

HTT A110: HOTEL FRONT OFFICE OPERATIONS

Item	Value
Curriculum Committee Approval Date	02/09/2022
Top Code	130720 - Lodging Management
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Study of front-office procedures from reservations through checkout including the night audit and the property management system and their impacts on other lodging operations. Study operating systems and components of the hotel operation such as front-desk, back office, housekeeping, sales, food and beverage, human resources, and property management. Special emphasis placed on guest-employee relations. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Produce and interpret property management reports by completing pre-designed modules for reservations, guest check-in, posting charges, check-out and end of day audit.

Course Objectives

- 1. Classify hotels in terms of their ownership, affiliation, and levels of service.
- 2. Describe how hotels are organized and explain how functional areas within hotels are classified.
- 3. Summarize front office operations during the stages of the guest cycle
- 4. Analyze the sales dimension of the reservations process; identify the tools managers use to track and control reservations.
- 5. List the seven steps of the registration process and discuss creative registration options.
- 6. Identify typical service requests that guests make at the front desk.
- 7. Recognize issues in developing and managing a security program.
- 8. Describe the process of creating and maintaining front office accounts.
- 9. Identify functions and procedures related to the check-out and account settlement process.
- 10. Outline cleaning responsibilities of the housekeeping department
- 11. Summarize the steps in the front office audit process.
- 12. Apply the ratios and formulas managers use to forecast room availability.
- 13. Describe the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.

- 14. Explain the steps in effective hiring and orientation and its impact on the operation.
- 15. Determine room rates based on industry strategies such as the Hubbard Formula and market condition strategy.

Lecture Content

Scope of the Lodging Industry Types and classifications of lodging operations. Hotel organization and services. Careers and opportunities in hotel, motel, club, resorts, and all public lodging facilities. Property Management Systems and software Automation Reservation Management Rooms Management Guest Account General Management Back Office and System Interfaces Systematic approach to front office operations Guest Cycle Pre-arrival, arrival, occupancy and departure documents Functional organization Reservations and sales Planning process Types of reservations Systems Group Record Reports Legal implications E-commerce Registration Process Activities Records Denying accommodations Guests with guaranteed reservations Room Rates Occupancy rates Special rates Rate setting Human relations Salesmanship Guest relations Employee relations Effective communications Interdepartmental relations Security Doors, locks, key control, and access control Guestroom Emergency procedures Procedures Managements role Vulnerability Security and the law Accounting fundamentals Accounts, folios, vouchers, points of sale, ledgers Create and maintain accounts Charge privileges Credit monitoring Account maintenance Tracking transactions Internal control Settlement processes Account collection Forecasting Daily, weekly, month ly, quarterly reports Housekeeping and maintenance Communication Types of maintenance Equipment and supply inventory Frequency schedules Performance and productivity standards Front office audit End of day Cross referencing Credit monitoring Daily and supplemental transcripts Audit Management Functions Establish room rates Forecasting room availability Budgeting for operations Evaluating operations Revenue management Measuring yield Elements of revenue management Implementing revenue strategies Software Human Resources Recruiting Selecting Hiring Orientation Skills Training Scheduling Motivation

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, group participation, video, projects, computers, and lab simulations.

Reading Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Read assigned modules prior to class arrival. Read posted hospitality articles in Blackboard. Read posted discussion topic, research and participate in the argument. Research journal topics.

Writing Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Quizzes and examinations. Weekly problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required.

Proficiency demonstration of applied skills demonstrating evaluation and critique techniques.

Out-of-class Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Complete an interview with an industry professional Prepare a written and oral report. Conceptualization, evaluation, synthesis and interviewing outcomes Access and develop internship objective plan based on their area of specialization. Complete an in-depth analysis of journal topics.

Demonstration of Critical Thinking

The student must complete course appropriate projects, fourteen basic quizzes, mid-term, and a comprehensive final examination developed by the Educational Institute of the American Hotel Lodging Association.

Demonstrate various approaches to problem solving, development of professional standards, industry observation, attendance and participation.

Required Writing, Problem Solving, Skills Demonstration

Quizzes and examinations. Weekly problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques.

Eligible Disciplines

Hotel and motel services: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Kasavana, Michael and Brooks, Richard. Managing Front Office Operations, 10th ed. Lansing: American Hotel and Lodging Educational Institute, 2017 Rationale: -