

Front Office Operations

Name:Simona Claudia Ursu

Student ID:1818144

Executive Summary

The study focuses on explaining the significance of communication for the hotel industry to render success and growth of the company. With effective communication the front office managers successfully manage overall performance of the other staff members. It has been evaluated that effective communication is necessary for sustaining successful training and developing programs.

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Introduction

Effective communication enables the front office managers of the hotel to convey clear message of the guest to other departments rendering accurate functioning and management of operations in the hospitality industry while sustaining customer loyalty. It has been evaluated that effective integration of communication improves the experiences of the guests, helping the organization to build **brand recognition** in the hospitality industry market. The study focuses on exhibiting significant role of communication in the hospitality industry, discussing how effective flow of communication improves overall operation and management in the organization to sustain success and competitive edge in the market. It has been evidenced that hospitality industries renders highest turnover rate and hence it has been evaluated that organization that pays accurate attention in improving workplace communication successfully **increased their productivity while reducing turnover.**

Types of communication between the Front Office and other functional departments of the hotel

As opined by Lahap *et al.*, (2016), hotel administration staffs are required to produce diverse departments in order to manage the operation and functions of Hotel Company in an accurate manner. It can be evaluated that the entire department renders **unique communication link** between each other to sustain smooth flow of information which are required for **customer satisfaction**. There are diverse kinds of communication channels that are integrated in a hospitality industry which helps to create awareness within the staff members rendering a key to **superlative communication** which helps the company to build loyalty among the guests. There are various five star hotels like **hotel 41 and The Ritz London** who, in order to render continuous improvement in their guest services, collaborates with **7 C's of effective communication**, which ultimately helps to increase the capabilities of their staff in association to communicate with the guest using authentic communication skills.

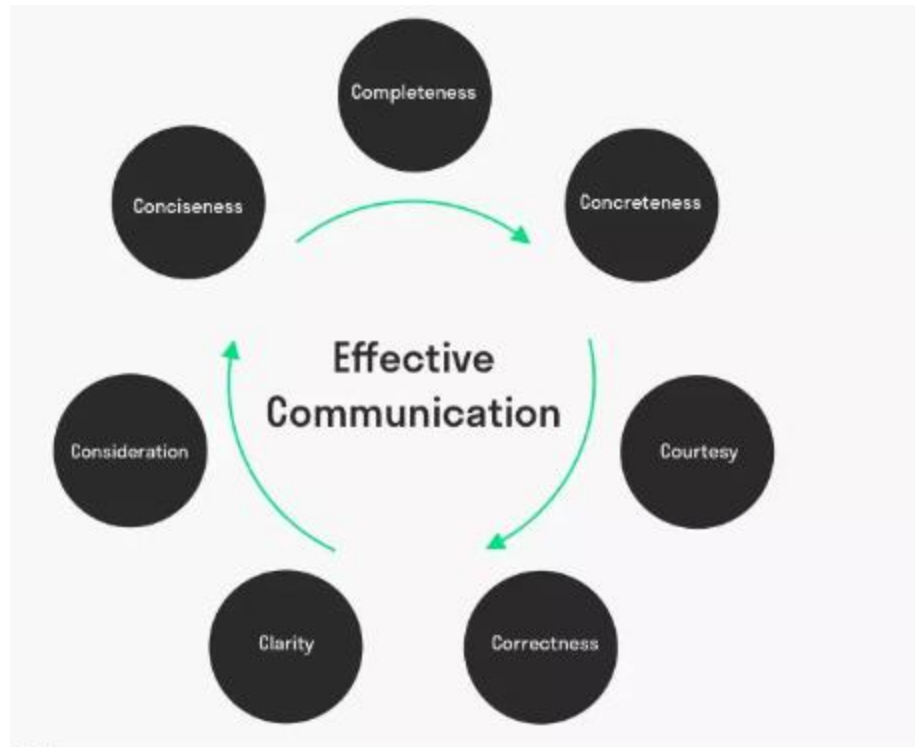


Figure 1: 7C's communication channel

(Source: Lahap *et al.*, 2016)

Based on the requirement, different types of communication that are integrated by the front office and other departments are considered to manage the operation of hotel in an effective manner.

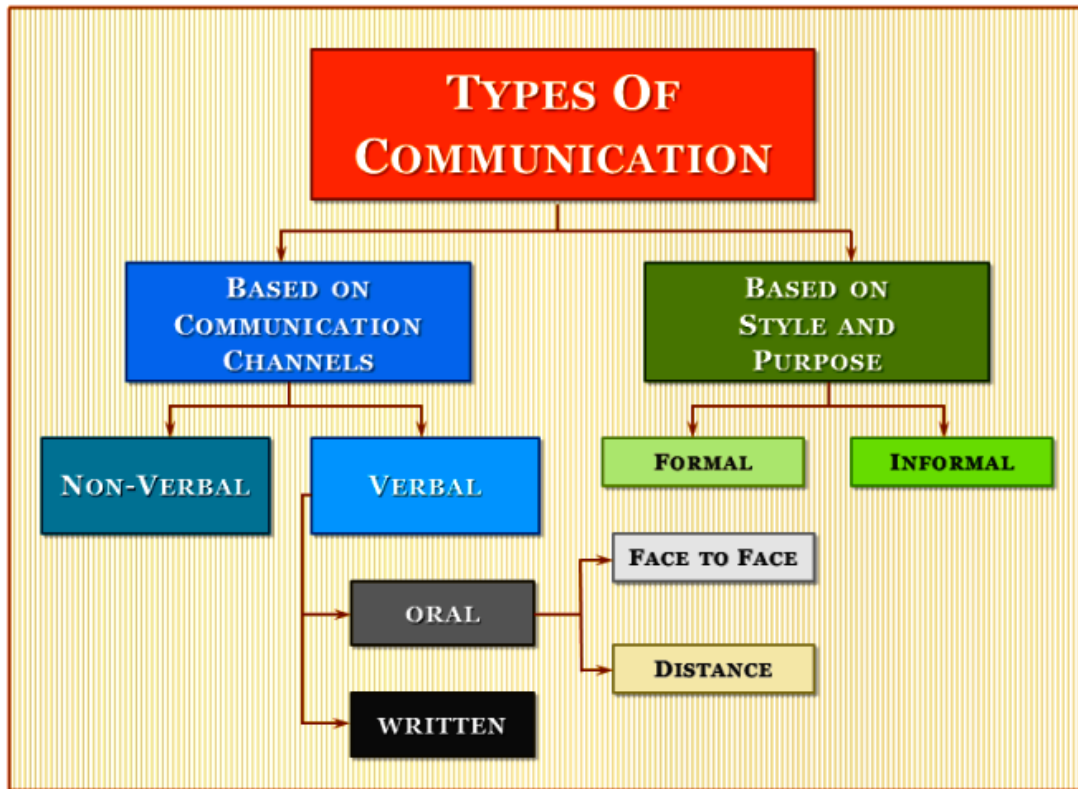


Figure 2: Different kinds of communication used by in Hotel industry

(Source: Lahap *et al.*, 2016)

On the basis of communication channels the three common types of communication that are integrated by the front office managers and other departments are **verbal and written**. In case of hotel industry, **face-to-face conversation with the guest and other departments, telephone communication along with usage of Skype and Zoom** falls under the verbal communication, rendering the factor of **courtesy of 7C's model** approaching the guests in a courteous and friendly manner, depicting effective management style. However, it has been evaluated that verbal communication are informal and hence no evidence can be generated when verbal communication held between the speakers. Thus, to maintain evidenced, front office staff also renders **written communication** which enables to maintain the industry to maintain records on their operations and functioning.

In addition, it has been evaluated that written communication helps the front office managers to renders **completeness, clarity along with correctness** associate with the 7C's of communication theory. For instance, Hotel 41 creates agreements with all its staffs and guest to maintain legal records that can be presentable if any kinds of conflicts arises which might hamper the operation and functioning of the company in the market. Thus, such kind of contracts contains

all the necessary information rendering **clarity** characterized by the explicitness, concrete words and short sentences. This enables form of communication helps to maintain attention of the readers while emphasizes essential message that are required to be conveyed. Usage of mails, report and memo has been integrated by the front office members to circulate necessary details formally with other departments.

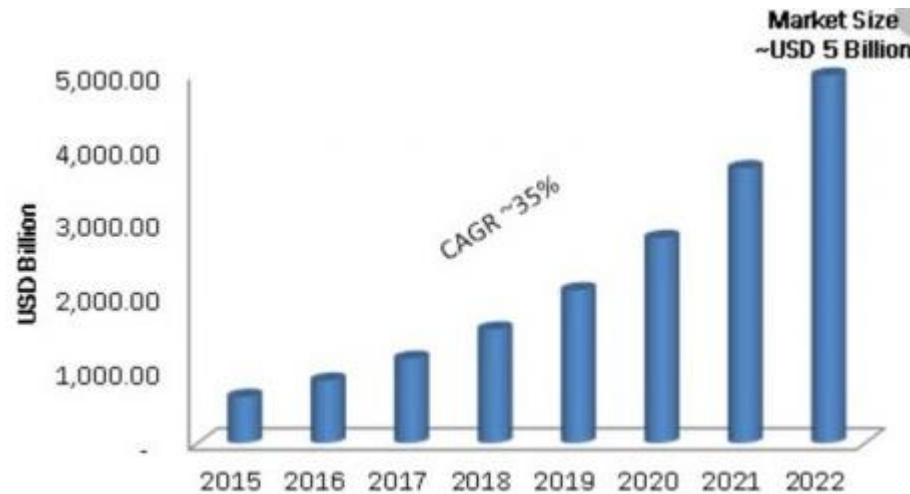


Figure 3: Statistics showing growth in hospitality industry after integrating effective communication technology

(Source: Tang *et al.*, 2015)

As opined by Tang *et al.*, (2015), the landscape of communication has been changed by corporate sectors, especially by the hotel industry in order to improve their connection with their potential customers in the market while rendering **competitive edge**. **Social media for the hoteliers** are determined as the most powerful medium of communication as it helps both the guest and the company to adapt necessary changes required to improve the operation and management of business in the competitive market. **Chatbots** is determined as another technology that enables the hoteliers to connect with their targeted audience while improving the rate of conversion. Thus, from the above graph it can be determined that integration of new technologies the companies are able to easily collaborate with the effective communication channels to connect with their guests while rendering strong market base. In addition, most of the hotel company's like Hotel 41, Ritz London along with Mandarin Oriental Hyde park has their websites to connect with their guests, from where all the necessary information can be received and the customers can manage their book or can resolve any other issues related to booking and staying.

The ways in which the communication between the Front Office and the different departments of the hotel helps in execution of the functions

As depicted by Ettinger *et al.*, (2018), front office staff in Hotel Company is required to interact with all the other departments which include banquet, security, marketing and sales, human resources, housekeeping, beverages and foods, maintenance along with controller. The entire above mentioned department portrayed front office managers as a **communication liaison** in order to render effective and efficient guest services. Thus, it has been evidenced that healthy communication in hotel management industry fosters sense of cooperation along with mutual trust among the guests and staff members.

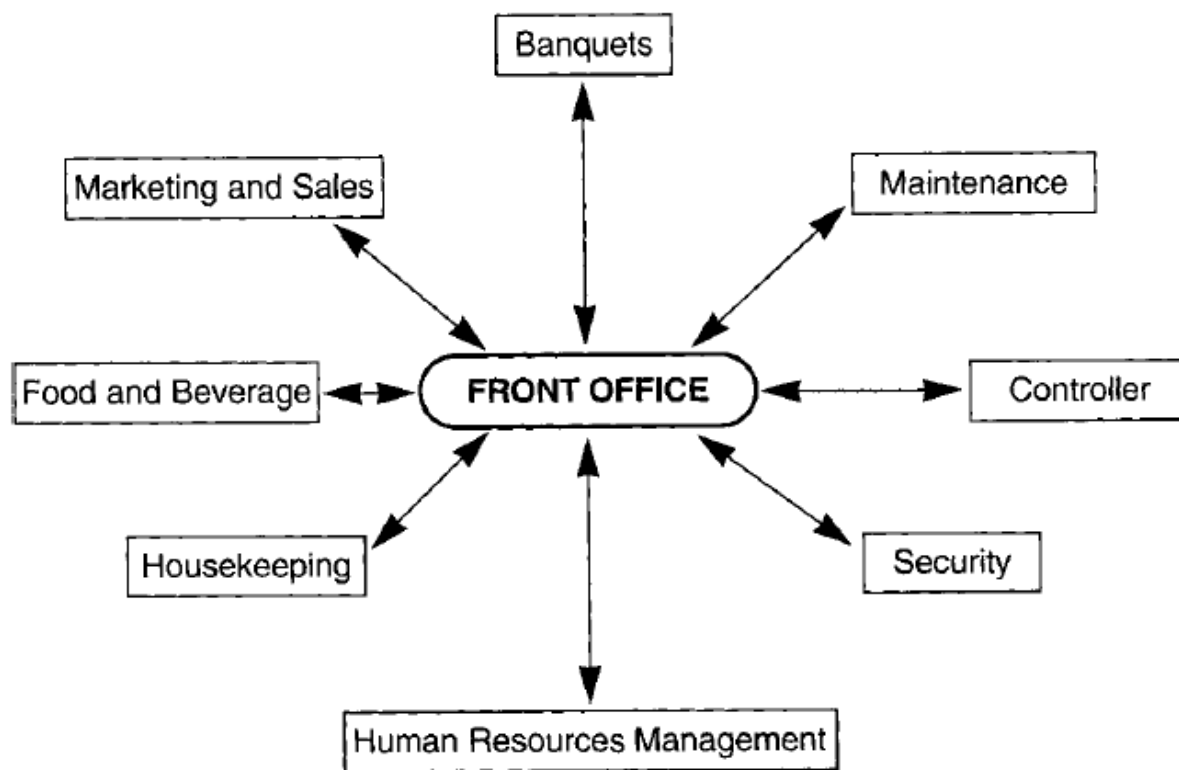


Figure 4: Various department interaction with the Front Office

(Source: Berezan *et al.*, 2014)

It can be depicted that the front office managers are required to render lots of efforts to maintain effective connection with all the other departments along with the guests. It has been determined that the responsibilities of communications relies on the front officers, in respect to guest perspective, front office staff plays a vital role as a part of their lodging establishment. As per the views of other departments of the company, front office staff can successfully transfer their messages to the guest in a best manner. It has been evaluated that front office managers

collaborate with its other departments with the help of effective communication methods (Verbal or written) to allocate resources in an appropriate manner. In addition, the front office manager are also responsible for maintain safety and healthy environment for both the guest and other employees. Hence, clear communication with the security managers enable the front office staff to explain required changes for strong security for customers and employees so the customers feel safe to connect with the organization whereas the employees safe to work.

It has been evaluated that the front office staff integrate different tools and techniques to manage the activities of other departments. For instance, front office manager of Ritz utilizes **message books** to convey necessary messages with other members along with keeping the records. It has been evaluated that this tool is effective to be implied by the front officers to circulate necessary information in relation to any changes and deletions that affect the operations and functioning of overall productivity of business. There are diverse issues and challenges identified in the hospitality industry which may hamper the operation in rendering success in the market. As per the observation of Berezan *et al.*, (2014), effective integration of communication would help the hotel company to overcome all persisting and contemporary issues.

Impact of effective communication on the profitability of the hotels

As depicted Tanford *et al.*, (2016), it has been evaluated that effective communication with the staff members generates moral values within the employees which ultimately helps in increasing productivity of the company. Whereas, effective communication with the guest improves the customer's loyalty by creating brand image of the hotel which helps the company render competitive edge in the high competition market. It is essential for the front officers to organize training and development programmers to enhance the required professional skills which would improve the overall performance of the company. However, effective communication skills are necessary to be rendered to sustain success of training and development programmers. As opined by Lo *et al.*, (2017), effective communication between the staff members enables to render creative and innovative solution to mitigate persisting issues like resource allocation, culture, management and marketing issues in hotel industry.

Strategies to ensure effective communications for flawless hotel operations

It has been evaluated that **7C's theory of effective communication** are widely adapted by most of the industrial company. **Weber's classical organizational theory** is another theory which can be integrated by the front office managers. Collaborating with the respective model, front office

managers would be able to allocate responsibilities and roles of other members in a systematic manner (Knežević *et al.*, 2015).

Conclusion

From the above discussion, significant role of communication in all sectors, especially in the hospitality industry to render success and growth of the company has been concluded. Communication is mandatory in the tourism and hospitality industry in order to render **sustainability and growth** of the industry. It has been evaluated that rate of visitors and travelers has been increased with an increase in the demands of hospitality services. Thus, **marketing** associated with communication for tourist destination help the guest into their decision making for selecting services.

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