



Module Structure

Module Title : Front Office Operations

Module Code : HTPM121

Programme of Study/Year of Study : Hospitality and Tourism Management/Year 1

Group : HTMLI

Semester : Spring

Number of Hours Taught : 2 per week

ECTS : 3

Instructor: Francesca Afxentiou – Nicolaou

Office Hours: Wednesday 15:00-17:00

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Pre-requisite(s) : No previous background assumed

Module Rationale

This module is designed to introduce the students to the operation of the front office department, and provide a basic understanding of the relevant components surrounding it. It familiarises students with the systems, procedures and equipment involved in reservation, registration, posting to and settlement of accounts and facilitates the choice of specialisation areas in the second year of studies.

Aims

This course provides students with a basic understanding of the fundamental functions and importance of the front office department in hotel operations and interdepartmental communication. Students will be provided with the basic knowledge, skills, and competencies required working at an operational level within the rooms' division area of a hotel.

Intended Learning Outcomes

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

1. Describe the organisation of the front office department including organisation charts, job descriptions and job specifications
2. Acknowledge the role of the front office department
3. Understanding the importance of communication system within the department and among other departments of the hotel
4. Explain the function and operation of the various systems, forms and equipment, and computer applications found in the front office
5. Understand the guest services and guest accounting tasks appropriate to the different stages of the guest cycle.



Delivery Methods:

Lectures, role playing, case studies, coursework, activities
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Assessment:

Tests	30%
Final Examination	40%
Course work/Class Activities	20%
Professional Behavior in Class	10%

Module Requirements

Refer to the students' manual for the module requirements.
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Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	28/01– 01/02	<ul style="list-style-type: none"> Hotel Organisation and the Front Office Department 	Chapter 3
2.	04/02-08/02	<ul style="list-style-type: none"> Organisation Charts & Job Description/Specifications Test 	Chapter 3
3.	11/02-15/02	<ul style="list-style-type: none"> Front Office Organisation Exercise/Test 	Chapter 4
4.	18/02-22/02	<ul style="list-style-type: none"> Front Office Communication Interdepartmental Communication 	Chapter 5
5.	25/02-01/03	<ul style="list-style-type: none"> Intradepartmental Communication Test 	Chapter 5
6.	04/03-08/03	<ul style="list-style-type: none"> Room Tariff Occupancy Ratios Average Daily Rate Revenue Per Available Room (Rev-Par) Test 	Chapter 6
7.	12/03-15/03	<ul style="list-style-type: none"> Front Office Operations - The Guest Cycle Selecting a Property Management Systems (PMS) The Guest Cycle - Pre-Arrival Overview of reservation system Reservations: Types of Reservation (guaranteed, non-guaranteed) Group Reservations Reservation Availability Reservation Confirmation/Cancellation 	Chapter 7
8.	18/03-22/03	<ul style="list-style-type: none"> Reservations: 	Chapter 7



Week	Dates	Topics to be Covered	Reference Chapter / Material
		<ul style="list-style-type: none"> ○ Types of Reservation (guaranteed, non-guaranteed) ○ Group Reservations ○ Reservation Availability ○ Reservation Confirmation/Cancellation ● Test 	
9.	26/03-29/03	<ul style="list-style-type: none"> ● The Guest Cycle: Arrival: Registration <ul style="list-style-type: none"> ○ Importance of first guest contact ○ Components of the Registration Activity ○ Room and Rate Assignment ○ Establishing the Method of Payment ● Test 	Chapter 8
10.	02/04-05/04	<ul style="list-style-type: none"> ● The Guest Cycle: Arrival: Registration <ul style="list-style-type: none"> ○ Importance of first guest contact ○ Components of the Registration Activity ○ Room and Rate Assignment ○ Establishing the Method of Payment ● Test 	Chapter 8
11.	08/04-12/04	<ul style="list-style-type: none"> ● The Guest Cycle: Occupancy ● Guest Services 	Chapter 9
12.	15/04-19/04	<ul style="list-style-type: none"> ● Guest Services ● Test ● The Guest Cycle: Departure ● Check out and Settlement 	Chapter 9 Chapter 10
13.	22/04-23/04 & 02/05-03/05	<ul style="list-style-type: none"> ● Check out and Settlement ● Test ● The Front Office Accounting: <ul style="list-style-type: none"> ○ Creation and Maintenance of accounts ● Obtaining Future Reservations ● Guest Histories ● Test 	Chapter 10 Chapter 11
	24/04-30/04	EASTER HOLIDAYS	
14.	06/05-10/05	<ul style="list-style-type: none"> ● Revision 	

Essential Reading

Tewari, Jatashankar R., 2009. *Hotel Front Office Operations and Management*. India: Oxford University Press

Additional Reading

- Abbott P. and Lewry S. 2000. *Front Office: Procedures, Social Skills, Yield and Management*. 2nd ed. Butterworth-Heinemann: Oxford
- Baker S., Huyton J., and Bradley P. 2000. *Principles of Hotel Front Office Operations*. 2nd ed. Thomson: London
- Bardi, A. James, 2011. *Hotel Front Office Management*. 5th ed. Wiley: New Jersey



- Clayton W. Barrows and Tom Powers. 2009. Introduction to Management in the Hospitality Industry. 9th ed. Wiley: New Jersey
- Michael L. Kasavana and Richard M. Brooks. 2005. Managing Front Office Operations. 7th ed. Educational Institute: AH&LA



