

Objectives of the front office department tourism essay



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The objectives of the front office department in Traders Hotel is mainly to encourage more walk-in guests to stay at the hotel to increase the occupancy rate of the rooms. Secondly, it is also to build a proper image of the Traders Hotel to attract more guests to staying at the hotel instead of choosing others. Besides that, the mission of the front office department in Traders Hotel is to establish and maintain the standards of quality within the front office department and always strive for the best of the best.

Furthermore, the front office department is always the first hotel employees to interact with the guests of the hotel. Therefore, the front office department in Traders Hotel provides an ongoing and consistent training for all hotel employees to ensure that every hotel employees will perform well in their daily routine task. Lastly, the front office department in Traders Hotel's employees always project a sincere and friendly manners to make sure that every hotel guests will satisfy with their services provided and also always anticipating and responding to hotel guest's needs quickly, together with a genuine for their comfort.

Responsibilities, Functions & Roles of the department

Regardless of the class or types of the hotel, the front office department is the most visible and essential focal-point of a particular hotel. These department usually located in the front lobby of the hotel which is easily to access. The front office department plays an important role in a hotel, this was because the front office department is the main communication centre of the hotel with large amount of guests contact. Normally the front office department hotel employees are the first person who interacts with the hotel guest whereas this is an important aspect of providing service straight from

the heart and building up a good first impression of the establishment to the hotel guest. The main role of a front office department is to help the hotel guest to check-in their hotel rooms in an efficiency way to ensure that the hotel guest will get their hotel room in a fast way. Besides that, the front office department sometimes also known as a concierge in a hotel, this was because the front office department hotel employees will help the typical hotel guests to provide directions and information as much as they can, helping the hotel guests to book the air-tickets, making reservation for dining, handling mails and parcels for the hotel guests, arranging transportation from and to the airports and etc. The job roles as a front office department in Traders Hotel is varies which it can be divided into few categories. The front office department's hotel employees will make the reservation of rooms for the guests through telephone, e-mails, or even face-to face. Furthermore, the front office department hotel employees will handling the hotel's guest luggage to ensure that the luggage will delivers to the hotel guests in an efficient and effective way. In addition, issuing the hotel's room key to the hotel guests is also as part of their job scope. Other than that, the job responsibilities of a front office department also include making payments and billing to the hotel guests, this department also liaise with accounting department ensures that the financial statement in Traders Hotel is making profit. Moreover, the job responsibilities of the front office department in Traders Hotel includes check-out procedures to make sure that the hotel guests feel satisfy with their services provided and feel welcome back to stay in Traders Hotel. Lastly, the job roles of the front office department also includes pick up the telephone call in the front desk which also known as telephone operator. The front office department hotel

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employees must be patient and knowledgeable to dealing with all kinds of hotel guests in a professional manner .

Hotel Terminology/Terms related to that particular department

Arrival report – A front office report which states that the hotel guest checks-in on that particular day. The report can run anytime on that day.

Average Daily Rate (ADR)- An average states that the particular hotel's occupancy rate sold at a hotel on a specific time.

Central Reservations System (CRS) – A system provides the consumer with an avenue to locate a hotel of choice in a certain location.

Concierge – An information counter which provides the directions and information for the hotel guests or the tourists.

Departures report – A front office report indicates that the hotel guests check-out on that particular day.

Express check out – The hotel guest check out the room in an effective and efficient way whereas the hotel guest using the computerized system in the lobby to check out.

Front office manager – A person who handles the guest's complaint in a nice way and prepares the monthly report.

Global Distribution System (GDS)- A distributor of hotel rooms to corporations such as travel agents that buy rooms in large volume or liaise with airlines.

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Guest relation officers – A person who makes guest feel welcome and provides personal services as well.

Manager's report – A report listing of the varies occupancy statistic from the previous day.

Overbooking – Accepting reservations for more rooms than are available by forecasting the number of no show reservation, this means that the hotel room is fully occupied.

Package rate – The room rate that include goods and services in addition to rental of a hotel rooms.

Receptionist – A person who provides the first initial contact with a hotel guest.

Self check-in process – A procedure where requires the guest to insert a credit card and personal particulars into a self check- in terminal to proceed the check-in procedures.

Telephone operator – A person who transfers call from outside of the hotel to the appropriate guest rooms.

Upgrade – A process of offering a better type of rooms.

Walk-in guest – A type of guest request for a hotel room without making reservations.

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