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ASSIGNMENT TITLE: HOTEL PLACEMENT-HOTEL

ADMINISTRATION & FRONT OFFICE OPERATION

FRONT OFFICE OPERATION

INTRODUCTION

Front Office Management Communication

The front office is responsible with accommodation sales at the hotel and generate revenue, the communication with other hotel departments is crucial for an easy and smooth operational services on the guests satisfaction, can make or break the stay in the hotel.

The front office communicates to other departments the guest request and all services needs to personalized guest services on time.

Front office interacts with:

Human Resource to interview and select the best employees, to train and induct them, for salaries and for leaving staff employee. To make all these easy and quickly the hotel uses PMS and other technological tools which help to collect data base by all departments, this data base helps HR department to analyse the staff needs providing workflow and training staff to performing and delivering right operational service to the business management.

Account department:

Importance of communication with account department is the most important, that department needs accurate information from all departments in a real time to regarding payments of the guest, staff, prepare records and reports, pay all the suppliers for the hotel, pay role staff, etc.

Housekeeping

The housekeeping is in direct interaction with front office management they use all PMS communications tools to smooth flow accommodation of the guests, the front office needs in real time the free room for selling, that departments interact and collect important data base of the guest request and guest complaint, the intranet tools save a lot of time and help to easy management of the reservations, the front office uses the tools communications to communicate to the housekeeping department the number of the room which have to be cleaned or made up that helps the management to manage easy the staff and make the rota staff in manner to cover the needs of guests and to order all the orders for flow the needs staff to cover all work in time.

Food and beverage

Front office is the first guest speak about their requests during the stay in the hotel or visiting, all that request is communicate by front office to the food and beverage department also all special request as intolerance and allergies. Food and beverage use all that information using the intranet programme which is facile and easy to access in advance to have an planning guest request ordering in real time and planning the rota staff to cover all necessary work.

Banqueting

The benefits of the intranet systems and technologies to the hotel is to make it easy to manage the banqueting, through the use of function sheets, for example. This can collect and display crucial information about the banqueting functions for the use of the departments to set up the events to the best standard. All the data can be read, managed and distributed to all of the departments, it is easy to access and naturally provides advantages which is very important to start planning in advance such as contacting suppliers to order and deliver required supplies for events, managing the rota for staff to ensure the right number of staff are on shift in the relevant departments at the times they are needed. This kind of information for the rotas can be collected by the front office and sales departments to help not only the banqueting department but all departments in the preparation of the coming days, weeks and even months of work ahead. This ensures the swift effectiveness of the hotel and its staff, as well as the guaranteed satisfaction of the customers. The more information that can be provided earlier the better, such as guest numbers, arrival times, requirements for the event, the menus, special request, dietaries and room requirements.

Marketing and sale

Marketing and sale department use the PMS and POS to analyse the data with an easy access to all data bases about all quest history, that help the department to tailoring and preparing customers packages and planning sales campanings , the big hotels venue use the data base for tailoring wedding packages .

Example the Belfry Hotel and Resort 2019 Wedding packages

The technologies is an advantage for hotel industry for example :many hotels offering remote control to check in and check out and guest can have room service using them phones, in this days some hotels are offering to the guests apps to stay connected with the hotel during the stay and between and the guest can use the app to check room rates, book parties, banqueting and conference rooms, cash rewards, and loyalty points. They can look for local attractions, contact concierge assistance, access directions maps, receive specific information about an interesting room.

The app helps hotels to target content and make special offer. Social listening tools; customer review sites and social media. It is used by guests to review the standards of the hotel and if the experience was good or bad, this helps the management of the hotel to track guest trends learn more about guest needs and work to fix any issues. Social listening can be the best tool for hotels to please customers.

In room technologies: This is important for a guest, maybe the guest is not using all the facilities of the hotel, but all of the guests use the rooms, so it is important to give them everything that they want, for example: USB ports, reasonable TV channels, more sockets for their chargers, and make all of those facilities to use easy to access and readily available.

Business travellers are important for hotel businesses, and the hotel needs to meet their expectations. The high technologies provided by the hotel are the more important for that category of customers. They expect the best tools to help them do their business meetings. If the hotel cannot meet those needs, they will find another hotel that will give them the means to do so.

Security system technology: This is another important segment of hotel technology. The guest security and privacy is important for the reputation of the hotel. Not only is important for the reputation of the hotel, it is paramount for the guests to feel safe when they are in their room, when they are moving around the hotel and for them to feel that their room and belongings are protected when they are not in the room or hotel. Security cameras for example are a good method of providing guests with an extra added feeling of security, as it gives a concept that everything is being watched, and people do not want to commit offences whilst under surveillance.

IOT to improve the guest experience, Hilton and Marriott put a lot of control in the guests hands, being able to control on their cell phones the room temp, gain access to the digital room key, television sets, light controls, air conditioning, window control, etc.

Smartest hotels know that the technology is major for creating the best guest experience, increase safety and have lower expenses for the hotel. Having technology perform such tasks and being accessible lowers the demand for on-site staff in some capacities, and in general will lower the long term paid labour required to run the hotel through efficient communication and guest accessibility with the hotel.

The POS is a local hotel administration tool system that is used for managing reservations, availability, occupancy, check ins and check outs, guest profiles, control the hotels property activities, such as restaurant and banqueting cash registers, minibars and telephones and call centre etiquette.

POS software is used to manage every day sales transactions and operations, as manage reservations, and monitors bookings, loyalty programs for returning guests. With technology, things like taxes, room counts and current guests are easily recorded, this can help the night auditor not only see how the business is doing easily on screen, but also manage the guests easily all from one point of sale system, reducing the need to move around or handle lots of paperwork, once against reducing time wasted and company efficiency using technology.

Internal communication in the hotel: The success of the hotel is an efficient and quick distribution of information between the departments at the hotel for market changes, management direction, profit target decisions, orders, directions and coordinations.

Internal communications is crucial to manage effectively and respond in time to manage the guests requests. The internal operational program saves time for the employers in analysing and collecting data for the database.

The data is collected and collated in by I.O. and communications to the other departments the internal operational program is used by the front desk to manage arrivals, departures and for room summaries and vacancies.

Forecasting/ Budgeting

The budget is the first forecast for the hotel, to doing this, for example the marketing

department use the history data base using the sales resource and marketing target to identify and forecast the cost effectiveness against the profit earned by the hotel to identify and adjust room costs accordingly. Data from public events going on in the area can also help to identify and improve costs of rooms such as reducing certain room costs when big football matches are going on nearby, or events like festivals. If travelling business events are going on nearby certain room costs may be raised to benefit from more profit from those willing and able to pay for them.

Conclusion

Using internal technology is essential in maintaining competitiveness and obtaining important information to increase time efficiency and provide fast response on guest requests, and improving satisfaction and productivity.

The benefits of the intranet communication: Storing information and announcements, easy to access any time with accurate data and to enhance the level of guest service.

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