bhatnagar, ISBN-10: 8171706525.
3. Front Office Management in Hotel, Chakravarthi B.K, publisher: CBS; 1st edition.

4. Professional front office management, David K Hayes and Jack D Ninemeier, Pearson Education.
5. Hotel front office management, James A Badri, John Wiley publications.
6. Principles of Hotel Front Office Operations, Sue Baker and Jeremy Huyton, Publisher: Cengage Learning
7. Hotel Organisation and Front Office Management, R.K. Arora, Aph Publishing Corporation.

