

job READY

2023-1-IS01-KA220-VET-000158090

JOBREADY FRAMEWORK

MODULE 4

Front Desk Operations and Information
Systems

This Project has been funded with support from the European Commission.

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Module 4: Front Desk Operations and Information Systems

I. Module Overview

This module introduces learners to the main functions of the Front Desk and the systems used to manage these. The emphasis is put on presenting some key concepts, such as: guest services, communication with clients and staff, financial transactions handling, technology used and best practices for data protection in the context of the tourism and hospitality sector.

Front Desk Operations and Information Systems		Duration (Hours)
Classroom-based Learning	Content Delivery	30
	Individual Work	4
	Assessment	1
Practical on-the-job training		<i>TBD prior to internship</i>

II. Learning Units Overview

Learning Units	Duration (Hours)
LU4.1 – Introduction to Front Desk Operations	5
LU4.2 – Organisation, roles and responsibilities	4
LU4.3 – Current trends and practices	3
LU4.4 – Managing the guest cycle and experience	11
LU4.5 – Financials	4
LU4.6 – Information systems	3

1. Learning Unit 4.1: Introduction to Front Desk Operations

• *Learning Unit Description*

This learning unit describes what Front Desk Operations is, as well as its primary functions and importance within the hospitality sector. In addition, it helps learners build a vocabulary of key terms and jargon used in this field.

• *Learning Outcomes and Objectives*

Learning Outcomes	Learning Objectives	Duration (Hours)
LO4.1.1 Describe Front Desk Operations	<ul style="list-style-type: none"> • Definition of Front Desk Operations • Introduction to the topic 	1
LO4.1.2 Define the main Front Desk activities and operations	<ul style="list-style-type: none"> • Front Desk functions and importance 	2
LO4.1.3 Utilise the appropriate terms and jargon	<ul style="list-style-type: none"> • Vocabulary building and guidance on the use of key terms and jargon 	2

• *Learning Outcome 4.1.1 Describe Front Desk Operations*

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • Definition of Front Desk Operations 	0,2



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Reference Sheet 4.1.1.a: Front desk

- In the hospitality and tourism industry, front desks are most commonly used in hotels.
- It is the first touchpoints guests have with the hotel.
- It also serves as the core point of the entire guest journey.
- It is also considered as the central hub for hotel operations.

Learning objective	Duration (hours)
• Introduction to the topic	0,8



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The primary purpose of the hotel front desk is handling check-ins and check-outs and assigning proper guest rooms.

Reference Sheet 4.1.1.b: What is front desk operations of a hotel?

- The primary purpose of the hotel front desk is handling check-ins and check-outs and assigning proper guest rooms.
- However, the responsibilities of the front desk teams usually include more than welcoming and registering guests.
- The hotel front desk usually handles a whole host of other front desk operations from taking care of guest requests and complaints to selling add-ons and services at the best rates to help increase hotel revenue.
- Typically, front desk is located in the foyer or lobby of the hotel.
- It is guests' go-to place for anything related to their stay.
- The front desk usually consists of a few sections that usually have their designated duties and responsibilities.

- Learning Outcome 4.1.2 Define the main Front Desk activities and operations

Learning objective	Duration (hours)
• Front Desk functions and importance	2

Reference Sheet 4.1.2: Main functions

Check-in

Registering guests and lodgement

Customer service

Responding to guests' questions, needs, requirements and complaints

Security and safety

Ensure that staff and guests follow hotel security and safety standards and guidelines

Reservations

Handling reservations received by email, phone, or through online platforms

Upselling

Upsell additional hotel services and add-ons

Coordination

Liaising with departments such as housekeeping, maintenance, and food and beverage

Check-out

Deregistering guests from the hotel, ensure all bills are paid before departure

Activity 4.1.2: Discussion on the main functions of front desk

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Split the trainees into two groups.

Step 2: Ask Group 1 to describe the check-in and check-out functions of the front desk. Ask Group 2 to describe the reservations and upselling function of the front desk.

Estimated duration: 10 – 15 minutes

- Learning Outcome 4.1.3 Utilise the appropriate terms and jargon

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • Vocabulary building and guidance on the use of key terms and jargon 	2

Reference Sheet 4.1.3.a: Terminology

- American Plan (AP) – A billing arrangement under which room charges include the guestroom and three meals, also called a full board / full pension.
- European Plan (EP) – A billing arrangement under which meals are priced separately or room only plan
- Modified American Plan (MAP) – A billing arrangement under which the daily rate is including room and two meals, generally Breakfast and dinner.
- Continental Plan (CP) – One of the most common/preferred billing arrangements which includes room and continental breakfast.
- All-Inclusive (AI) – AI normally stands for all-inclusive rates ie rates which are inclusive of all applicable taxes and service charges. E.g.: CPAI, MAPAI, APAI etc.
- Rack Rate – The published tariff for each room type/category in a hotel.
- Log Book – Located at reception containing instructions/information/ happenings/handover of the day to know of.
- Registration Card – A printed form for a registration record, In most countries, the guest's signature on a registration card is required by law.
- Reservation Status – An indicator of a room's long-term availability for assignment.
- Room Rate – The price of hotel charges for overnight accommodations.
- Skipper – A guest who leaves with no intention of paying for the room.

Reference Sheet 4.1.3.b: Terminology

- Scanty Baggage – A guest who checks in to the hotel with very little or no luggage.
- Walk-in – A guest who arrives at a hotel without a reservation.
- Walking – Turning away a guest who has a reservation because of a lack of room availability.
- Due outs – Guests expected to check out on a given day who have not yet done so.
- Credit limit/house limit – A limit assigned by the hotel to guests or company accounts.
- Upselling – A sales technique whereby a guest is offered a more expensive room than what he or she reserved or originally requested, and then persuaded to rent the room based on the room's features, benefits, and his or her needs.
- Block – An agreed-upon number of rooms set aside for members of a group planning to stay in a hotel.
- Book – To sell or reserve rooms ahead of time.
- Confirmation Number – A code that provides a unique reference to a reservation record and assures the guest that the reservation record exists.
- Confirmed Booking – When Reservation is guaranteed with a Credit card, Deposit, Company / TA voucher, etc.
- Tentative Booking – When the reservation is waiting for the booker's confirmation.
- Waitlisted Booking – Reservation kept on hold due to the hotel being overbooked.
- Cut-off date – The date agreed upon between a group and a hotel after which all unreserved rooms in the group's block will be released back to the general availability.
- Cancellation date – Indicates the date when the reservation was manually cancelled.
- No-Show – A guest who made a room reservation but did not register or check-in.
- Long Stay – A Guest who stays more than a certain number of days, E.g.: More than 7 days, etc.

Reference Sheet 4.1.3.c: Terminology

- Overbooking – accepting more reservations than there are available rooms.
- Wash down – Blocking fewer rooms than the number requested by a group, based on previous group history.
- Guest Cycle – A division of the flow of business through a hotel that identifies the physical contacts and financial exchanges between the guests and the hotel.
- Guest Folio – A form (paper or electronic) used to chart transactions on an account assigned to a person or guest room.
- Late Charge – A transaction requiring posting to a guest account that does not reach the front office for posting before the guest has checked out or done the final settlement.
- No Post – Special functionality on Property management systems (PMS) to activate a 'NO post' on reservations this will stop any extra charges from other outlets or connected systems from being charged to the guest room. For example, a No Post flag can be activated for interfaces like Telephone, Wi-Fi or Internet, Point of Sale (POS), SPA systems, etc.
- Global Distribution System (GDS) – A distribution channel for reservations that provides worldwide distribution of hotel reservation information and allows the selling of hotel reservations around the world, usually accomplished by connecting the hotel reservation system with an airline reservation system (E.g.-Amadeus, Sabre, Galileo/Apollo or Worldspan)
- IDS – Internet Distribution System OR ADS – Alternate Distribution System – This refers to Online Travel Agents like Agoda, and Booking.com, Expedia, etc. Additionally, your own hotel's booking engine also comes under IDS. Any Channel Manager Like TravelClick, Synxis, STAAH, Siteminder, etc. is a tool that can handle these IDS or ADS channels.
- PMS – Property Management System
- POS – Point of Sale Systems (Used in Restaurants / Outlets)

Reference Sheet 4.1.3.d: Terminology

- TA – Travel Agent who receives the commission for the bookings.
- OTA – Online Travel Agents
- IDS – Internet Distribution System
- Void – Reversal of Charges which was posted on the same day
- Allowance – Reversal of charges which was posted before the current system / PMS date.
- ACC – Accommodation Charges or Revenues related to the Room.
- F&B – Food and Beverage Charges or Revenues generated from Food and Beverage Outlets.
- Misc. – Miscellaneous Charges, Like Paid out, Postage, Photo Copy, Medicine, Courier, etc. come under Miscellaneous charges.
- ARR – Average Rack Rate (Average Room Rate (ARR) = Total Room Revenue / Total Rooms Sold)
- ADR – Average Daily Rate (Average Daily Rate (ADR) = Total Room Revenue / Total Rooms Sold)
- AGR – The Average Rate Per Guest (Average Rate Per Guest= Total Room Revenue / Total Number of guests)
- APR – Average Guest Per Room (Average Guest Per Room = Total Number of Guests / Number of Rooms Sold)
- DBR – Daily Business Report or DRR – Daily Revenue Report
- Occ. Percentage – Hotel Occupancy Percentage or Occupancy Ratio Calculation
- Rev. Par – Revenue Per Available Rooms (RevPAR = Total Room Revenue / Total Number of Available Rooms for sale)
- TRevPOR – Total Revenue per Occupied Room (TRevPOR = (Room + F&B + Other Revenue) / Total occupied rooms)
- AF / RAF – Room Achievement Factor (Room Achievement Factor = Actual Average Rate / Potential Average Rate)
- RRS – Room Rate Spread (Room Rate Spread = Potential Average Double Rate – Potential Average Single Rate)
- HotRevPAR – Hotel Revenue Per Available Room (HotRevPAR= (Room + F&B + Other Revenue) / Total Available Rooms)
- TRevPAR – Total Revenue Per Available Room (TrevPAR = (Room + F&B + Other Revenue) / Total Available Rooms)

Activity 4.1.3: Practice for using front desk use of terminology

Materials: paper, pen, or PC/ tablet/ mobile phone to get access to the examples and mark findings, take notes

Instructions:

Step 1: Provide trainees with the below practice for using front desk terminology.

Step 2: Ask all trainees to read the practice questions and then nominate different members of the group to answer each of the practice questions:

- 1) The price of hotel charges for overnight accommodations is called
- 2) A guest who arrives at a hotel without a reservation is called a
- 3) Turning away a guest who has a reservation because of a lack of room availability is called
- 4) A sales technique whereby a guest is offered a more expensive room than what he or she reserved is called
- 5) A reservation guaranteed with a Credit card, Deposit, Company / TA voucher, etc. is called
- 6) Reservation waiting for the booker's confirmation is called

Estimated duration: 5 – 10 minutes

2. Learning Unit 4.2: Organisation, roles and responsibilities

• *Learning Unit Description*

This learning unit describes the duties of the Front Desk Office, as well as its structure. It also focuses on outlining the various Front Desk jobs and the relevant responsibilities.

• *Learning Outcomes and Objectives*

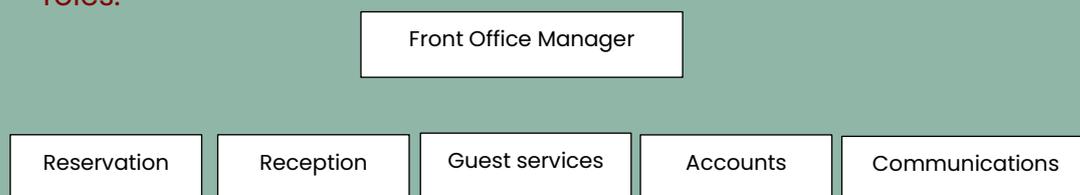
Learning Outcomes	Learning Objectives	Duration (Hours)
LO4.2.1 Explain the duties and responsibilities that ensure the smooth operations of the Front Desk	<ul style="list-style-type: none"> • Front Desk structure and duties 	2
LO4.2.2 Define the various Front Desk roles	<ul style="list-style-type: none"> • Front Desk jobs and responsibilities 	2

- Learning Outcome 4.2.1 Explain the duties and responsibilities that ensure the smooth operations of the Front Desk

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • Front Desk structure and duties 	2

Reference Sheet 4.2.1.a: Front desk structure

The structure of the front desk office may vary from hotel to hotel. However, a typical front desk department may include the following roles:



Reference Sheet 4.2.1.b: Front desk structure

Reservation - It includes handling request of customers for reserving accommodations.

Reception - It includes receiving the guests according to the highest standards and registering them appropriately. It also includes bidding the guests off.

Guest Services - They are also known as Uniformed Services. It includes personalized guest services such as -

- Handling guest luggage.
- Handling guest mail.
- Delivering newspapers in accommodations.
- Paging the guest inside the hotel (locating the guest in the hotel).
- Arranging for a doctor in emergency.
- Parking guest's automobiles.
- Arranging for reservations at the places of entertainment outside the hotel.

Accounts - It mainly includes a front office cashier and a Night Auditor - The cashier is responsible for handling guest payments. He typically reports to the accounts manager rather than the front office manager. The night auditor performs the duties of front desk reception as well as accounting partly during the night shift. He needs to report to the heads of both departments, front office, and accounting.

Communication - It involves handling communication among various other departments and guests of the hotel.

Reference Sheet 4.2.1.c: Front desk duties

- Front desk briefing – A front desk briefing is a meeting that is held at the beginning of every shift between the front desk staff and the front desk manager. Usually, the following is discussed:
 - hotel occupancy and arrivals
 - previous shift’s activity
 - VIP arrivals
 - daily tasks and responsibilities
 - events or promotions
- Cash Count – count all cash and credit card transactions to check for discrepancies. Discrepancies are logged and reported to the front desk manager.
- Clean & Inspect the Lobby & Front Desk – To ensure pleasant guest experience and efficiency, the front desk must always be organized, clean, and tidy.
- Assist with Wake-Up Calls – During overnight shifts, it may be necessary to help with any pending wake-up calls.
- Prepare and Print Reports – Printing the daily report which should detail all guests in-house, all imminent arrivals and departures, and pick-ups. Daily special requests/preferences report maybe required too.
- Check Registration Cards & Update Guest Profiles – Registration cards are physical or electronic documents that hotels use to collect and store guest information. Guests are asked to fill this out with personal information such as their email, phone number, name, and method of payment. Guests may be asked to sign this card as an acknowledgement of a hotel’s terms and conditions.
- Customer support – Check all Voicemails, Text Messages, Emails & Physical Notes. Coordinate with Airport & Local Transport.

Reference Sheet 4.2.1.d: Front desk duties

- Post any Property-wide Updates or Alerts - Guests and staff members need to be aware of any important information or changes that may affect a guest's stay. This can include information about hotel amenities, construction or maintenance work, events, or other relevant information.
- Prepare Briefing & Hand Over to the Next Team - As a shift comes to an end, the front desk agent needs to create the briefing for the next team. This should include information like occupancy and arrivals, VIP guests, and activities/events from your shift. The quality of your handover can have a direct impact on the quality of the next team's shift, so make sure it's accurate and detailed.
- Payment & Billing Procedures - The front desk must process payments and settle guest accounts in an efficient, PCI-compliant manner. Failure to do so can result in an increase in lost chargeback cases and a drop in revenue.
- Concierge Services - Offers guests assistance with luggage, transportation, restaurant reservations, and entertainment bookings.
- Greeting & Check-in Procedure - The guest greeting is one of the most important parts of the guest's stay. Here are a few things to remember when welcoming guests onto the premises:
 - Greet guests by name, if possible. Smile and maintain open, positive body language. If their name is not known, ask for it.
 - Search for the guest's reservation on your property management system (PMS)
 - Print the registration card and ask the guest to fill out their details and sign.
 - Ask for the guest's ID, take a photocopy if necessary, and return it promptly
 - Read out the guest's preferences (pillow type, diet etc.,) and ask if anything is missing.

Reference Sheet 4.2.1.e: Front desk duties

- Give the guest their keycard and write their room number on the cardboard wallet.
 - Inform guests of any important information about facilities etc.
- Housekeeping Services - Coordination with housekeeping is crucial to ensure rooms are cleaned and maintained at the right times and to the hotel's standards. Front desk may need to address and pass on any housekeeping complaints or issues from guests promptly and arrange for additional services like turndown or extra towels upon request.
- Safety & Security Services - The front desk must ensure that guests have valid identification and are authorized to stay in the hotel. Monitor security cameras and ensure that all entrances and exits are secure. Respond to all emergencies quickly and alert the appropriate authorities.
- Upselling & Upgrades - It is the front desk's responsibility to upsell additional services and add-ons at appropriate times. This could also include room upgrades upon check-in. Ensure you show guests visually what they'd be purchasing.
- Checkout Procedures - Prepare for guest checkouts, including late checkouts to alert housekeeping to turnover the room as quickly as possible.

Activity 4.2.1: Role play

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instruction:

Step 1: Select two trainees.

Step 2: Nominate one of the trainees to be the front desk officer and the second to be a tourist checking in in the hotel.

Step 3: Ask the trainee assuming the role of the front desk officer to welcome and check-in the guest.

Step 4: Ask all other trainees to observe.

Step 5: After the end of the scene, encourage the trainees to discuss what was good about the welcoming and check-in procedure and what could have been done better.

Estimated duration: 20 – 25 minutes

- Learning Outcome 4.2.2 Define the various Front Desk roles

Learning objective	Duration (hours)
• Front Desk jobs and responsibilities	2

Reference Sheet 4.2.2.a: Front desk jobs and responsibilities

- **Front Desk Manager** – A front desk manager’s role is to oversee the front desk staff. They are also tasked with ensuring a quality experience for every guest. Front desk managers will prepare schedules to ensure full staffing at the front desk at all times. They may be involved in the hiring and training of new staff.



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Reference Sheet 4.2.2.b: Front desk jobs and responsibilities

- **Reservation Manager** - The reservation manager's job is to handle reservation services, maximizing efficiency in the front office department in the hotel. As well as dealing with cancellations and changes, the reservations manager will be tasked with ensuring that front desk staff are prepared to answer guests' questions. They may also coordinate with the sales and housekeeping departments.
- **Reception Manager** - The reception manager will be the first point of contact for guests arriving at the hotel. It's their job to make guests welcome and ensure their comfort and satisfaction during their stay. Reception managers ensure that reception areas operate smoothly and efficiently. They may also oversee a reception team.
- **Revenue Manager** - The revenue manager is tasked with ensuring that guests are charged at the appropriate room rate. They will also be responsible for periodically reviewing room rates and service charges, comparing them to other hotels in the area within a similar price bracket, and ensuring that rates remain competitive.
- **Concierge** - The concierge is responsible for running the front desk. A concierge will coordinate with various hotel departments to ensure guests' needs are met. The concierge may also be involved with staffing the front desk, ensuring that there's always someone on hand to assist guests.
- **Housekeeping Manager** - The housekeeping manager oversees the housekeeping staff. They are responsible for cleaning and sanitizing rooms to prepare everything for the next guest. They will also perform housekeeping tasks in the public areas in and around the hotel: cleaning bathrooms, vacuuming carpeted areas, etc.

Activity 4.2.2: Interactive discussion on the roles and responsibilities of the front desk main positions

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instruction:

Step 1: Participants are engaged in a group discussion to elaborate on the various roles and responsibilities of the main front desk positions (Front Office Manager, Reservation Manager, Reception Manager, Revenue Manager, Concierge, and Housekeeping Manager).

Step 2: Select three trainees to summarise the role and responsibilities of: Front Office Manager, Reservation Manager, Reception Manager.

Estimated duration: 20 – 25 minutes

3. Learning Unit 4.3: Current trends and practices

- *Learning Unit Description*

This learning unit highlights the latest trends in the field of Front Desk Operations, such as the use of AI and Chatbots, contactless check-in and check-out, self-service kiosks and sustainable practices.

- *Learning Outcomes and Objectives*

Learning Outcomes	Learning Objectives	Duration (Hours)
LO4.3.1 Summarise the new trends in Front Desk Operations	<ul style="list-style-type: none"> • Latest trends in Front Desk Operations 	3

- **Learning Outcome 4.3.1 Summarise the new trends in Front Desk Operations**

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • Latest trends in Front Desk Operations 	3

Reference Sheet 4.3.1.a: New trends in front desk operations

- **Contactless Check-in and Check-out** – In a post-pandemic world, contactless experiences have become a priority. Many hotels have adopted mobile check-in and check-out solutions, allowing guests to complete these processes using smartphones. This trend reduces physical contact and offers convenience and speed, improving the overall guest experience.
- **Mobile Key Technology** – Mobile key technology enables guests to unlock their rooms using their smartphones, eliminating the need for physical key cards. It reduces costs associated with key card production and enhances security, as virtual keys can be easily deactivated in case of loss.
- **Self-Service Kiosks** – Self-service kiosks in the front office are gaining popularity. Guests can quickly check in, receive room keys, and check out without waiting in line. These kiosks improve efficiency during peak check-in and check-out times and offer a convenient option for tech-savvy travellers.



Self-service kiosk at hotels

Image generated by Bing AI Image Generator



Mobile key technology

Image generated by Bing AI Image Generator

Reference Sheet 4.3.1.b: New trends in front desk operations

- **Artificial Intelligence (AI) and Chatbots** – AI-powered chatbots are transforming the front office of hotels. They can handle guest inquiries, make reservations, and provide information about hotel amenities and local attractions 24/7. These chatbots enhance efficiency, reduce labour costs, and ensure that guests receive quick responses to their queries.
- **Personalization and Guest Preferences** – Hotels are increasingly using guest data to personalize the guest experience. From knowing a guest's preferred room temperature to offering tailored recommendations based on previous stays, personalization creates a more memorable and comfortable stay. Technology allows hotels to gather and utilize this data effectively.
- **Upselling and Cross-Selling** – Front office staff are trained to upsell and cross-sell services and amenities effectively. Through data analysis and personalized recommendations, hotels can increase their revenue while providing guests with tailored experiences.
- **Sustainable Practices** – Sustainability is a growing concern for travellers. Hotels are incorporating eco-friendly practices into their front office operations. It includes reducing paper usage by offering digital receipts, implementing energy-efficient lighting and HVAC systems, and sourcing locally produced amenities to reduce their carbon footprint.
- **Enhanced Security Measures** – Guest safety is paramount, and hotels are investing in advanced security systems. It includes facial recognition technology for check-in, surveillance cameras with AI analytics for real-time threat detection, and secure data management to protect guest information.

Activity 4.3.1: Debate on the positives and negatives from introducing AI in front desk operations

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instruction:

Step 1: Participants are divided into two groups – one defending the thesis that AI brings a lot of positives to front desk operations, and the second highlighting the risks and negative implications.

Step 2: Give each group 15 minutes to prepare their thesis and nominate their speaker.

Step 3: Both speakers engage in a 10-minute debate, each trying to defend their thesis.

Estimated duration: 30 minutes

4. Learning Unit 4.4: Managing the guest cycle and experience

• *Learning Unit Description*

This learning unit describes the knowledge, skills and practices required to construct rate quotes and managing the whole guest cycle (pre-arrival, arrival, occupancy and departure). It also equips the learners with the required competences to address complaints and appraisals.

• *Learning Outcomes and Objectives*

Learning Outcomes	Learning Objectives	Duration (Hours)
LO4.4.1 Develop rate quotes	<ul style="list-style-type: none"> • Rating systems 	2
LO4.4.2 Demonstrate how to handle enquiries, reservations and pickup services	<ul style="list-style-type: none"> • Pre-arrival 	2
LO4.4.3 Demonstrate how to room a guest	<ul style="list-style-type: none"> • Arrival 	2

Learning Outcomes	Learning Objectives	Duration (Hours)
LO4.4.4 Demonstrate how to facilitate transport, guest services and accounts	<ul style="list-style-type: none"> • Occupancy 	2
LO4.4.5 Demonstrate how to handle check-out, clearance and drop off services	<ul style="list-style-type: none"> • Departure 	2
LO4.4.6 Demonstrate how to address complaints	<ul style="list-style-type: none"> • Complaints 	1

- Learning Outcome 4.4.1 Develop rate quotes

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • Rating Systems 	2

Reference Sheet 4.4.1.a: Rates

- Rates are charges offered to the guest by the hotel for the use of different facilities and services, during their stay.
- Rates may include meal or breakfast depending upon the plan as per the guest choices.
- Rates for hotel services are incorporated in a card known as the 'tariff card'.
- Tariff card is the card containing the rates or price charged by a hotel for accommodation.
- Tariff card may include meals depending upon the types of plan the hotel offers to the guests.
- Prices of meals and other hotel services are also printed in the hotel tariff card.

Reference Sheet 4.4.1.b: Room rates

- **Corporate or Commercial Rate** – These are rates offered to companies that provide frequent business for the hotel or its chain. This rate may vary according to the volume of business guaranteed by the companies.
- **Group Rate** – These are rates which is offered to groups, meetings and conventions using the hotel for their functions.
- **Incentive Rate** – The Rate offered to individuals who belong to an association or holders of special membership cards or Credit cards.
- **Package Rate** – Rates that includes a guest room in combination with other available events or activities. Package rate can be also a simple room and meal package.
- **Honeymoon packages** – floated by some resorts attract business during the off-season. Packages are pre-paid usually for the full amount and refunds are not allowed. The families on holiday prefer such packages which range from 2 to 4 nights and can be extended on pro-rate basis.
- **Airline Rate** – A rate which is negotiated between an airline and a hotel based on the volume of business the hotel is expected to get from the airline. Also applies to 'layover's'.
- **Day Rate** – This rate is charged when a guest arrives at around 9 am and would stay only a few hours till about 3pm.
- **Half Day Rate** – Rate charged for resident guests who want an extension in their check-out or departure time of 12noon.
- **Travel Agent Rate** – A rate which is offered by a hotel when the guest books via a travel agent. This rate is offered on condition of the Travel Agent providing regular business to the hotel.

Reference Sheet 4.4.1.c: Food plans

A Food Plan is a scheme or package through which hotels offer accommodation as well as food to the guest against a fixed rate. Following are the food plans commonly available in hotel:

- **European Plan** - indicates that the quoted rate is strictly for lodging and does not include any meals. Any food provided by the hotel is billed separately. Taxes and tips are usually additional as well.
- **The Continental Plan** - means that the quoted rate includes breakfast on the premises for every guest who occupies a room overnight.
- **Full Board** - means that the accommodation's quoted rate includes three meals a day, i.e. breakfast, lunch, and dinner. In the American plan, the meals are provided by the establishment's kitchen and served on site. Some hotels offer guests the option of being on the American plan or paying a la carte for food consumed in their facility. Travelers choosing a hotel in a remote location where there are not many restaurants – or none at all – are advised to stay at a hotel that offers an American plan.
- **All-inclusive Plan** - same as full board but also includes snacks and alcoholic beverages throughout the day in addition to the three squares.
- **Half-board** - means that the quoted rate includes two meals a day, including breakfast and either lunch or dinner.

Reference Sheet 4.4.1.d: Suitability of food plans

- Commercial hotels prefer European Plan and Continental Plan because they are usually situated in the urban areas, there are bound to be numerous restaurants in the vicinity. Hence the guest will prefer to keep his option open as far as meals are concerned. Moreover, the hotel may not have a particular cuisine which the guest likes. These types of hotels mostly get businessmen as clients, who normally have their major meals in independent restaurants. On the other hand, hotel being situated in an urban area would get plenty of chance guests in their restaurants. Thus, their food and beverage income are not restricted to only hotel residents. They do offer meal inclusive plans but only to groups sent by travel agents and company bookings for conventions, seminars, etc.
- Resort hotels prefer Full Board or Half-board plans because they may be situated in an isolated area with hardly any restaurant in the vicinity. Guests therefore prefer to have meals in the hotel. For the tourists wishing to go sight-seeing during the day, a half-board will be more appropriate. The hotel itself benefits from this plan since the hotel relies only on the resident guests for their food and beverage income.

Activity 4.4.1: Discussion on the suitability of the various food plans

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Ask trainees to consider the various food plans commonly used in the hospitality and tourism industry.

Step 2: Ask a trainee to give examples of food plans suitable for commercial hotels.

Step 3: Ask a trainee to give examples of food plans suitable for resort hotels.

Estimated duration: 5 – 10 minutes

- Learning Outcome 4.4.2 Demonstrate how to handle enquiries, reservations and pickup services

Learning objective	Duration (hours)
• Pre-arrival	2

Reference Sheet 4.4.2.a: What is pre-arrival

- The Pre-arrival begins the moment when a guest books their stay.
- It's a phase of anticipation where the guest's expectations are set, and the hotel begins tailoring their experience.
- Efficiently managing reservations and inquiries during this stage sets the tone for the guest's upcoming visit.

Reference Sheet 4.4.2.b: Pre-arrival key activities

- **Enquiry** - The initial interaction that often determines whether a guest will book a stay.
- **Reservation** - A critical touchpoint where guests commit to staying and share their preferences.
- **Pickup Service** - A thoughtful service that can ease the guest's journey to the hotel.

Activity 4.4.2: Role play – making a reservation

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Select two trainees.

Step 2: Assign the role of a reservation staff to one of the trainees and the role of a tourist interested to book a stay with a hotel to the second trainee.

Step 3: Ask the trainee assigned the role of the tourist to pretend that he/she is calling the front desk to enquire about making a booking. He/she should ask about room availability on a specific date and also to ask about the hotel prices for this particular period. The trainee assigned the role of the reservation staff, should respond to the queries and make the booking.

Step 4: After the role play has been completed, encourage all other trainees to engage in a discussion about how the trainee assigned the role of the reservation staff has performed.

Estimated duration: 20 – 25 minutes

- Learning Outcome 4.4.3 Demonstrate how to room a guest

Learning objective	Duration (hours)
• Arrival	2

Reference Sheet 4.4.3.a: Importance of first impression upon arrival

- Arrival is the first physical touchpoint with the guest.
- This stage is about making a lasting and positive first impression.
- The activities involved aim to welcome guests warmly, manage their immediate needs, and set the scene for a comfortable stay.

Reference Sheet 4.4.3.b: Essential activities upon guest arrival

- **Handling Luggage:** Taking care of guests' belongings to start their stay smoothly.
- **Registering:** Officially marking the beginning of the guest's experience at the hotel.
- **Opening Guest Account:** Creating an account that serves as the guest's financial ledger during their stay.
- **Allocating Room:** Placing guests in a room that meets or exceeds their expectations.
- **Issuing Key, Welcome Kit:** Providing the essentials for accessing and enjoying their accommodation.

Activity 4.4.3: Role play – arriving at a hotel

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Select two trainees.

Step 2: Assign the role of a front desk staff to one of the trainees and the role of a tourist arriving at the hotel to the second trainee.

Step 3: Ask the trainee assigned the role of the front desk staff to welcome the trainee assigned the role of the tourist. The focus of this role play is on the front desk staff to warmly greet the tourist and to room the guest.

Step 4: After the role play has been completed, encourage all other trainees to engage in a discussion about how they felt the trainee assigned the role of the front desk staff has performed.

Estimated duration: 20 – 25 minutes

- Learning Outcome 4.4.4 Demonstrate how to facilitate transport, guest services and accounts

Learning objective	Duration (hours)
• Occupancy	1

Reference Sheet 4.4.4.a: Activities and services during guest occupancy

- During the Occupancy stage, the guest makes use of the hotel's amenities and services.
- This stage is critical for guest satisfaction as it involves the core of the hospitality experience.
- Managing guest services and ensuring comfort are paramount to encourage repeat stays.

Reference Sheet 4.4.4.b: Managing guest's stay

- **Managing Guest Services:** Overseeing the plethora of services provided to ensure guest satisfaction.
- **Managing Transport:** Facilitating local travel arrangements for guests.
- **Telephone Calls:** Handling guest communication needs efficiently.
- **Currency Exchange:** Assisting guests with financial transactions for their convenience.

Activity 4.4.4: Role play – managing guest’s stay

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Select two trainees.

Step 2: Assign the role of a front desk staff to one of the trainees and the role of a guest at the hotel to the second trainee.

Step 3: Ask the trainee assigned the role of the guest to simulate calling the front desk requesting transport services from the hotel to a conference venue. Suggest that the guest is pretentious and is a difficult customer not knowing what he wants. The focus of this role play is the front desk staff to facilitate travel arrangements for the guest by always being polite and keeping calm no matter how the guest behaves.

Step 4: After the role play has been completed, encourage all other trainees to engage in a discussion about how they felt the trainee assigned the role of the front desk staff has performed.

Estimated duration: 15 – 20 minutes

- Learning Outcome 4.4.5 Demonstrate how to handle check-out, clearance and drop off services

Learning objective	Duration (hours)
• Departure	1

Reference Sheet 4.4.5.a: Departure and farewell

- Departure is the final stage of the guest cycle but is as important as the welcome.
- It’s the last opportunity to leave a positive impression.
- The departure process should be handled with care, ensuring all guest needs are met and their departure is as pleasant as their arrival.

Reference Sheet 4.4.5.b: Activities in departure stage

- **Check-Out Procedure:** Preparing for a smooth transition as the guest's stay concludes.
- **Guest Payment Clearance:** Ensuring a hassle-free settlement of the guest's account.
- **Handling Luggage:** Assisting with luggage to ease the guest's departure.
- **Drop Service:** Providing a parting service with transportation to the guest's next destination.

Activity 4.4.5: Role play – leaving the hotel

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Select two trainees.

Step 2: Assign the role of a front desk staff to one of the trainees and the role of a tourist leaving the hotel to the second trainee.

Step 3: Ask the trainee assigned the role of the front desk staff to check-out the guest. The focus of this role play is on the front desk staff to carry out the check-out procedure, settle the guest's account, assist with handling his/her luggage and to offer drop of service.

Step 4: After the role play has been completed, encourage all other trainees to engage in a discussion about how they felt the trainee assigned the role of the front desk staff has performed.

Estimated duration: 20 – 25 minutes

- Learning Outcome 4.4.6 Demonstrate how to address complaints

Learning objective	Duration (hours)
• Complaints	1

Reference Sheet 4.4.6.a: Addressing guest complaints

- Listen to the complaint.
- Record details of the complaint.
- Get all the facts.
- Discuss options for fixing the problem.
- Act quickly.
- Keep your promises.
- Follow up.

Activity 4.4.6: Role play – addressing guest complaints

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Select two trainees.

Step 2: Assign the role of a front desk staff to one of the trainees and the role of a tourist to the second trainee.

Step 3: Ask the trainee assigned the role of the guest to complain about his/her TV not working in the hotel room. The focus of this role play is on the front desk staff to demonstrate how to handle guest complaints.

Step 4: After the role play has been completed, encourage all other trainees to engage in a discussion about how they felt the trainee assigned the role of the front desk staff has performed.

Estimated duration: 15 – 20 minutes

5. Learning Unit 4.5: Financials

• *Learning Unit Description*

This learning unit provides basic knowledge and skills required to handle front desk accounting. It also develops some key competences necessary for processing payments.

• *Learning Outcomes and Objectives*

Learning Outcomes	Learning Objectives	Duration (Hours)
LO4.5.1 Describe front office accounting fundamentals and systems	<ul style="list-style-type: none"> Folios, vouchers, points of sale, accounting systems, ledgers, accounting cycle 	2
LO4.5.2 Explain the basic procedures for cash and payments	<ul style="list-style-type: none"> Modes of payment and check-out procedure 	2

• Learning Outcome 4.5.1 Describe front office accounting fundamentals and systems

Learning objective	Duration (hours)
<ul style="list-style-type: none"> Folios, vouchers, points of sale, accounting systems, ledgers, accounting cycle 	2

Reference Sheet 4.5.1.a: What is an account

- An account is a form on which financial data are accumulated and summarized.
- It is a record of charges and payments.
- Adding a charge or payment to the account is called posting to the account.
- A charge that is posted to a customer is called a debit, and a payment is called a credit.
- When a debit is posted, the amount of the debit is added to the account.
- When a credit is posted, the amount is subtracted.
- The additions and subtractions in an account are calculated and the resulting amount is the account balance.

Reference Sheet 4.5.1.b: Types of an account

- **Guest Account** - A guest account in front office accounting system is to record of financial transaction between a guest and the hotel. It is created when the guests guarantee their reservations or during registration. The front office usually seeks payment for charges during the departure and settlement stage of the guest cycle.
- **Non-Guest Account** - A hotel may extend in-house charge privileges to local businesses or agencies as a means of promotion or to groups sponsoring meetings at the hotels. The front office creates non-guest accounts to track these transactions which may also be called house accounts or city accounts.

Reference Sheet 4.5.1.c: Purpose of the front office accounting system

- Creates and maintains an accurate accounting record for each guest or non-guest account.
- Front office accounting system tracks financial transactions through the guest cycle.
- Front office accounting system ensures internal control over cash and non-cash transactions.
- Front office accounting system records settlement for all goods and services provided.

Reference Sheet 4.5.1.d: Folios, vouchers, points of sales

- **FOLIOS** – Front office transactions are charted on account statements called folios. A folio is a statement of all transactions (debits and credits) affecting the balance of a single account. There are basically five types of folios used in front office accounting and maintained with front office accounting system:
 1. Guest Folios – Accounts assigned to individual guests or guestrooms.
 2. Master Folios – Accounts assigned to more than one guest or guestroom, usually applicable for group accounts.
 3. Non-Guest or Semi-Permanent Folios – Accounts assigned to non-guest business or agencies with hotel charge purchase privileges.
 4. Employee Folios – Accounts assigned to employees with charge purchase privileges.
 5. Split Folios – Accounts assigned to a guest on his/her request to split his/her charges and payments between two personal folios – one to record expenses to be paid by the sponsoring business company and the other to record personal expenses to be paid by the guest. In this case two folios are created for the same guest.

Reference Sheet 4.5.1.d: Folios, vouchers, points of sales

- **VOUCHERS** – A voucher details a transaction to be posted to a front office account. There are several types of vouchers used in front office accounting system:
 1. Cash Voucher – A voucher used to support a cash payment transaction at the front desk.
 2. Charge Voucher – A voucher used to support a charge purchase transaction that takes place somewhere other than the front office.
 3. Allowance Voucher – A voucher used to support an account allowance.
 4. Cash Advance Voucher – A voucher used to support cash flow out of the hotel, either directly to or on behalf of the guest.
 5. Correction Voucher – A voucher used to support the correction of a posting error which is rectified before the close of business on the day the error was made.
 6. Credit Card Voucher – A form designated by the credit card company to be used for imprinting the credit card and recording the amount charged.
 7. Paid-Out Voucher – A voucher used to support the cash disbursed by the hotel on behalf of a guest.
 8. Transfer Voucher – A voucher used to support a reduction in balance on one folio and an equal increase in balance on another. Transfer vouchers are used for transfers between guest accounts and for transfers from guest accounts to non-guest accounts when they are settled by credit cards.
 9. Travel Agency Voucher – In travel agent guaranteed reservation, the travel agent forwards a voucher to the hotel as proof of payment and guarantees that the prepaid amount will be sent to the hotel when the voucher is returned to the travel agency for payment.

Reference Sheet 4.5.1.e: Folios, vouchers, points of sales

- **POINTS OF SALE (POS)** - The term 'point of sale' denotes the location at which goods or services are purchased. Any hotel department that collects revenue for its goods and services is considered a point of sale. The front office accounting system must ensure that all charge purchases at these points of sale are posted to the proper guest or non-guest account. A computerized POS system allows terminals at the points of sale to communicate directly with a front office computer system, and helps front office staff to create a well-documented folio statement with a minimum number of errors.

Reference Sheet 4.5.1.f: Accounting ledgers

- A ledger is a summary grouping of accounts. A front office ledger is a collection of front office account folios. There are two types of ledgers in front office accounting system:
 1. **Guest Ledger** – It refers to the set of accounts related to the registered hotel guests. It is also known as Transient ledger, Front Office ledger or Rooms ledger.
 2. **City Ledger** – Also called the non-guest ledger, it is the collection of non-guest accounts. It can contain credit card payment accounts, direct billing accounts, and accounts of past guests due for collection by the hotel.

Reference Sheet 4.5.1.g: Accounting cycles

The first important function of the front office accounting systems is to maintain an accurate and up-to-date record of all the financial transactions between hotel and a guest so that all outstanding accounts are settled without delay. The accounting cycle is split into:

- **Creation of accounts** – A guest account or folio is usually created immediately after the guest checks in. Part of check-in-procedure is to enter the guest details into the computer which automatically opens an account or to open a guest account manually. Credit limits or house limits are often set which means the guests may not go beyond a pre-set amount to their accounts.
- **Maintenance of accounts** – Once the guest account has been opened, all financial transactions between the hotel and the guest will be recorded on the account. The act of recording the transactions onto the guest account is called posting.
- **Settlement of accounts** – The accounts are settled by cash and credit settlements.

Activity 4.5.1: Practice on front desk accounting fundamentals

Instruction:

Step 1: Provide the trainees with the following practice questions.

Step 2: Nominate different trainees to provide answers to the following questions:

- 1) An account records all and of a guest
- 2) A charge that is posted to a customer is called a, and a payment is called a
- 3) The financial transaction between a guest and the hotel are recorded in a
- 4) The statement of all transactions affecting the balance of a guest account are called
- 5) List three types of vouchers: 1:, 2:, 3:
- 6) List the three stage of accounting cycle: 1:, 2:, 3:

Step 3: Randomly ask members of the training group to read their answers.

Estimated duration: 15 – 20 minutes

- Learning Outcome 4.5.2 Explain the basic procedures for cash and payments

Learning objective	Duration (hours)
• Modes of payment and check-out procedure	2

Reference Sheet 4.5.2.a: Modes of payment

- Cash payments (in local or foreign currency)
- Bank card (debit or credit card)
- Direct billing (bank transfer)
- Travel agent voucher



Image generated by Bing AI Image Generator

Reference Sheet 4.5.2.b: Check-out procedure

One of the last contacts the guest has with the hotel is the check-out procedure. It is also most probably the last chance for a guest to interact face to face with hotel staff. It is, therefore, of great importance that guests' financial transactions with a hotel are properly settled out will also influence their final impression of a hotel. A typical check-out procedure includes:

- Great guest, always greet guest with a smile and say, good morning or good evening and always try to use their names.
- Confirm guest details (i.e. name and room number) against the guest's account.
- Check departure date. If the guest is leaving earlier than expected, other departments will need to be informed.
- Check whether late check out charges should be applied. If the guest is leaving after the 12 noon check out time, and is not a frequent guest, add the relevant late check out charge to the account.
- Check for late charges. Examine current entries on a guests account, and in particular check out any mini bar, breakfast or telephone charges.
- Give the guest the master and or guest folios for checking. When the guest checked in, the receptionist will have determined whether one or two folios are to be produced, all queries must be handled without fuss and in pleasant, helpful manner, in order to give a good impression of the hotel.
- Guest settlement of accounts.
- Provide front office services upon guest departure such as receiving the guests key and checking if they have used a safe deposit box which now needs to be emptied.
- Offer the assistance of the bell staff to collect the luggage.
- See if guest would like to make a future reservation, or an onward reservation in another hotel within the chain.
- Update front office records. the most important records to update are the room status list and the residents list.

6. Learning Unit 4.6: Information Systems

• *Learning Unit Description*

This learning unit introduces learners to some of the main Front Office Systems in the hospitality industry. It also places strong focus on raising learners' awareness of data policies, international standards and regulations in view of data protection and security.

• *Learning Outcomes and Objectives*

Learning Outcomes	Learning Objectives	Duration (Hours)
LO4.6.1 Define the types of front desk information systems	<ul style="list-style-type: none"> • Front Office Systems 	2
LO4.6.2 Discuss data privacy and information security	<ul style="list-style-type: none"> • Data policies, international standards and regulations 	1

- **Learning Outcome 4.6.1 Define the types of front desk information systems**

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • Front Office Systems 	2

Reference Sheet 4.6.1.a: What are front office systems

- A hotel front office system allows hoteliers to operate their property from one single interface and automate the majority of their daily tasks. It can take care of things like bookings, payments, check in, check out, rates, availability, guest communications and housekeeping.

Reference Sheet 4.6.1.b: Front office system modules

- **Reservations:** this module captures all bookings in a single, centralised place.
- **Accounts:** this module take deposits, track and receive payments, and ensure every transaction is recorded for easy bookkeeping.
- **Housekeeping:** this module streamlines daily housekeeping tasks by tracking room status and leaving helpful messages for changeover staff.
- **Guest experience:** this module tracks the experience of each guest and keep in contact with them to ensure they're having the best time possible.

Reference Sheet 4.6.1.c: Operations performed by the front office systems

- Processing reservations online, via phone, or at point-of-sale.
- Managing guest booking details, profiles, and communication.
- Managing inventory, rates, and availability.
- Processing deposits, payments, and refunds.
- Checking guests in and out.
- Maintaining a housekeeping schedule.
- Handling front office accounting.
- Generating performance reports.
- Overseeing property maintenance details.

Activity 4.6.1: Practice on matching various operations to the main modules of a typical front office system

Instruction:

Step 1: Provide the trainees with the following practice questions.

Step 2: Nominate different trainees to provide answers to each of the following questions:

- 1) Processing reservations online, via phone, or at point-of-sale is handled by which module?
Answer:
- 2) Managing guest booking details, profiles, and communication is handled by which module?
Answer:
- 3) Processing deposits, payments, and refunds is handled by which module?
Answer:
- 4) Checking guests in and out is handled by which module?
Answer:
- 5) Maintaining a housekeeping schedule is handled by which module?
Answer:
- 6) Handling front office accounting is handled by which module?
Answer:

Estimated duration: 15 – 20 minutes

- Learning Outcome 4.6.2 Discuss data privacy and information security

Learning objective	Duration (hours)
• Data policies, international standards and regulations	1

Reference Sheet 4.6.2: Data privacy and information security

There are several international standards that are key when it comes to data privacy and information security:

- General Data Protection Regulation (GDPR) is Europe's data privacy and security law. Put in place in 2018, it is among the most strict and detailed regulations worldwide in terms of data protection. It applies to all organizations that are doing business in the EU and that are dealing with data coming from EU citizens.
- Payment Card Industry Data Security Standard (PCI DSS) is a standard aimed at preventing any breaches related to card data and payments.
- ISO 27001 Information Security Management aims to support organizations in designing, implementing and evaluating their information security systems. This is not a compulsory standard - there are organizations that choose to get certified to prove they implement best practices for their customers or suppliers.

Activity 4.6.2: General Data Protection Regulation (GDPR)

Materials: paper, pen, or PC/ tablet/ mobile phone to get access to the examples and mark findings, take notes

Instructions:

Step 1: Ask participants to acquaint themselves with the summary of EU's data privacy and security law at: <https://gdpr.eu/what-is-gdpr/>

Step 2: Split the training group into two smaller teams.

Step 3: Ask each group to: a) discuss the scope and potential penalties of the GDPR, and b) define the following terms of the GDPR: Personal data; Data processing; Data subject; Data controller; Data processor.

Step 4: Ask each group to nominate two trainees, each of whom to present answers to a) and b).

Estimated duration: 20 – 25 minutes

Individual work – Assignments with an overall duration of 4 hours – overview:

Individual work 1:

Read carefully the following case study and respond in writing to the questions below. Each trainee should submit their work to the trainer who will provide individual feedback.

Case study:

Hayden was upset about the service received from a front office agent during his check-in process. The agent was rude and did not pay attention to him during the process. This made him feel unwelcomed and dissatisfied. He complained to the Front Office Manager who quickly apologized and indicated that the worker was new. The manager personally check him into his room and left. Hayden decided to get ready for dinner but the shower was not working properly. There was no hot water. He called the from desk to complain and was told someone would be there in 5 mins. Twenty minutes elapsed and he decided to take the cold shower and head to dinner.

Since the property was not an all-inclusive, he had to pay for his meal. Upon checking he realized he did not have his credit card so he asked what were his options in terms of payment. The restaurant manager contacted the front office to have the charges be place on his room for which he was grateful. He returned to his room and found the water to be cold in the shower, no one had check it. He called the front desk to complain again but the agent said that there was no record of the complaint. Since his stay was a short one, he checked out the following day and was somewhat dissatisfied with his overall stay and found that it could have been better.

Questions

1. State three ways complaints can be minimized from that check-in experience.
2. What would you do if a guest had problems paying their bill? Suggest three things which can be done.

3. State four steps that should have been followed when the complaint of the faulty shower was made to the front desk.

Individual work 2:

Watch the following video:

<https://www.youtube.com/watch?v=gA81FdW5Ruc> and write a short summary (max. 500 words) of the manners that a front desk concierge and bell staff should have.

References:

JR Tewari, 2009, "Hotel Front Office: Operations and Management"

Sue Baker, Jeremy Huyton, 2001, "Case Studies in Room Operations and Management"

Martijn Barten, 2024 - <https://www.revfine.com/front-office-department-in-hotel/#understading-front-office-hotel>

Augustine, 2024 - <https://setupmyhotel.com/hotel-staff-training/front-office-training/key-terms-jargons-used-in-front-office/>

Prince Kumor, 2023 - <https://hmhub.in/2nd-sem-front-office-notes/guest-cycle/>

Module Assessment

Learning Units	Learning Outcomes	Questions	Points per question	Duration
LU4.1 – Introduction to Front Desk Operations	LO4.1.1 Describe Front Desk Operations	Q1	1	3 min.
	LO4.1.2 Define the main Front Desk activities and operations	Q1	5	3 min.
	LO4.1.3 Utilise the appropriate terms and jargon	Q1	3	3 min.
LU4.2 – Organisation, roles and responsibilities	LO4.2.1 Explain the duties and responsibilities that ensure the smooth operations of the Front Desk	Q1	5	3 min.
		Q2	5	3 min.
	LO4.2.2 Define the various Front Desk roles	Q1	3	3 min.
LU4.3 – Current trends and practices	LO4.3.1 Summarise the new trends in Front Desk Operations	Q1	4	3 min.
LU4.4 – Managing the guest cycle and experience	LO4.4.1 Develop rate quotes	Q1	4	3 min.
	LO4.4.2 Demonstrate how to handle enquiries, reservations and pickup services	Q1	4	3 min.
	LO4.4.3 Demonstrate how to room a guest	Q1	3	3 min.
	LO4.4.4 Demonstrate how to facilitate transport, guest services and accounts	Q1	3	3 min.
	LO4.4.5 Demonstrate how to handle check-out, clearance and drop off services	Q1	3	3 min.
	LO4.4.6 Demonstrate how to address complaints	Q1	3	3 min.
LU4.5 – Financials	LO4.5.1 Describe front office accounting fundamentals and systems	Q1	4	3 min.
		Q2	3	3 min.
		Q3	3	3 min.

Learning Units	Learning Outcomes	Questions	Points per question	Duration
		Q4	3	3 min.
	LO4.5.2 Explain the basic procedures for cash and payments	Q1	3	3 min.
LU4.6 – Information systems	LO4.6.1 Define the types of front desk information systems	Q1	3	3 min.
	LO4.6.2 Discuss data privacy and information security	Q1	1	3 min.

Maximum points = 66

Points to pass the module = 50

LU4.1 – Introduction to Front Desk Operations

LO4.1.1 Describe Front Desk Operations

Assessment question 1

Answer the following question:

- 1) What is the primary purpose of the hotel front desk?

Answer:

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point.

Assessment key:

- 1) = Handling check-ins and check-outs and assigning proper guest rooms

LO4.1.2 Define the main Front Desk activities and operations

Assessment question 1

List five functions of the front desk operations:

- 1)
- 2)
- 3)
- 4)
- 5)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points; 4 correct answers = 4 points; 5 correct answers = 5 points.

Assessment key:

- 1) = Check-in; 2) = Customer service; 3) = Security and safety; 4) = Reservations; 5) = Upselling; 6) Coordination; 7) = Check-out

LO4.1.3 Utilise the appropriate terms and jargon

Assessment question 1

Fill in the correct terminology:

- 1) Accepting more reservations than there are available rooms is called
- 2) A guest who made a room reservation but did not register or check-in is called
- 3) A code that provides a unique reference to a reservation record and assures the guest that the reservation record exists is called

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Overbooking; 2) = No-show; 3) = Confirmation Number.

LU4.2 – Organisation, roles and responsibilities

LO4.2.1 Explain the duties and responsibilities that ensure the smooth operations of the Front Desk

Assessment question 1

List five positions of a typical front desk department:

- 1)
- 2)
- 3)
- 4)
- 5)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points; 4 correct answers = 4 points; 5 correct answers = 5 points.

Assessment key:

1) = Front Desk Manager; 2) = Guest Service Manager; 3) = Reservation Manager; 4) = Reception Manager; 5) = Revenue Manager; 6) Night Manager; 7) = Concierge; 8) Housekeeping Manager

Assessment question 2

Please mark the correct answer:

- 1) A front desk briefing is a meeting that is held at the middle of every shift between the front desk staff and the front desk manager - true / false?
- 2) The duties of the front desk staff also include providing customer support - true / false?
- 3) The front desk staff duties include processing payments and settling guest accounts - true / false?
- 4) Front desk staff are not responsible for coordination activities with housekeeping staff - true / false?

- 5) It is the front desk's responsibility to upsell additional services and add-ons at appropriate times - true / false?

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points; 4 correct answers = 4 points; 5 correct answers = 5 points.

Assessment key:

1) = False; 2) = True; 3) = True; 4) False; 5) = True.

LO4.2.2 Define the various Front Desk roles

Assessment question 1

Match the position that best describes the below jobs and responsibilities:

- 1) role is to oversee the front desk staff. They are also tasked with ensuring a quality experience for every guest. Moreover, they prepare schedules to ensure full staffing at the front desk at all times. They may be involved in the hiring and training of new staff.
- 2) job is to handle reservation services, as well as dealing with cancellations and changes.
- 3) oversees staff responsible for cleaning and sanitizing rooms to prepare everything for the next guest.

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Front Desk Manager; 2) = Reservation Manager; 3) = Housekeeping Manager

LU4.3 – Current trends and practices

LO4.3.1 Summarise the new trends in Front Desk Operations

Assessment question 1

List four new trends in front desk operations:

- 1)
- 2)
- 3)
- 4)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points; 4 correct answers = 4 points.

Assessment key:

1) = Personalization and Guest Preferences; 2) = Mobile Key Technology; 3) = Self-Service Kiosks; 4) = Sustainable Practices; 5) = Enhanced Security Measures; 6) Upselling and Cross-Selling

LU4.4 – Managing the guest cycle and experience

LO4.4.1 Develop rate quotes

Assessment question 1

Match the terms that best describes the below room rates and food plans:

- 1) Rates offered to companies that provide frequent business for the hotel or its chain are called
- 2) Rates that includes a guest room in combination with other available events or activities or with a meal package are called
- 3) Food plan rate that includes breakfast on the premises for every guest who occupies a room overnight is called a
- 4) Food plan rates that include two meals a day, including breakfast and either lunch or dinner are called

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points; 4 correct answers = 4 points.

Assessment key:

1) = Corporate or Commercial Rate; 2) = Package Rate; 3) = Continental Plan; 4) = Half-board

LO4.4.2 Demonstrate how to handle enquiries, reservations and pickup services

Assessment question 1

Please mark the correct answer:

- 1) The Pre-arrival begins the moment a guest books their stay - true / false?
- 2) The initial interaction that often determines whether a guest will book a stay is called reservation - true / false?

- 3) A critical touchpoint where guests commit to staying and share their preferences is called enquiry - true / false?

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = True; 2) = False; 3) = False.

LO4.4.3 Demonstrate how to room a guest

Assessment question 1

List three activities that front desk staff perform upon guest arrival:

- 1)
- 2)
- 3)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Handling Luggage; 2) = Registering; 3) = Opening Guest Account; 4) = Allocating Room; 5) = Issuing Key, Welcome Kit

LO4.4.4 Demonstrate how to facilitate transport, guest services and accounts

Assessment question 1

List three activities that front desk staff perform during guest occupancy:

- 1)
- 2)
- 3)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Managing Guest Services; 2) = Managing Transport; 3) = Managing Telephone Calls; 4) = Currency Exchange

LO4.4.5 Demonstrate how to handle check-out, clearance and drop off services

Assessment question 1

List three activities that front desk staff perform during guest departure:

- 1)
- 2)
- 3)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Handling Luggage; 2) = Check-out; 3) = Guest Payment Clearance; 4) = Drop Service

LO4.4.6 Demonstrate how to address complaints

Assessment question 1

List three actions that front desk staff can take to address guest complaints:

- 1)
- 2)
- 3)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Listen to the complaint; 2) = Record details of the complaint; 3) = Get all the facts; 4) = Discuss options for fixing the problem; 5) = Act quickly; 6) = Keep your promises; 7) Follow up

LU4.5 – Financials

LO4.5.1 Describe front office accounting fundamentals and systems

Assessment question 1

Please mark the correct answer:

- 1) An account is a form on which financial data are accumulated and summarized - true / false?

- 2) It is not a record of charges and payments - true / false?
- 3) A charge that is posted to a customer is called a debit, and a payment is called a credit - true / false?
- 4) Front office transactions are charted on account statements called folios - true / false?

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points; 4 correct answers = 4 points.

Assessment key:

1) = True; 2) = False; 3) = True; 4) = True.

Assessment question 2

List three types of folios:

- 1)
- 2)
- 3)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Guest folios; 2) = Master folios; 3) = None-guest folios; 4) = Employee folios; 5) = Split folios

Assessment question 3

List three types of vouchers:

- 1)
- 2)
- 3)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Cash voucher; 2) = Charge voucher; 3) = Allowance voucher; 4) = Cash advance voucher; 5) = Correction Voucher; 6) = Credit Card Voucher; 7) = Paid-Out Voucher; 8) = Transfer Voucher; 9) = Travel Agency Voucher

Assessment question 4

What are the three steps of the accounting cycle:

- 1)
- 2)
- 3)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Creation of accounts; 2) = Maintenance of accounts; 3) = Settlement of accounts

LO4.5.2 Explain the basic procedures for cash and payments

Assessment question 1

List three of the most typical modes of payment:

- 1)
- 2)
- 3)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Cash payment; 2) = Bank card; 3) = Direct billing/Bank transfer; 4) = Travel agent voucher

LU4.6 – Information systems

LO4.6.1 Define the types of front desk information systems

Assessment question 1

List three of the most commonly used modules of front desk information systems:

- 1)
- 2)
- 3)

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point; 2 correct answers = 2 points; 3 correct answers = 3 points.

Assessment key:

1) = Reservations module; 2) = Accounts module; 3) = Housekeeping module;
4) = Guest experience module

LO4.6.2 Discuss data privacy and information security

Assessment question 1

Name Europe's data privacy and security law:

Answer:

Points awarded: 0 correct answers = 0 points; 1 correct answer = 1 point.

Assessment key:

1) = General Data Protection Regulation (GDPR)