

UNIT 4

Front Office

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4.0 Unit Overview and Description

Overview:

This unit will provide information to the student on organization of front office department in terms of its staff hierarchy and functional structure. Student will be able to know the duties and responsibilities of front office personnel at different levels. The unit will also enable him to list the equipments used in a manual, semi-automated and fully automated operation and the respective usage of these equipments.

Knowledge and Skill Outcomes:

- ❖ Staff hierarchy of front office department in a large and medium size hotel
- ❖ Different sections of front office department and their functions
- ❖ Equipments used in front office department in a manual, semi-automated and fully-automated operation.

Resource Material:

Hotel Front Office Operations & Management : Jatashankar R. Tiwari

Front Office Operations : Colin Dix, Chris Baird

Front Office Management : Sushil Kumar Bhatnagar

Front Office Management & Operations : Sudhir Andrews

Front Office Operations & Management : Rakesh Puri

Check-in Check-Out Managing Hotel Operations : Gary K. Vallen, Jerome J. Vallen

Principles of Hotel Front-Office Operations : Sue Baker, Jeremy Huyton, Pam Bradley

Learning Outcomes:

Unit 4 : Front Office	Outcomes
4.1 Introduction	General Overview
4.2 Staffing the Front Office	❖ In this section, you will get a broad overview of the staff organization of front office department in a hotel.
4.3 Staff Hierarchy chart of a Large and Medium Size Hotel	❖ You will be able to draw the staff hierarchy chart of a large and medium size hotel.
4.4 Sections of Front Office Department	❖ You will be able to list all the sections of front office.
4.5 Functional Organization of Front Office Department	❖ This unit will enable you to understand the functions of each section in front office department.
4.6 Equipment used in Front Office	❖ You will be able to list, differentiate and understand the usage of equipments used in front office department in manual, semi-automated and automated operation respectively.
4.7 Duties and Responsibilities of Front Office Personnel	❖ This section details the duties, responsibilities, educational qualification, and reporting officer for different job positions in front office department.

Assessment Plan: (For the Teachers)

Unit	Topic	Assessment Method	Time Plan	Remarks
4.1	Introduction	Exercise : Question & Answer		
4.2	Staffing the Front Office	Exercise : Question & Answer		
4.3	Staff Hierarchy Chart of a Large and Medium Sized Hotel	Exercise : Question & Answer		
4.4	Sections of Front Office Department	Exercise : Question & Answer		
4.5	Functional Organization of Front Office Department	Exercise : Question & Answer		
4.6	Equipment used in Front Office	Exercise : Question & Answer		
4.7	Duties and Responsibilities of Front Office Personnel	Exercise : Question & Answer		

4.1 Introduction

The Front Office truly is the nerve center of a hotel. It can be defined as a front of the house department located around the foyer and the lobby area of a hospitality property. As this department is located around the foyer area of the hotel and is visible to the guests, patrons and visitors, they are collectively called “Front Office”. It is one of the major operational and revenue producing departments of the hotel which generates two third of the revenue earned by a hotel from the sale of the guestrooms. It involve in providing valuable services to the guests during the entire guest cycle consisting of Pre-arrival, Arrival, Occupancy and Departure.

Importance of Front Office

Traditional Front Office functions include reservation, registration, room and rate assignment, guest services, room status, maintenance and settlement of guest account, and creation of guest history records. The Front Office develops and maintains a comprehensive database of guest information, coordinates guest services, and ensures guest satisfaction. These functions are accomplished by personal in diverse areas of Front Office Department.

Front office is also known as the face of the hotel. It is the first guest contact area and also the nerve center of the hotel. All the activities and areas of the front office are geared towards supporting guest transaction and services.

The major functions that are performed by the front office department are:

- a) Reservation and Registration of Rooms & Rate Assignment
- b) Fulfills Guest Services and Updates Room Status
- c) Maintains & Settles Guest Accounts
- d) Creates Guest History Records
- e) Develops & Maintains a Comprehensive Database of Guest Information
- f) Coordinates Guest Services

Review Questions

Q. 1. Fill in the blanks:

- (a) Front office is also known as the _____ center of the Hotel
- (b) On an average rooms division is estimated to generate _____ revenue for a Hotel
- (c) Guest cycle consists of pre-arrival _____ and _____

4.2 Staffing the Front Office

In order to carry out its mission, goals and objectives, every company shall build a formal structure depicting different hierarchy of management, supervision, and employee (staff) levels. This very structure is referred to as organization chart. Moreover, the organization chart shows reporting relationships, span of management, and staff/line functions.

The Front Office organization chart shall be designed according to Functions. Doing so not only enhances the control the Front Office has over its Operations, but also provides guests with more specialized attention. Such a division according to functions, however, is not practical in middle and small size hotels

due to the fact that these very hotels don't possess enough and sufficient monetary resources to ensure the existence of at least three jobholders (i.e. one for each shift) for each job position. Therefore, in middle size hotels, a front office agent might be responsible for more than one work position. This is ensured via cross training. On the other hand, in small size hotels, one or two front office agents might be responsible for all front office activities.

Staff Positions under the Rooms Division Department:

- ❖ **Front Desk Agent:** Registers guests, and maintains room availability information.
- ❖ **Cashier:** Maintains and settles guest folios, and properly checks out guests.
- ❖ **Night Auditor:** Controls the job of the Accounts Receivable Clerk, and prepares daily reports to management (ex: Occupancy Report and Revenue Report).
- ❖ **Mail & Information Clerk:** Takes Messages, provides Directions to Guests, and maintains Mail.
- ❖ **Telephone Operator:** Manages the Switch board and coordinates Wake-up Calls.
- ❖ **Reservation Agent:** Responds to Reservation Requests and creates Reservation Records.
- ❖ **Uniformed Service Agents:** Handles Guest Luggage, escorts Guests to their Rooms, and assists guests for any bit of information requested.



Receptionist



Door man



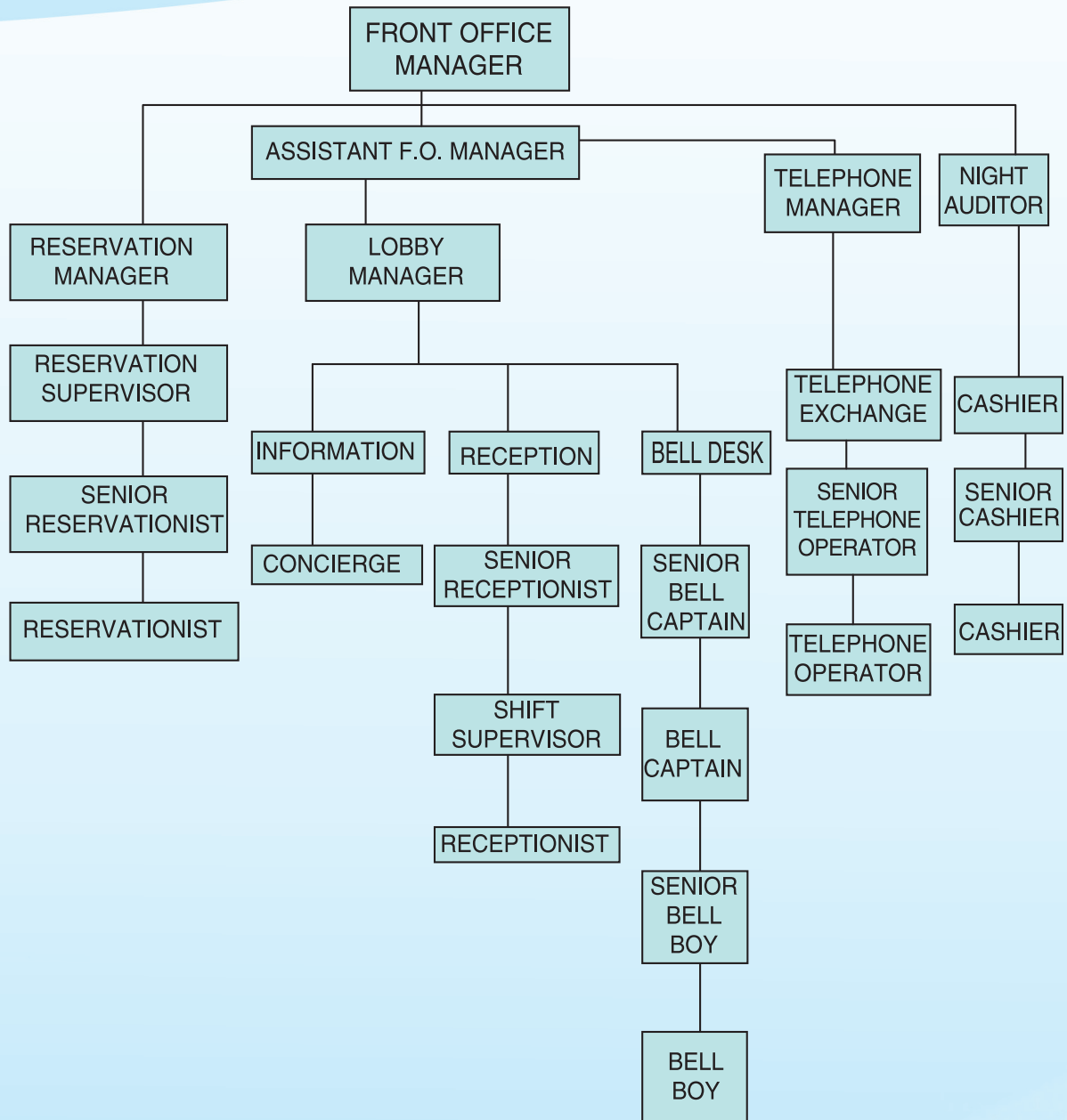
Bell boy

Review Question

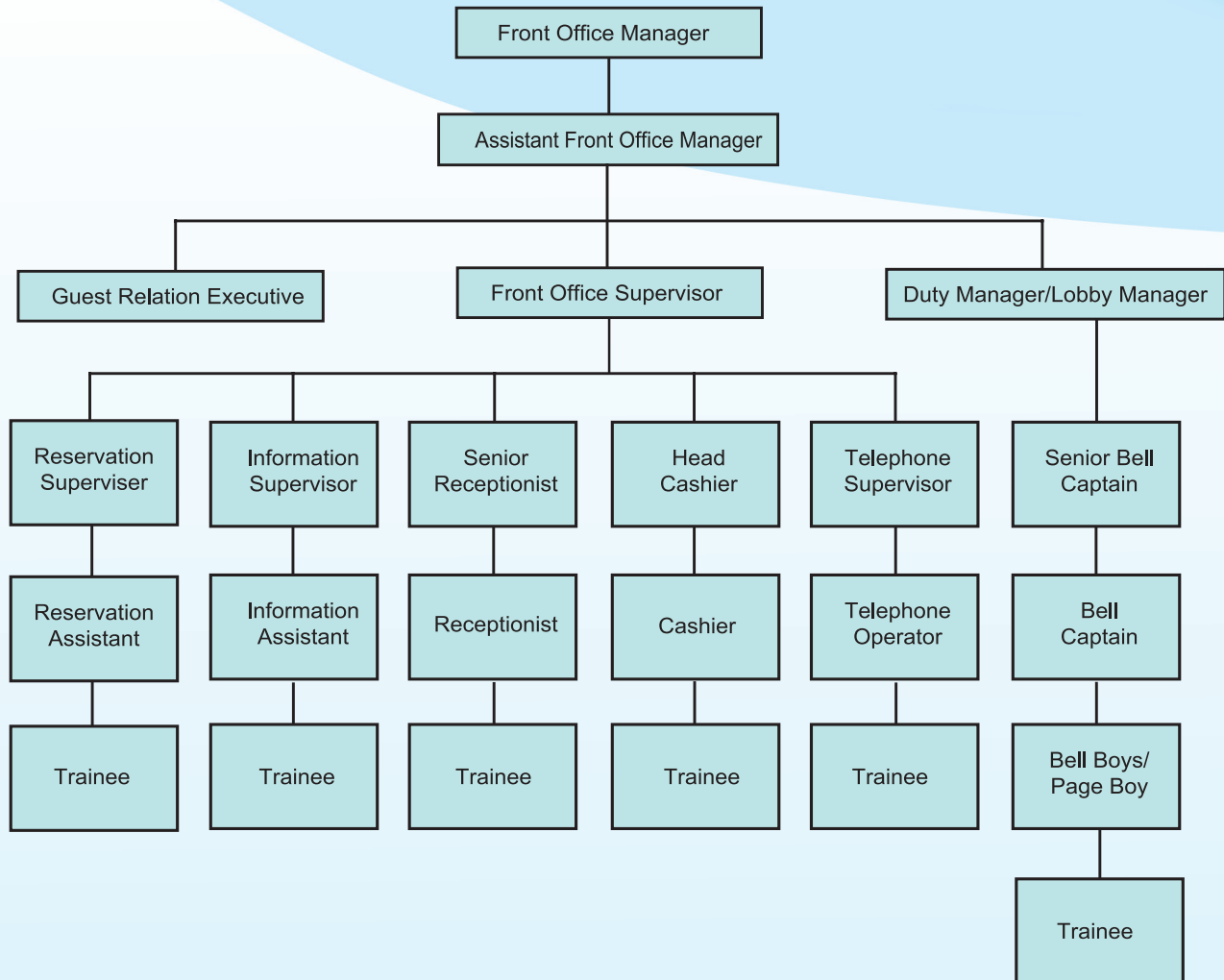
Q. 1. List the major staff positions under the rooms division department with a one line description of each.

4.3 Staff Hierarchy chart of a Large and Medium Sized Hotel

Hierarchy chart: Large Hotel



Hierarchy Chart : Medium Sized Hotel



Review Questions

Q. 1. Match the following:

- | | |
|-------------------|----------------------|
| (1) Night Auditor | a. V.I.P Guest |
| (2) Cashier | b. Uniformed Service |
| (3) Duty Manager | c. Bill |
| (4) Bell Captain | d. Lobby Manager |
| (5) G.R.E | e. Revenue Report |

Q. 2. Answer the following questions:

- Q. 1. Draw the Staff organization chart of front office for a large hotel.
- Q. 2. Write major functions of front office department.

4.4 Sections of Front Office Department

Following sections in a hotel together form what we call the front office department of a hotel:

- (1) Reservation
- (2) Reception
- (3) Information Desk
- (4) Cash and Bills
- (5) Travel Desk
- (6) Telephone Section
- (7) Uniformed Services
- (8) Bell Desk
- (9) Concierge

Review Question

Q. 1 List the sections in a hotel which are together known as the front office.

4.5 Functional Organization of Front Office Department

(a) Reception



This section of the front office receives and welcomes guest on their arrival in the hotel. It is headed by a supervisor and comprise a team of receptionist of front desk assistant. After finishing the registration, a room is assigned to the guest and a bell boy carries the luggage and escorts the guest to his her room. The entire process is carried out professionally in warm and friendly atmosphere.

Functions of Reception: The following functions are performed by the reception section of a hotel:

- (1) Receiving and welcoming guests.
- (2) Completing the registration formalities.
- (3) Assigning the room.
- (4) Sending arrival notification slips to the concerned departments.

(b) Information Desk



As the name suggests, the information desk provides information to guests. It is manned by an information assistant. In a small hotel, the same function may be performed by the receptionist. The need of a separate information desk is felt in large hotels where the traffic of guests is higher.

Functions of Information Desk: Some of the functions of the information desk are as under:

- (1) Maintaining resident guest rack.
- (2) Handling guest room keys.
- (3) Coordinating guest mails, telegrams, faxes, couriers, parcels, etc.
- (4) Providing information to guests regarding hotel facilities and services, city information, etc.
- (5) Handling guests messages.
- (6) Paging

(c) Reservation

The reservation sections of the front office department of a hotel are responsible for receiving and processing reservation queries. Depending upon the level of automation, volume of business and house customs the procedure of processing reservations handling, maintenance of reservation, records, confirmation, and cancellation are handled. This department is also known as back office as it is situated at back area and not visible to guest.

Functions of the reservation section: This section performs the following tasks:

- (1) Receiving reservation requests through various means like telephone, fax, email or central reservation departments.
- (2) Processing reservation request received from all means on the property management system.
- (3) Updating the room availability status after such each reservation transaction.
- (4) Maintaining and updating reservation records to reflect accurate information about room status.
- (5) Preparing reservation reports for the management.

(d) Cash and Bills

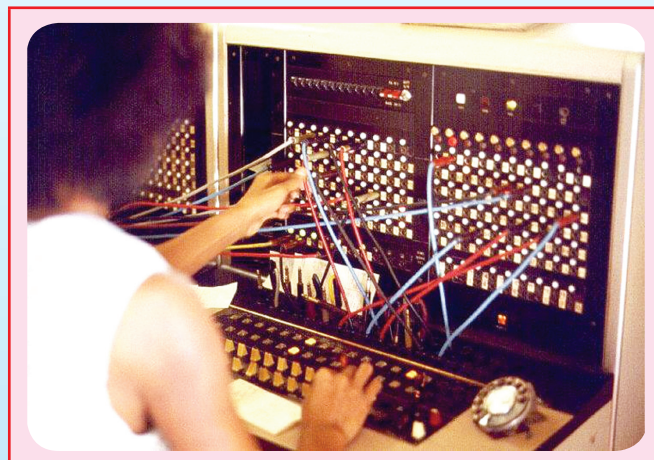


The cash and bills section records all the monetary transactions of guests. It maintains guest folios and prepares the guest bills to be settled by the guest at the time of departure. This section is headed by a cashier.

Functions of the Cash and Bills Section: This section performs the following tasks:

- (1) Opening and maintaining of guest folios.
- (2) Posting room charges in guest folios.
- (3) Recording all credit charges in guest folios.
- (4) Maintaining a record of the cash received from guests.
- (5) Preparing bills at the time of check-out.
- (6) Receiving cash/TC/demand draft for account settlement.
- (7) Handling credit/debit/charge cards for the settlement of a guest account.
- (8) Organizing foreign currency exchange for the settlement of a guest account.

(e) Telephone



The telephone section maintains the communication network of the hotel, which is generally quite complex. The hotel may have its own private branch exchange (PBX), along with post and telegraph lines.

Functions of Communication Desk : The duties of the telephone operator include:

- (1) Answering incoming calls.
- (2) Directing calls to guest rooms through the switch board/EPABX.
- (3) Providing information on guest services.
- (4) Processing guest wake-up calls.
- (5) Answering inquiries about hotel facilities and events.
- (6) Protecting guests privacy.
- (7) Coordinating emergency communication.

(f) Travel Desk

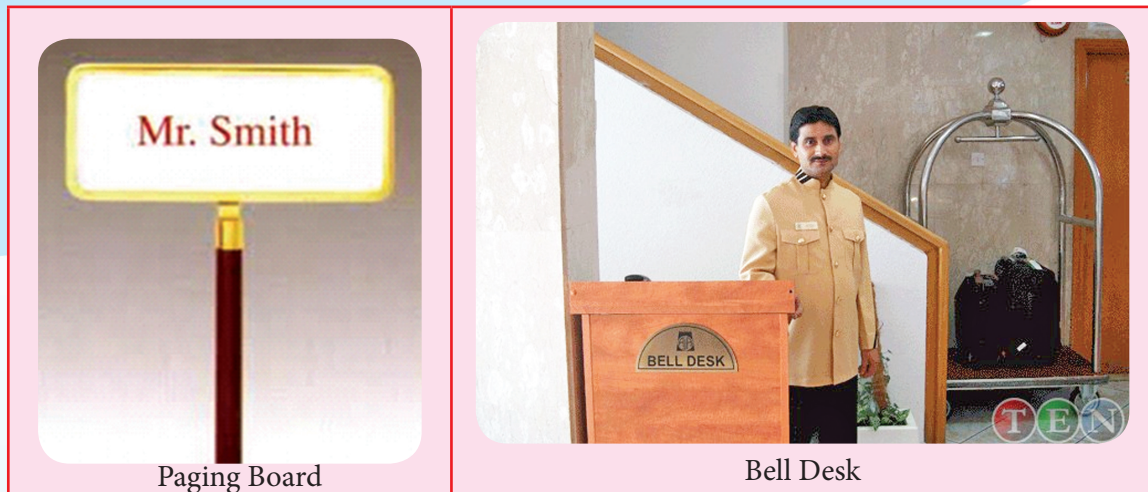


The travel desk takes care of travel arrangements of guests, like air-ticketing, railway reservations, sightseeing tours, airport or railway station pick up or drop, etc. The hotel may operate the travel desk or it may be outsourced to an external travel agency.

Functions of Travel Desk : The travel desk performs the following tasks:

- (1) Arranging pick-up and drop services for guests at the time of their arrival and departure.
- (2) Providing vehicles on request to guests at pre-determined rates .
- (3) Making travel arrangements like railway reservation/air-tickets.
- (4) Organizing half-day or full-day sightseeing.
- (5) Arranging for guides who can communicate in the guest's language.

(g) Bell Desk



Paging Board

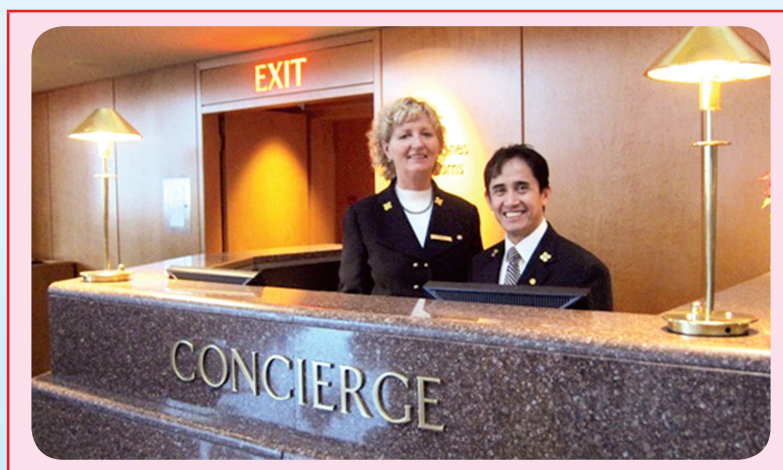
Bell Desk

The bell desk is located very close to the main entrance of the hotel. This section is headed by a bell captain, who leads a team of bell boys and page boys.

Functions of bell desk: The bell desk is responsible for the following tasks:

- (1) Handling guest luggage at the time of arrival and departure.
- (2) Escorting guests to their rooms on arrival.
- (3) Familiarizing guests about safety features and in-room facilities.
- (4) Making sundry purchases for the guest.
- (5) At request keeps guest luggage in the left luggage room.

(h) Concierge



The concept of concierges came from the days of European royalty. The concierge was the castle door keeper in those times. His duty was to ensure that all castle occupants were safe in their rooms at night. A concierge is often expected to achieve the impossible

Functions of concierge : The concierge provides the following services to guests:

- (1) Making reservations for dining in famous restaurants.
- (2) Obtaining tickets for theatres, musicals, sporting events.
- (3) Arranging for transportation by limousine, car, coaches, buses, airplanes, or trains.
- (4) Providing information on cultural and social events like photo exhibitions, art shows etc.

Review Questions

Q.1 Match the following:

- | | |
|---------------------|--------------------|
| (1) Concierge | a. Paging |
| (2) Bell Desk | b. Reservations |
| (3) Guest Folio | c. Reception |
| (4) Advance Booking | d. Theatre Tickets |
| (5) Key Handling | e. Cashier |

Q.2 Fill in the blanks:

- a) Newspaper is distributed by _____.
- b) Guest registration is done by _____.
- c) Wake up call are given by _____.
- d) Reception assigns the _____ to _____.
- e) Bell desk handles the _____.

Q.3 Answer the following questions:

- Q. 1. Write functions of concierge.
- Q. 2. What do you understand by EPABX?
- Q. 3. What is the difference between the reservation and reception section of the office department?

4.6 Equipment used in Front Office

(A) Manual equipments:

- ❖ **Whitney Rack:** This system of room reservation, developed by the American Whitney Duplicating Check Company, is suitable for small and medium properties with up to 150 rooms. It is based on the use of standard size slips, known as Whitney slips or Shannon slips, which can be held on a metallic carrier on Whitney racks. The racks and carriers can be used over and over again. The running expense is only of the slips. The Whitney racks are placed vertically, saving storage space.
- ❖ **Information rack:** It is important device position in the front desk and is used by the front desk agents to track the various in house guest of the hotel. The information contain is arranged alphabetically and consists of the following.
 - a. Name of the guest.
 - b. Number of the room.

- c. Type of the room occupied.
- d. Rate of guest room.
- e. Date of arrival and departure.
- f. Billing instructions.

- ❖ **Mail and message rack:** It is wooden frame work containing an array of pigeon holes (wooden rack in square shape to leave message). Each pigeon hole is used to store various mail and message received for in house guests.



- ❖ **Key racks:** Key racks are front office equipment located underneath the counter of the front desk. It is a wooden or metallic frame work containing slots for keeping the keys of the guest in sequential order of the guests present in their rooms.
- ❖ **Folio bucket:** It is an equipment which contains large number of slots where one can keep folios arranged sequentially according to the room number. This folio well is used to store and track the folio of the various registered guest.

(B) Semi Automated equipments:

- ❖ **Accounting posting machine:** It is very essential equipments used for posting the various charges on the accounts of the guest. The posting machine is generally used to calculate the total of the guest accounts and transactions.



- ❖ **Cash register:** It is generally used by the front desk to record the various sundry sales at the front desk such as stamps, newspaper, candy etc.

- ❖ **Wake up devices:** These devices are used by telephone department to remind the staff of awakening of the guest at requested time. The most common wake up devices is known as James remind-o (a kind of alarm clock with pull pin system).



- ❖ **Credit card imprinter:** This equipment is used when especially guest presents credit card, at the time of their arrivals or departure to settle their bill. It is used to make an imprint of the credit card used by the guest as a mode of payment.

- ❖ **Type writer:** Are used for preparing various documents related to the front office operations and also related to the guest.



(C) Automated Equipments



- ❖ **Credit card validator:** It is also known as EDC or electronic data capturing machine. It is used by the cashier to check the validity of the credit card presented by the guest. This equipment is linked to the credit card data bank which holds information concerning the validity of the credit card. This ensures that the guest has the credit balance high enough to cover the projected charges and also verifies the ownerships of the guest from the card.

- ❖ **Fax machine:** Fax (Facsimile automatic Xerox machine) this machine is used through telephone lines and are used to receive and sent official documents. The operator dials the destination fax machine number and then sends the fax message inserting the message page into the machine.



- ❖ **Call accounting system:** It is fully computerized telephone system which allows the proper billing of the outgoing calls of the guest. It is also known as APBX (Automatic private branch exchange).

- ❖ **Computer:** Are used widely in front office department for the purpose of reservation, registration, accounting and auditing. Computer can also store and retrieve important data of the guest to carry out various services. A hotel management software is required to effectively use computers in hotel operations.



Review Questions

- Q.1 State True or false:
- James remind-o is a kind of alarm clock .
 - Call accounting system is also known as APBX.
 - Cash register is used at cashier desk.
 - Whitney rack has pigeon holes.
 - Guest folio is used in reception.
- Q.2 Fill in the blanks:
- APBX stands for _____.
 - Guest folios are kept arranged in a folio _____.
 - FAX stands for _____.
 - _____ contains Shanon Slips
 - Validity of credit card is checked by_____.
- Q.3 Answer the following questions:
- Write short note on manual equipments used in front office?
 - What kind of information is kept at information rack?
 - Discuss in brief different equipments used in an automated front office system.

4.7 Duties and Responsibilities of Front Office Personnel

❖ **JOB TITLE:-** FRONT OFFICE MANAGER

REPORTS TO:- GENERAL MANAGER

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- Recommend and monitor front office budget and plan for the year.
- Lead train and motivate front office team.
- Check the arrivals of the day and inform VIP arrivals to management.
- Approve expenses of the front office department.
- Ensure the safety and hygiene of the front office and its staff.
- Maintain discipline and conduct staff appraisals regularly or as per policy.
- Co-ordinate with housekeeping and engineering to ensure room availability for sale.
- Monitor the reservation system.
- Exercise revenue and yield management to maximize room income.
- Introduce technology to improve efficiency and information for decision making.
- Resolve guest and staff complaint.

❖ **JOB TITLE:- ASSISTANT FRONT OFFICE MANAGER**

REPORTS TO:- FRONT OFFICE MANAGER

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Act in the capacity of the front office manager in his/her absence and ensure the smooth functioning of the front office.
- (b) Allot daily duties to subordinate staff to meet work exigencies ensuring equity of work.
- (c) Conduct daily briefing using it as a vehicle for a two way communication, training and corrective action.
- (d) Attend to guest complaints to ensure guest satisfaction through immediate action.
- (e) Check the daily arrivals and departures at the hotel and tally it with room position.
- (f) Organize the training of staff for meeting the standards of service.
- (g) Develop room sales through up selling, guest contacts to ensure good service.
- (h) Ensure that the front office is free from work hazards.
- (i) Control cost of supplies.
- (j) Motivate staff through fair leadership.

❖ **JOB TITLE:- FRONT OFFICE SUPERVISOR**

REPORTS TO:- FRONT OFFICE MANAGER

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Ensure that all staff reports on time, is wearing proper uniform and well groomed as per hotel standard.
- (b) Take over from the previous shift and check the log book for follow up actions.
- (c) Assign duties ensuring equal distribution of work load during a shift.
- (d) Check arrivals and departures and tally the room position.
- (e) Check the room key position and report any missing key.
- (f) Meet and greet all arrivals and ensure accurate and speedy roaming.
- (g) Check all equipment for service ability.
- (h) Check statistical data such as Daily room revenue, occupancy, house count, VIP list, room report, Guest folios.
- (i) Assist in registering guest during busy periods.
- (j) Ensure that staff meet hygiene and discipline standards.

❖ **JOB TITLE:- LOBBY MANAGER**

REPORTS TO:- FRONT OFFICE MANAGER

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Take over shift from previous lobby manager and note and special instruction for the shift.

- (b) Brief staff of uniformed service.
- (c) Make sure the lobby is clean and tidy.
- (d) Manage scanty baggage procedure.
- (e) Monitor check in of groups and airline crew.
- (f) Manages the discipline of the uniformed service.
- (g) Attend to any disputes over guest billing.
- (h) Training of the staff working in lobby area.
- (i) Coordinate all guest requests with all departments of the hotels.
- (j) Assist the security in lobby surveillance.
- (k) Overall the concierge, bell desk service and valet parking, door man service and transportation.
- (l) Acts on behalf of the front office management at night.
- (m) Custodian of the master key and the keys to all stores (at night).

❖ **JOB TITLE:- RECEPTIONIST**

REPORTS TO:- FRONT OFFICE SUPERVISOR

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Check the arrivals of the day and room status including departures for the day.
- (b) Check the expected VIPS for the day and issues VIP amenities vouchers for fruits, flowers, beverages etc as per policy.
- (c) Prepare records and pre registrations for VIP, handicapped people and old people.
- (d) Handle group/crew registration as per laid down procedures.
- (e) Register all arrivals during the shift.
- (f) Constantly update room rack front office database.
- (g) Give departure rooms to housekeeping without delays.
- (h) Assist in making room occupancy reports.
- (i) Up sell rooms to get higher revenues.
- (j) Handle guest with scanty baggage diligently.
- (k) Update guest history periodically to maintain an accurate database.

❖ **JOB TITLE:- RESERVATION ASSISTANT**

REPORTS TO:- FRONT OFFICE MANAGER

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Update the reservation register to obtain and maintain a current inventory position.
- (b) Attend briefings at the beginning of the shift.
- (c) Type out advance reservation slips and maintains reservation racks and correspondence.
- (d) Carry out amendments and cancellations of reservation accurately.
- (e) Keep room status board and database update at all times.

- (f) Update the reservation register to obtain and maintain current from inventory position.
- (g) Check the reservation stationary and requisition supplies wherever necessary.
- (h) Up sell rooms to generate revenue.
- (i) Maintain guest history sheets.

❖ **JOB TITLE:- FRONT OFFICE CASHIER**

REPORTS TO:- FRONT OFFICE SUPERVISOR

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Take over a shift and note special instructions for the shift.
- (b) Issue safety deposit lockers to guest according to procedure.
- (c) Disburse petty cash and authorized paid outs.
- (d) Pass allowances as directed or wrong charges posted in folios.
- (e) Handle credit card payments through proper procedure.
- (f) Accept personal checks after ensuring proper authorized.
- (g) Prepare the front office cashiers report and other reports.
- (h) Ensure that telephone meter readings of guest rooms are accurately taken to raise appropriate charges.
- (i) Coordinate closely with the night auditor for the day's audit.
- (j) Receive the cash sales of all revenue outlets at the end of each shift and keep in safe custody.

❖ **JOB TITLE:- NIGHT AUDITOR**

REPORTS TO:- FRONT OFFICE SUPERVISOR

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Tally all sales summaries of revenue outlets with bills.
- (b) Verify and validate front office cashiers vouchers.
- (c) Check guest folios with charge vouchers.
- (d) Verify front office cashiers reports.
- (e) Prepare statement of accounts above permissible limits.
- (f) Prepare the daily transcripts.
- (g) Audit the night receptionist room report.
- (h) Account for the city ledger credit amounts due.

❖ **JOB TITLE:- CONCIERGE**

REPORTS TO:- LOBBY MANAGER

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Handle all guest mail, information, parcels, and couriers etc as per procedures.
- (b) Answer queries of house facilities and places of tourist interest.
- (c) Keep information aids like time tables, road maps, hotels guide etc.

- (d) Help guests confirm airlines, bus or train tickets.
- (e) Procure box office tickets for cinemas, concerts, special shows etc for the guest.
- (f) Develop contacts with city services to facilitate guest.

❖ **JOB TITLE:- BELL CAPTAIN**

REPORTS TO:- LOBBY MANAGER

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Prepare staff schedules to meet the exigencies of work.
- (b) Set standards of daily briefings and establish effective two way communications.
- (c) Attend to guest complaints and take prompt corrective action.
- (d) Assist bell captain with guest request within policy.
- (e) Oversee the left luggage formalities and the baggage room.
- (f) Set control for the sale of postage stamps to guest.
- (g) Train the bell captain and bell boys for maximum departmental efficiency.
- (h) Assist the security in lobby surveillance.
- (i) Maintain first aid kit as prescribed by the house doctor.
- (j) Step in for lobby manager in his absence.

❖ **JOB TITLE:- BELL BOY**

REPORTS TO:- BELL CAPTAIN

QUALIFICATION:- Diploma in Front Office

Duties and Responsibilities:

- (a) Handle guest arrivals like receive baggage from the porch etc.
- (b) Handle guest departures like bring down guest baggage from the room.
- (c) Handle and store luggage trolleys, wheel chairs etc carefully.
- (d) Report guest with scanty baggage to the bell captain.
- (e) Account for postage stamps sold to guest during the shift.
- (f) Distribute daily newspaper to guest rooms as directed.
- (g) Assist in the transfer of guest baggage in the event of change of rooms.

❖ **JOB TITLE:- TELEPHONE OPERATOR**

REPORTS TO:- FRONT OFFICE MANAGER

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Maintain the telephone equipment and ensure its proper usage.
- (b) Transferring all incoming calls to their respective destination and sometime transferring outgoing calls as well.
- (c) Give wake up calls to guest when requested.
- (d) Update and maintain guest information rack so as to remain aware of the guest name and room number.

- (e) Maintain caller privacy at all times.
- (f) Be responsible for accurate accounting charges of guest in a manual system.

❖ **JOB TITLE:- GUEST RELATION EXECUTIVE**

REPORTS TO:- FRONT OFFICE MANAGER

QUALIFICATION:- Degree or diploma in hotel management.

Duties and Responsibilities:

- (a) Note any special instruction left in the lobby managers log book.
- (b) Check the arrivals and departures of the day especially VIP's.
- (c) Welcome guest as per procedures set by management.
- (d) Offer assistance for any services required by guest.
- (e) Manage all guest complaints and take action appropriately.
- (f) Maintain guest history cards of regular guest and VIP's.
- (g) Assist the scales in familiarization tours of the hotel.
- (h) Coordinates with concerned department to resolve guest needs.
- (i) Assist the security in lobby surveillance.

Review Questions

Q.1 Fill in the blanks:

- (a) Guest history cards are made by _____.
- (b) Wake up calls are given by _____.
- (c) _____ are sold to the guest by bell boy.
- (d) City services are facilitated by _____.
- (e) Up selling of rooms is done by _____.

Q.2 State True or False:

- (a) V.I.P guests are received by G.R.E.
- (b) Scanty baggage is check by door man.
- (c) Theatre tickets are book by concierge for the guest.
- (d) Guest folios are checked by lobby manager.
- (e) Registration is done by receptionist.

Q.3 Answer the following questions:

- Q. 1. Discuss the job profile of front office manager in a hotel.
- Q. 2. Write down the duties and responsibilities of G.R.E and lobby manager.

4.8 Let Us Sum Up

Front office is the nerve center of a hotel. Primary job of front office is to sell rooms, maintain guest account and to work as a single window point of contact for the guests. It comprises of sections like Reservation, Reception, Information, Cashier, Telephone Bell Desk, Concierge and Travel desk.

Staff structure of front office department varies from hotel to hotel as it is based on number of rooms, management policy, extent of automation and multi skilling in the hotel. Staff hierarchy chart of two

different types of hotels is given in this unit for your reference.

Equipments and aids used in front office department include Computer with a property management system and internet, Credit card validator or EDC machine, Fax machine, EPABX and different desks and racks.

Finally, this unit deals with the duties and responsibilities of different staff positions in the front office department along with their respective reporting officers and qualification requirement.

4.9 Practical Activities

Activity I:	Students in group to draw the front office staff organization chart for a large hotel and medium sized hotel respectively on the chart paper and present it in the practical class room.
Activity II:	Teacher to familiarize the students with the different racks and equipments in the practical lab.
Activity III:	School should organize a field trip for the students to have a first hand look at the equipments used in hotel for front office department and their usage.
Activity IV:	In groups of four each, Students to prepare a presentation on any one section of front office and to present it to rest of the class with the help of chart papers.
Activity V:	Each student to impersonate different front office personnel by speaking 2-3 lines of a dialogue about his job profile. Other students of the class should try and recognize whom he is impersonating.
Activity VI:	Chart preparation of departmental organization of Hotels.