

Introduction to the Hospitality Industry

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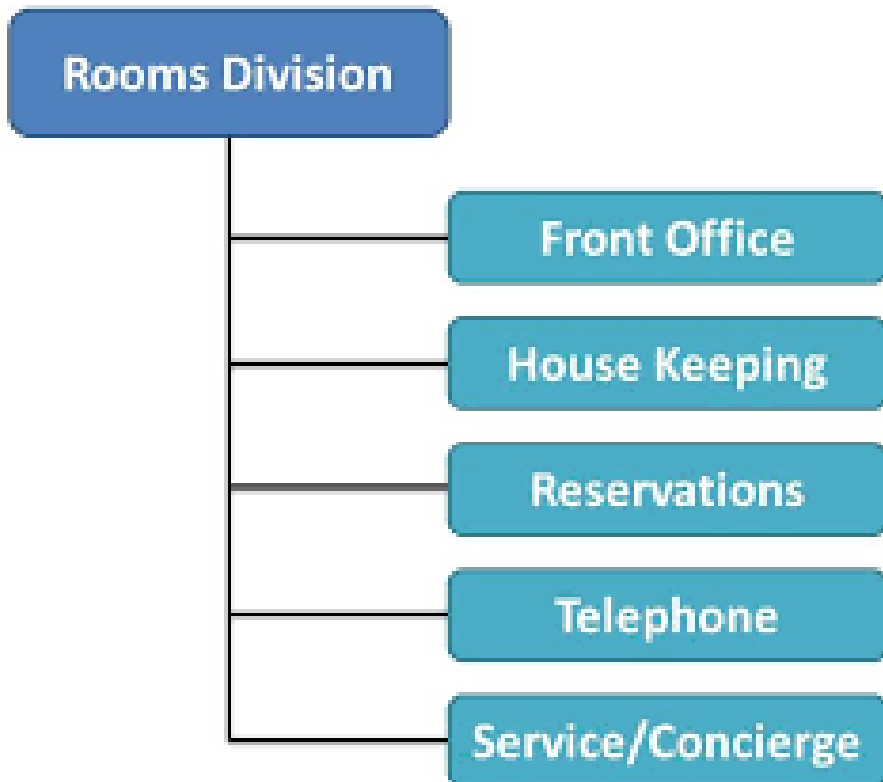
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1. Hotel Departments
2. Room Division
3. Front Office Department



1- Hotel Departments

A- The Rooms Division



- In larger hotels, the rooms division consists of several departments.
- These departments work together to ensure guest satisfaction.
- In midsize and smaller hotels, the number and size of departments may be reduced.
- Despite differences in size, all departments must effectively serve guests.

1- Hotel Departments

A- The Rooms Division



Role of the Rooms Division Director

- The Rooms Division Director is responsible for:
 - Efficient leadership of the rooms division
 - Effective operation of all rooms division departments
 - The director reports directly to the General Manager (GM).

2- Room Division

A- The Rooms Division



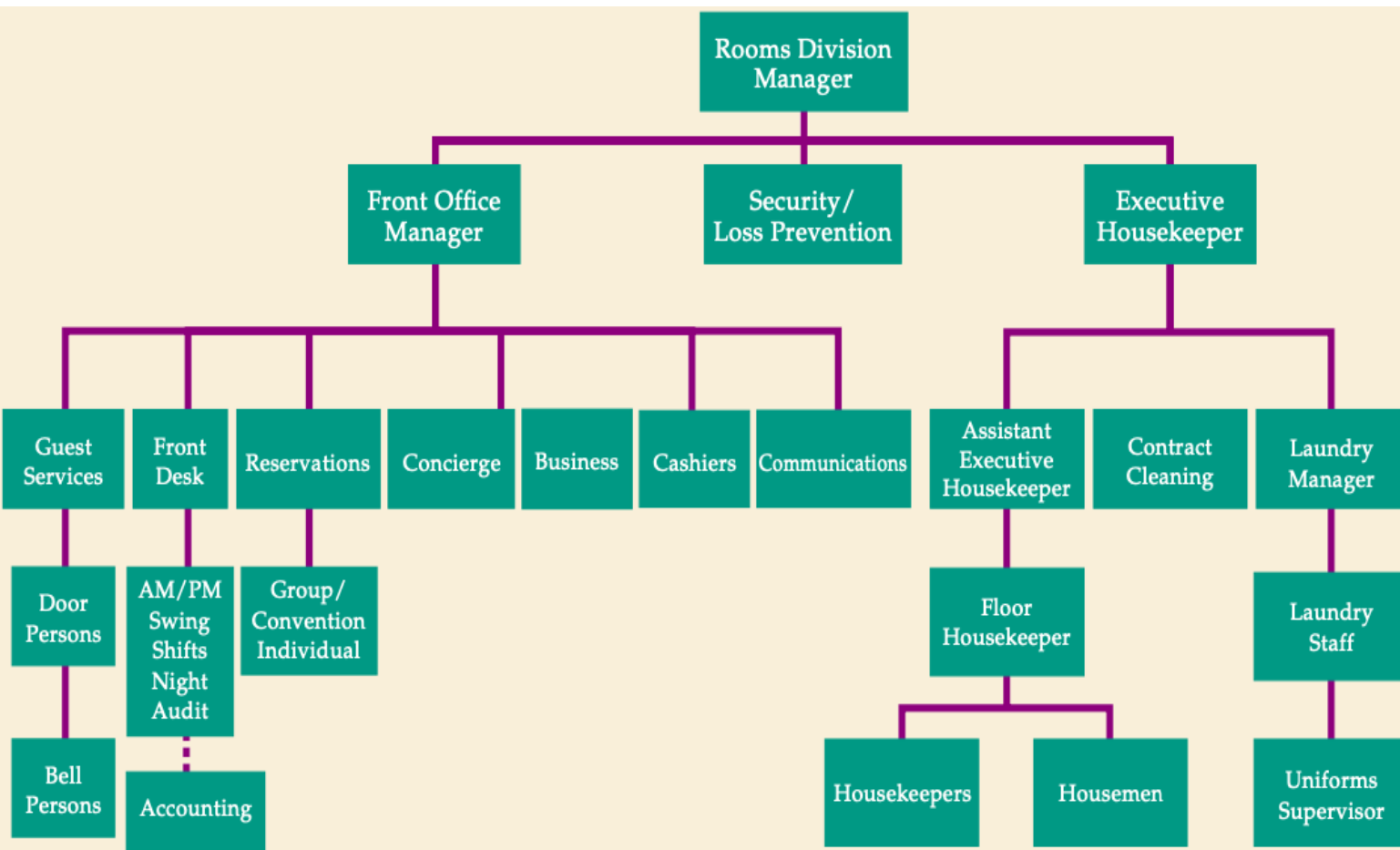
Main Responsibilities of the Rooms Division

- The Rooms Division Director oversees:

- Financial responsibility for the rooms division
- Employee satisfaction goals
- Guest satisfaction goals
- Guest services
- Guest relations
- Security
- Gift shop operations

2- Room Division

A- The Rooms Division



- Departments in the Rooms

Division:

- Front Office
- Reservations
- Housekeeping
- Concierge
- Guest Services
- Security
- Communications

2- Room Division

A- Front Office Manager and Associate– Daily Duties



- The Front Office Manager's (FOM) main duty is to enhance guest services.
- Services are constantly developed to meet guest needs.

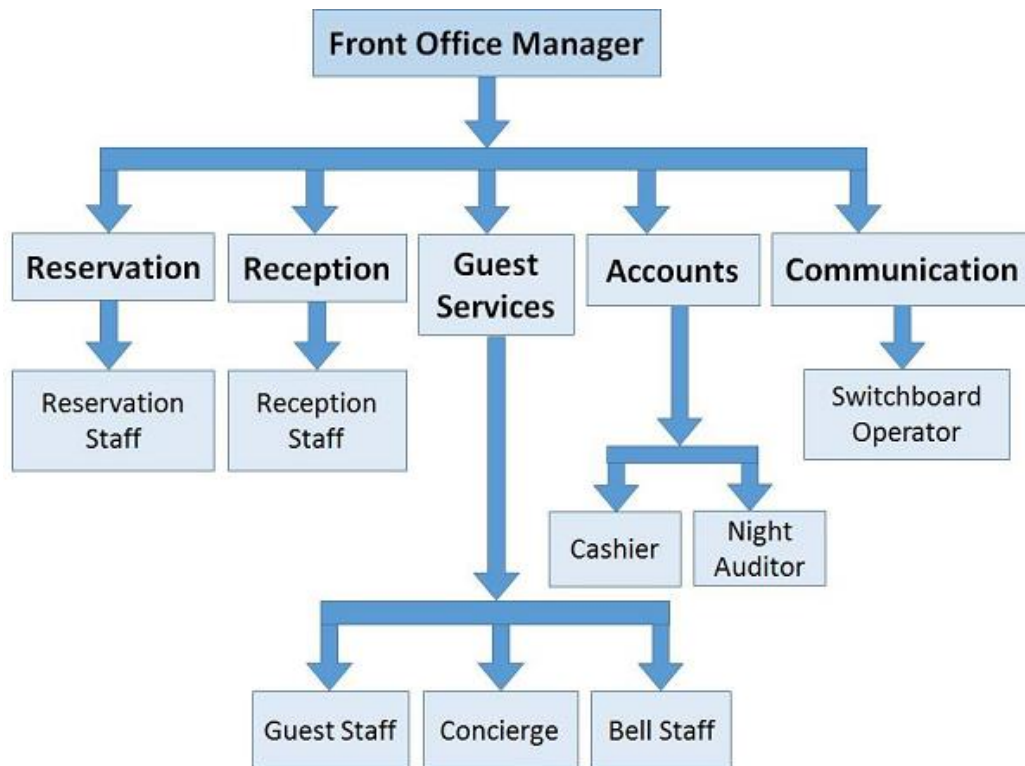
- Enhancing Guest Services

Example of Guest Service Enhancement:

- A Guest Service Associate (GSA) greets guests upon arrival.
- Escorts guests to the front desk.
- Personally allocates the room.
- Assists guests and luggage to the room.

2- Front Office Department

A- Front Office Manager and Associate– Daily Duties



- Night and Revenue Review:

- Check the night clerk's report
- Review the previous night's occupancy
- Review the previous night's average rate
- Analyze market mix and determine room pricing strategy

- Guest Flow Management

- Handle check-ins and checkouts
- Review arrivals and departures for the day
- Review arrivals and departures for the next day
- Organize guest-requested room changes and follow up

2- Front Office Department

A- Front Office Manager and Associate– Daily Duties

Key Responsibilities of Front Office Managers



- Reservations and Rooms Control

- Check complimentary rooms
- Verify group rooms for pickup (next 30 days)
- Arrange preregistrations for all arrivals
- Review VIP list and prepare preregistration

- Guest Service & Communication

- Attend to guest inquiries efficiently and politely
- Advise housekeeping and room service (VIP amenities such as flowers/fruit)
- Maintain communication with relevant departments

2- Front Office Department

A- Front Office Manager and Associate– Daily Duties

- Operations & Coordination

- Attend rooms division and operations meetings
- Meet with lead Guest Service Associates (daily)
- Make staffing adjustments for arrivals and departures
- Review scheduling (weekly)

- Control & Administration

- Check issuing and control of keys
- Note important information in the log book
- Ensure smooth operational coordination across shifts

2- Front Office Department

A- Front Office Manager and Associate– Daily Duties

Reporting Structure in the Hotel

- In some hotels, the Reservations Manager and associates report to the Director of Sales.
- The following positions report to the Chief Accountant:
 - Night Auditor
 - Night Audit Associates
 - Cashiers

2- Front Office Department

B- Front Office and Associate— Daily Duties

FRONT OFFICE



- The Front Office is described as the hub or nerve center of the hotel.
- It is the first point of contact for guests.
- It supports guests throughout their entire stay.

Importance of First Impressions

- Guest Experience

- The Front Office creates the first impression of the hotel.
- Guests rely on it for information and service.
- Positive first impressions are critical for guest satisfaction.

2- Front Office Department

B- Front Office and Associate— Daily Duties

- Guest Arrival Experience

- Many guests arrive after long and tiring trips. They expect:
 - A warm smile
 - A genuine greeting
- A positive welcome sets the tone for the entire stay.

- Impact of Negative Experiences

- A negative check-in experience affects guest perception.
- Guests become cautious in interactions with all other departments.
- It can influence the entire guest experience negatively.

2- Front Office Department

C- The Guest Service Agent



- The Guest Service Agent (GSA) position defines the work performed in the Front Office.
- It supports the three main functions of the Front Office.

Main Function:

1- Selling Rooms

- One key function of the Front Office is to sell rooms.
- Hotel departments operate like a relay race team.
- Sales and reservations staff handle room sales until the evening before arrival.

2- Front Office Department

1- Selling Rooms

- Handover to Front Desk

- At 6:00 p.m., the reservations office closes.
- All expected arrivals and available rooms are transferred to the front desk (PM shift).
- After 6:00 p.m., reservations may be handled by:
 - Front desk staff
 - 1-800 reservation number

2- Front Office Department

1- Selling Rooms

Maximizing Occupancy

- The front desk team continues selling rooms after reservations close.
- Goal: achieve 100% occupancy (sell out).
- Rooms are sold to:
 - Walk-in guests
 - Call-in guests
 - Preferred guests requesting last-minute accommodation

2- Front Office Department

1- Selling Rooms

Upselling in the Front Office

- Occurs when the Guest Service Agent (GSA) or Front Desk Clerk suggests additional value options to guests.
- Focuses on enhancing the guest experience while increasing revenue.

- Examples of Upselling:

- Room Enhancements
- Larger room type
- Higher floor
- Better view

2- Front Office Department

1- Selling Rooms

- Yield Management

- Yield management originated in the airline industry.
- It is used to manage fluctuating demand and maximize revenue in hotels.

- Pricing and Demand

- Guests who book early and pay a deposit often receive lower rates.
- Guests booking closer to arrival (e.g., 3 days before) may pay higher prices.
- If demand is high, last-minute prices increase even more.

2- Front Office Department

2- Maintaining Balanced Guest Accounts

- A key function of the Front Office is managing guest financial accounts accurately.
- This process ensures all guest charges are properly recorded and settled.

- Account Setup and Charge Posting

- Guest Account Management
- Begins with advance deposits
- Opening the guest folio (account)
- Posting charges from all hotel departments



2- Front Office Department

2- Maintaining Balanced Guest Accounts

- PMS and POS Systems

- Most hotels use:

- Property Management Systems (PMS)
- Point-of-Sale (POS) terminals
- These systems are connected to the Front Office.
- Guest charges are automatically posted to the guest folio.

2- Front Office Department

2- Maintaining Balanced Guest Accounts

- Payment and Settlement

- Payment is made at guest checkout
- OR;
- Transferred to the city ledger
- A company account with approved credit
- Payment is made within an agreed time period

2- Front Office Department

3- Providing Guest Services and Information



- The Front Office provides essential guest services.
- These include handling communication and offering information.

- Communication Services

Front Desk Responsibilities include handling:

- Mail
- Messages
- Faxes

Providing:

- Local information
- Hotel-related information

2- Front Office Department

3- Providing Guest Services and Information

- Information Support Role

- Guests frequently approach the front desk with questions.
- Staff must be knowledgeable about:
 - Hotel services
 - Local area activities
 - Ongoing hotel operations

- Front Desk Organization

- Size and staffing depend on hotel type and size.
- The front desk operates 24 hours a day.
- Staff work in three shifts to ensure continuous guest service.

2- Front Office Department

D- Evening Shift Duties – Front Office

- Log Book Review

- Check the log book for special items
- Log book is used by guest contact associates
- Records important guest requests and occurrences

- Room Status and Forecasting

- Check current room status
- Review expected checkouts and arrivals
- Double-check registration cards and PMS data
- Update night occupancy forecast
- Determine remaining rooms available for sale

2- Front Office Department

D- Evening Shift Duties – Front Office

- Guest Check-ins

- Handle guest arrivals and registration
- Communicate special requests to relevant staff, such as:
 - ❖ Non-smoking rooms
 - ❖ Extra-long beds for tall guests

- Reservations Handling

- Take reservations after reservations office closes
- Manage:
 - ❖ Same-day bookings
 - ❖ Future reservations
- Continue sales activities in the evening shift

2- Front Office Department

E- Night Auditor

- Role of the Night Auditor

- Hotels balance accounts at the end of each business day.
- Since hotels operate 24 hours, transactions cannot easily be stopped.
- The night auditor begins work when operations quiet down (around 1:00 a.m.).
- Main task: balancing guests' accounts receivable.

Hotel Night Audit:
Your Go-To Guide for Overnight
Financial Operations



2- Front Office Department

E- Night Auditor

- Preliminary Reconciliation

- Run a preliminary reconciliation report.
- Report includes total revenue from:
 - Rooms and tax
 - Banquets and catering
 - Food and beverage outlets
 - Incidentals (phone, gift shop, etc.)

2- Front Office Department

E- Night Auditor



- Error Checking and Adjustments

- Reviewing Transactions
- Investigate all errors in the report.
- Post corrections and adjustments.
- Ensure updated charges are balanced with preliminary figures.

2- Front Office Department

E- Night Auditor

- Financial Accuracy Check

- Compare preliminary vs actual charges.
- Verify totals for:
 - ❖ Credit card transactions
 - ❖ Room operations
 - ❖ Food and beverage sales
 - ❖ Incidentals

2- Front Office Department

E- Night Auditor

- Financial Accuracy Check

- Compare preliminary vs actual charges.
- Verify totals for:
 - Credit card transactions
 - Food and beverage sales
 - Room operations
 - Incidentals

- Final Audit Procedures

- Confirm all accounts are balanced.
- “Roll the date” to move into the next business day.
- System is reset for new daily operations.

2- Front Office Department

E- Night Auditor

Additional Duties of Night Audit Staff

- Posting and Account Updates

- Post charges not completed by the evening shift
- Ensure room and tax charges are posted to guest folios
- Show updated account balances

- Discrepancy Handling

- Pass discrepancies to morning shift managers
- Investigate and correct missing or incorrect postings
- Ensure all departmental charges appear on guest folios

2- Front Office Department

E- Night Auditor

- System Backup and Security

- Run backup reports for operational continuity
- Ensure up-to-date data is available in case of system failure
- Enable manual operation if needed

- System Reconciliation

- Reconcile POS systems with PMS guest accounts
- Investigate mismatches, errors, or omissions
- Verify all departmental charges are correctly recorded

2- Front Office Department

E- Night Auditor

- Daily Reporting

- Prepare and distribute the daily report
- Summarizes previous day's hotel performance
- Includes key operational and financial data

- Loss Prevention

- Identify areas where theft may occur
- Support hotel security and internal control systems

Thank you



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