

# GUJARAT TECHNOLOGICAL UNIVERSITY

## Hotel Management & Catering Technology

### B. E. SEMESTER: V

**Subject Name:** Front Office Administration & Management

**Subject Code:** 153303

Sr No	Course Content	Weightage	Hrs.
1.	<b>Managing Hospitality</b> <ul style="list-style-type: none"><li>- Importance of hospitality to the hotel guest &amp; hotel entrepreneur</li><li>-Managing delivery of hospitality</li><li>- Total Quality Management(TQM) application</li><li>- Developing a service Management Programme</li><li>-Moments of truth in hotel service management programme</li></ul>	15%	09
2.	<b>Night Audit &amp; Reports</b> <ul style="list-style-type: none"><li>- Importance of Night Audit and reports</li><li>-Night Audit process</li><li>-Daily flash reports</li><li>-Revenue Reports</li><li>-Room Forecasting Report</li><li>- Hotel Statistics Reports / Night Auditor's Report</li></ul>	20%	12
3.	<b>Establishing Room Rates</b> <ul style="list-style-type: none"><li>- Tariff</li><li>- Rate Categories</li><li>- Fixing room rates</li><li>-Market condition approach of pricing</li><li>-Cost based approach of pricing</li></ul>	20%	12
4.	<b>Handling unusual events &amp; situations</b> <ul style="list-style-type: none"><li>- Defining Problem as an opportunity</li><li>- Types of problems faced by guest in hospitality industry.</li><li>- General Principles of solving problems</li><li>- Dealing with guest complaint</li><li>- Handling unusual event such as fire, theft, drunken guest, death, bomb threat.</li><li>- Writing Report regarding unusual event occurred in the hotel.</li><li>- Case studies and situations</li></ul>	15%	09
5.	<b>Property Management System</b> <ul style="list-style-type: none"><li>-Overview</li><li>-Physical structure and positioning of front desk</li><li>-Selecting a property management system(PMS)</li><li>-Using PMS applications</li></ul>	15%	09
6.	<b>Promoting In House Sales</b> <ul style="list-style-type: none"><li>-Role of Front Office in a hotel marketing programme</li><li>-Planning a point of sale in front office</li><li>-Setting objectives</li><li>-Brainstorm area of promotion</li><li>-Training programme for point of sale</li><li>-Budgeting for point-of-sale front office</li><li>-Devise incentive programme</li></ul>	15%	09
	<b>TOTAL</b>	<b>100%</b>	<b>60</b>

## **Front Office Administration & Management (Practical)**

Sr. No.	Course Contents	Weightage	Hrs
1.	Property Management System	60%	24
2.	Night Audit & Report	20%	08
3.	Handling unusual events	20%	08
	<b>TOTAL</b>	100	60

### **Text Books:-**

1. Sudhir Andrews- Text Book of Front Office Operation & Management(8<sup>th</sup> Edition), Tata Mc growhills
2. Hotel Front Office Management- (2003)James A. Bardi, John Wiley & Sons, Inc.Hoboken, New Jersey

### **References Books:**

1. Daniel Foster - Rooms at Inn: Front Office Operation and Administration
2. Grey K. Vallen & J.K. Vallen -Check-in & Check-out