

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2024 BATCH AND THEREAFTER**

Programme: B. Com TM (24IIIBT04)

Semester: III

**TOURISM AND TRAVEL MANAGEMENT - PAPER VI
FRONT OFFICE OPERATIONS**

NO OF HOURS: 60

COURSE OBJECTIVES

- To introduce the concept, structure, and functions of the front office in the hospitality industry.
- To familiarize students with standard procedures, terminology, and tools used in front office operations.
- To develop the technical and soft skills required for efficient front office management including guest handling, reservation, and check-in/check-out processes.
- To enable students to understand the coordination of front office with other departments to enhance guest satisfaction and operational efficiency.

LEARNING OUTCOME

- Demonstrate a clear understanding of front office functions and responsibilities within the context of hotel operations.
- Apply standard operating procedures in managing reservations, registrations, guest services, and billing processes.
- Utilize effective communication and interpersonal skills for handling guest queries, complaints, and special requests professionally.
- Analyze the importance of coordination between the front office and other departments (housekeeping, F&B, security) to ensure seamless hotel operations.

Unit I: Introduction to Front Office Operations

15 Hrs

Importance of front office in the hospitality industry - Layout and structure of the front office department - Organizational hierarchy and roles - Coordination with other departments (housekeeping, F&B, maintenance)

Unit II: Reservation and Registration Procedures

10 Hrs

Modes and sources of reservations - Types of reservations (guaranteed, non-guaranteed, group bookings) - Registration process: check-in procedures and documentation - Room assignment and key handling procedures

Unit III: Guest Services and Communication

10 Hrs

Handling guest requests, inquiries, and complaints - Telephone handling and communication skills - Guest relations and concierge services - Role of front office in guest satisfaction and loyalty

Unit IV: Front Office Accounting and Night Auditing

10 Hrs

Guest folio and billing procedures - Methods of payment and settlement - Check-out procedure and feedback collection - Night auditing and report generation

Unit V: Technology in Front Office Operations

15 Hrs

Property Management Systems (PMS) overview - Importance of front office automation - Handling reservations and billing using PMS - Room Management and Forecasting Tools - Use of AI and Automation in Guest Services - Trends and innovations in front office operations

BOOKS FOR REFERENCE:

- Andrews, Sudhir. Front Office Management and Operations. Tata McGraw-Hill Education.
- Baker, S., Huyton, J., & Bradley, P. Principles of Hotel Front Office Operations. Cengage Learning.
- Ahmed Ismail. Front Office Operations and Management. Cengage Learning.
- Jones, P. & Lockwood, A. The Management of Hotel Operations. Thomson Learning.
- Ahmed, I. (2022). Hotel Front Office: A Training Manual. Oxford University Press India.
- Baker, S., Huyton, J., & Bradley, P. (2020). Principles of Hotel Front Office Operations (5th ed.). Cengage Learning.
- Chen, Y., & Chan, K. (2023). Digital Transformation in Front Office: Enhancing Guest Satisfaction through Smart Check-In Systems. *Journal of Hospitality and Tourism Technology*, 14(2), 221–235.
- Liu, S., & Park, J. (2020). AI and Robotics in Front Office Operations: A Systematic Review. *International Journal of Contemporary Hospitality Management*, 32(11), 3492–3512.
- Kasavana, M. L., & Brooks, R. M. (2021). Managing Front Office Operations (10th ed.). AHLEI.
- Negi, J. (2019). Front Office Management and Operations. S. Chand Publishing.
- Raghubalan, G., & Smritee Raghubalan. Hotel Front Office: Operations and Management. Oxford University Press.
- Singh, R., & Verma, A. (2021). The Role of Front Office Staff in Service Recovery: A Study of Upscale Hotels in India. *Journal of Tourism and Hospitality Education*, 11(1), 45–58.