

HOSP-1580: FRONT OFFICE OPERATIONS

Cuyahoga Community College

Viewing: HOSP-1580 : Front Office Operations

Board of Trustees:

May 2024

Academic Term:

Fall 2024

Subject Code

HOSP - Hospitality Management

Course Number:

1580

Title:

Front Office Operations

Catalog Description:

Elements of effective front office management, focusing on planning and evaluation of front office operations and human resources management. Front office procedures and management placed within context of overall operation of a hotel. Systematic approach to front office procedures presented by detailing flow of business through a hotel, from the reservations process to check-out and settlement. On-site observation and computer-based training of front office procedures at local hotels provide practical application of front office functions.

Credit Hour(s):

2

Lecture Hour(s):

2

Other Hour(s):

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Requisites

Prerequisite and Corequisite

HOSP-1010 Introduction to the Hospitality Industry, and HOSP-1040 Customer Services.

Outcomes

Course Outcome(s):

Perform basic front office operations including: checking in and checking out guests; handling payment transactions; issuing keys while maintaining guest security; monitoring occupancy levels and room availability, and providing general customer service.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Define and correctly use lodging industry vocabulary.
2. State the attributes of, and differences between, room types.
3. State the attributes of, and differences between, lodging types.
4. Analyze the function and operation of the various systems, forms, equipment, and computer applications found in the front office.
5. Explain basic front office computer software applications and the relationship to the overall property management system.
6. Explain the value of good customer service skills and outline specific procedures to ensure the provision of superior customer service.

7. Use effective communication techniques to operate within the front office and between the front office and other operating departments within the hotel.
 8. Follow procedures regarding hotel safety and security, with particular emphasis on guest privacy, key control and emergencies.
 9. Follow established procedures for handling complaints.
 10. Follow basic hotel accounting procedures ranging from posting accounts to conducting cash and check transactions at the front desk.
 11. Identify and utilize credit card fraud prevention methods and discuss the importance of cash controls.
 12. Explain the steps involved in the night audit process.
 13. Perform guest check-in procedures.
 14. Perform check-out and guest folio settlement procedures.
 15. Apply basic concepts and principles of yield management in a front office setting.
 16. Apply methods of effective up selling of rooms to enhance profitability.
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Methods of Evaluation:

1. Tests
2. Quizzes
- 3.
4. Written evaluation of field trips and guest speakers
- 5.
6. Special projects as assigned
7. Documentation of appropriate number of on site observation hours.
8. Professionalism of student demonstrated in on-site observation based on site supervisor's evaluation of specific criteria
9. Written report of on-site observation/experience at lodging property including interview with front office manager
10. Discussion Board Assignments
11. Case studies

Course Content Outline:

1. The lodging industry
 - a. Terminology
 - b. Lodging types
2. Hotel organization
 - a. Organizational charts
 - b. Property divisions & departments
 - c. Key personnel & executive committee
3. Front office operations
 - a. Guest check-in procedures
 - b. Guest check-out procedures
 - c. Reservations
 - d. Registration
 - e. Customer service
 - f. Property management systems
 - g. Key issuance
 - h. Guest security and privacy
4. Front office accounting
 - a. Methods of payment
 - b. Posting transactions
 - c. Credit card fraud prevention
 - d. Cash controls
 - e. Budgeting
 - f. Night audit
5. Managing human resources
 - a. Recruitment
 - b. Selection
 - c. Scheduling
 - d. Orientation

- e. Training
- f. Performance management
- 6. Yield management
 - a. Room rates
 - b. Forecasting availability
 - i. Environmental scan
 - ii. Peak seasons
 - c. Competitive sets

Resources

Kasavana, Michael L. *Managing Front Office Operations*. 10th ed. Educational Institute of the AH&LA, 2017.

Roberts, Dave. *Hotel Revenue Management: The Post-Pandemic Evolution to Revenue Strategy*. Business Expert Press, 2022.

Vallen, Gary K. and James Vallen. *Check-in Check-Out: Managing Hotel Operations*. 10th. Hoboken: Prentice Hall, 2017.

Resources Other

1. Trade Journals: Lodging Hospitality
2. Computer-based training: Area lodging establishments/internet

Instructional Services

OAN Number:

CTAN Approved: Career Technical Assurance Guide CTCF006

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