

FRONT OFFICE OPERATIONS

Table of Contents

INTRODUCTION	1
MAIN BODY	1
CONCLUSION	4
REFERENCES	5

INTRODUCTION

Front office operation plays a major role in informing other departments what are the needs and wants of the customers in the hotel on the basis of which other departments have to react. Front office department is also required to coordinate with the other department in order to know what are the needs of the department (Madhani, 2018). Here in the study the effective communication is discussed of the front department with the other departments which includes finance department, marketing department, HR, beverages as well as food department, housekeeping and the banquet department. In order to ensure the effective communication the steps which are necessary are mentioned in detail in the study.

MAIN BODY

Communication plays a very important role in delivering of the message effectively and should be adopted, Communication helps in building effective leadership in which what are the things to be followed by the leader and how the leadership can help the other departments of the hotel is known and then implemented for the purpose of effective and efficient result (López Nobmann. and et.al., 2018). Communication helps in process of motivation and development of morale due to which the employees are motivated always and which helps them to be agile in performing the task and the employees used to perform the duty enthusiastically and which helps in increasing productivity for the hotel.

Smooth working environment is created due to effective communication in which the roles of different departments are cleared and the same helps the department to have quick results for the hotel. If the communication is done well then it will do promotion in the cooperation which will avoid dispute among the several departments. Effective communication helps in making sound decision following which the company can achieve profits which will help the hotel to grow at much faster rate. Better decision will help the company in achieving better results for framing the strategy related to financial management and sales management (Alcaraz. and et.al., 2019). Increasing the managerial efficiency will lead to making effective decision related to management. Managerial efficiency will lead to better management of the employees and better management of the team and the flow of the work. This will give the company better results in

terms of management of the finance, management of marketing and sales, management of employees etc.

*Illustration SEQ "Illustration" *Arabic 1: Importance of effective communication*

If the communication is seen as per the view of Front office in the international hotel, it plays a important role as the front office is responsible for communicating or proving information to other departments as well as all the different sections of the department. To get the job done the front office department has to effectively communicate with the peers which include colleagues as well as subordinates (Atef, 2018). The department has to communicate effectively with the other departments for the purpose of providing best services to the guest by providing accommodation, registration of the guest, management of the accounts of the guest, and handling the mails of the guest, it also includes doing personalization of services to the guest in which

intensive care is given to the guest. Doing effective interdepartmental communication involves various departments such as:

Communication with the HR department

For the purpose of having effective communication with the HR department for informing the department that there is someone for the interview which helps the HR department to do short-listing and selecting the candidate which is most suitable for the position. The front office department is also responsible for marking the attendance of the employees in which the list is updated to the HR department (Parvez, 2019). In order to do effective communication the list of the candidates coming for the interview purpose must be prepared on first come basis. Then the process of the interview must be followed for the effectively results. Proper records of the employees coming to the hotel and the ones not coming to the hotel must be maintained this will help the HR department to calculate the salary on the basis of number of days the employees is present. The HR department is also required to communicate with the front office department in order to let in the other candidate after completing the interview of the first candidate.

Communication with the finance department

The front office department is required to update the finance department for the purpose of calculating the pending amount and the sales made, the discount provided and settlement of the coupons. For this purpose the front office department must maintain proper records of the data (Patchsung. and et.al., 2018). The data must be communicated to the finance department on the basis of chronological order. The finance department is require coordinating with the front desk department for the purpose of preparation of the report for the expenses made by the hotel and revenue generated by the hotel, this helps in executing the operations successfully.

Communication with the department of the food as well as beverage

The customers used to communicate the food and beverage requirement to the front office department. The front office department has to keep the track of the food and beverages purchased. If there is any special request for the guest the same is delivered to the food, beverages department (Attia. and et.al., 2019). The department has to coordinate with the department for the purpose of knowing the availability of the food item and the process of the food preparation and after how much time the food will be ready, due to which the successful

operation is possible. For the management of the stock as per the analysis of the customers the Food department is required to coordinate with the front department.

Communication with the department of sales and marketing

The guest department is having history of the guest who visited the hotel and the activities the guest did in the hotel. For the purpose of doing the promotion to the same guest the front office department contacts the Marketing department which helps them achieve the target and helps them pin the similar products and services which they like the most. This will help in the successful operations of the business as this will make the process faster and better.

Housekeeping department communication

The front office need to coordinate with the housekeeping department for checking whether the room is vacant or not. If there is requirement for any amenities by the guest the same will be initiated by the front office department to the housekeeping department and there is any complaint by the guest then also the same will be forwarded to the housekeeping department in order for the purpose that the issue do not occur again (Chou., Huang. and Lin., 2018). The housekeeping department needs to know from the front office department what type of customer is present in the hotel. This will help the front office department to ask the taste and preferences of the customers, due to which the operation execution will be successful.

Banqueting department communication

Both of the department is required to interact with each other for the purpose of knowing the number of persons attended the banquet and posting the message related to the venue and information of the guest (Madhani, 2018). The Banquet department used to ask the front office department the number of person and the details of the order took by the attendees. Whereas the front office department used to ask what should be the venue as per the detail of the customers.

Ensure the effectiveness of the effective communication in the hotel

In order to ensure that the communication is effective the positive response is must from both of the side in which both of the department should react appropriately for the query. The voice of the speaker should be clear and easy to understand for the receiver. The receiver should also first listen to the speaker first quietly and understand what the speaker is saying and then reply to the speaker (López Nobmann. and et.al., 2018). If there is important information to be conveyed then

the same must be conveyed to the point and useless information such as gossips should be avoided. The speaker should not convey the message on the basis of assumption in which the speaker should focus on conveying what is truth. The speaker in order to communicate effectively must summarise the points at the end in which what is required to do in the particular problem must be highlighted.

CONCLUSION

As per the study it is concluded that effective communication play very important role in which each and every department have to coordinate for the purpose of achieving better results. If there is no effective communication then it will create chaos and this will lead to non clearance of whom the department has to report and for the issue. This will lead to mismanagement in the work and which will result in non optimum results of the hotel. Proper coordination as well as cooperation is very much important and this can only be achieved via effective communication.

REFERENCES

Books and Journals

- Madhani, P.M., 2018. Enhancing Customer Value Creation with Market Culture: Developing 7Cs Framework. *IUP Journal of Management Research*, 17(3).
- López Nobmann, A.F and et.al., 2018. Centro Logístico en Fundación.
- Alcaraz, J.M. and et.al., 2019. The human resources management contribution to social responsibility and environmental sustainability: explorations from Ibero-America. *The International Journal of Human Resource Management*. 30(22). pp.3166-3189.
- Atef, T., 2018. A Tourism and Hospitality Education Management Model: The Case of the Tourism Department of Sultan Qaboos University. *Journal of Tourism and Hospitality Management*. 6(1). pp.39-54.
- Parvez, M., 2019. An Analysis of the Marketing Activities of IB Corporation.
- Patchesung, M. and et.al., 2018. Alu siRNA to increase Alu element methylation and prevent DNA damage. *Epigenomics*. 10(2). pp.175-185.
- Attia, D. and et.al., 2019. A decomposition-based heuristic for large employee scheduling problems with inter-department transfers. *EURO Journal on Computational Optimization*. 7(4). pp.325-357.
- Chou, C.Y., Huang, C.H. and Lin, T.A., 2018. Organizational intellectual capital and its relation to frontline service employee innovative behavior: consumer value co-creation behavior as a moderator. *Service Business*. 12(4). pp.663-684.