

Managing Hotel Front Office Operations

Revised Edition

is a comprehensive text with a huge success in the market. The book has been highly appreciated not only by the faculty members but also admired a lot by the students of various Indian universities and hotel management institutes studying degree and diploma courses in hotel management | hospitality management.

As the need has been felt to update the text, this revised edition incorporates latest information on the hotel industry and functioning of the front office. This edition features addition of section **Standard Operating Procedures (SOP) for COVID-19 Management in Hotels** and an updated section on **Major Players in Hotel Industry in India**.

Rajeev R Mishra PhD

is currently Director-Principal, Chandigarh College of Hotel Management, Chandigarh Group of Colleges, Mohali, Punjab. A 1998-batch alumnus of IHM-Lucknow, he holds a doctoral degree in hospitality from Amity University, Noida. He has over 24 years of cumulative experience in the hotel industry and academia, with almost 16 years in academia and 8 years in hotel operations. Before joining Chandigarh College of Hotel Management, he has worked with various leading academic institutions like IES University, Bhopal; AURO University, Surat; Rawal Institutions, Faridabad; UEI Global, New Delhi; IPS Academy, Indore; and Heritage Institute of Hotel and Tourism, Agra. He has to his credit over 35 research papers in the field of talent development, talent management and tourism published in various indexed journals of national and international repute; and more than 25 research papers presented in the national and international conferences organized by the leading academic institutions. He is member of reviewer and editorial boards of various reputed journals. He has been honored with **Exemplary Academic Leader of the Year Award 2021** by Eureka Publications.



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Mishra



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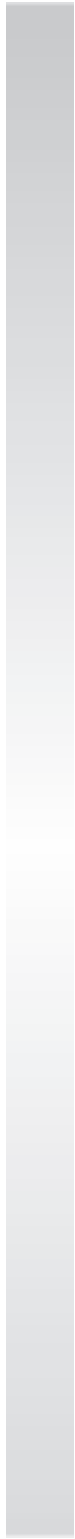
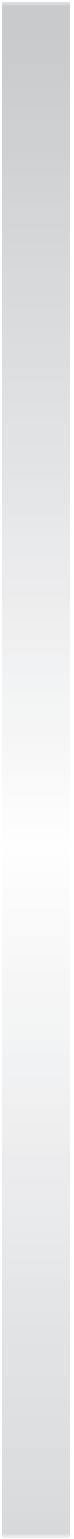
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to

my source of inspiration and strength

my parents

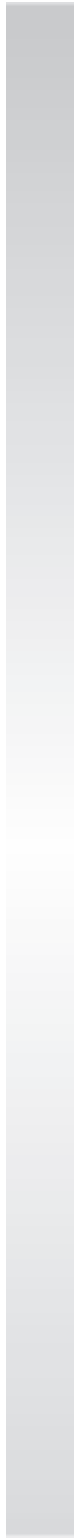
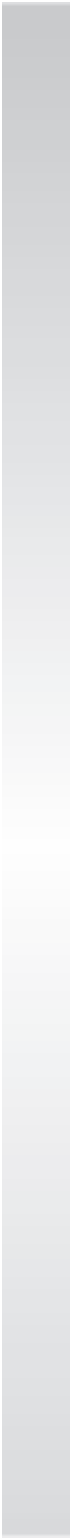
Smt Shashikala Mishra and Shri Sreekant Mishra

for going through untiring efforts to ease my life

and

my wife and my son

for their unstinted support and help



Foreword

I congratulate Mr Rajeev R Mishra on the inaugural edition of his book *Managing Hotel Front Office Operations*. Mr Rajeev has long and varied experience of teaching, particularly, front office, to the students of hotel management at various levels. I appreciate the efforts made by him in including chapters on domestic airlines and major hotel chains in India. Also, a section of glossary of terms used in the front office would help the reader in better conceptualization of the subject.

This book is replete with the systems and procedures required for front office operations and the author has done a good job by penning his professional experience in black and white. The book has been written in a lucid style. Each chapter is peppered with homilies and examples that enhance the presentation of the book.

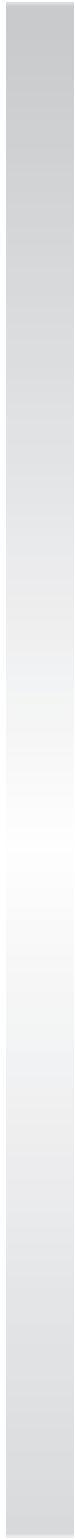
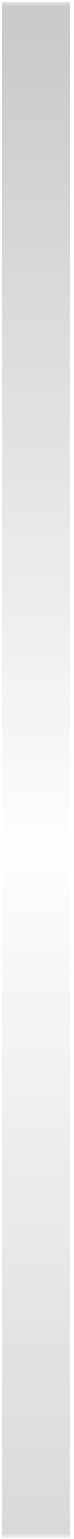
Since the book ably covers all aspects of front office, I am quite confident that it is comprehensive and will stand the students in good stead.

With best wishes to the author for success in his future endeavors.

Satvir Singh

Director (Studies)

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Preface

India holds a special place in the international world of hospitality. Culturally the country might very well be the most diverse place in the world. It is a vivid kaleidoscope of landscapes, magnificent historical sites and royal cities, misty mountain retreats, colorful people, rich cultures, and festivities. Luxurious and destitute, hot and cold, chaotic and tranquil, ancient and modern—India's extremes rarely fail to leave a lasting impression.

The hospitality industry is defined as 'hosts offering services to guests', which includes reception, entertainment, and other services for travelers and tourists. Hospitality is a long running tradition in India. From the majestic Himalayas and the stark deserts of Rajasthan, over beautiful beaches and lush tropical forests, to idyllic villages and bustling cities, India offers unique opportunities for every individual preference. From Kashmir to Kanyakumari, from Gujarat to Assam, there are different cultures, languages, life styles, and cuisines. This variety is increasingly reflected by the many forms of accommodation available in India, ranging from the simplicity of local guesthouses and government bungalows to the opulent luxury of royal palaces and five star deluxe hotel suites.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. According to the World Travel and Tourism Council (WTTC) forecasts, travel and tourism has the potential to contribute 46 million jobs to the Indian economy by 2025. The industry should rise by 6.5% per annum over the next 10 years to 4,337.8 billion in 2025 or 6.9% of the total. Expected to be the second-largest employer in the world, the hospitality sector will employ close to 5 million people in India by 2019, according to a report by the WTTC.

Tourism has shown its presence in 'Make in India' initiative because of huge possibility to bring socioeconomic reforms that include infrastructure development, attract investment, creation of jobs and entrepreneurial possibilities. One top agenda of government is to increase India's share in world tourist arrivals from the present 0.68 to 1% by 2020 and further increase it to 2% by 2025.

Taking this growth into consideration, the world's leading tourism and hospitality companies are looking for skilled professionals to become tomorrow's leaders. Tourism sector provides a wide range of career opportunities both at home and overseas in many and varied industry sectors such as tour operators, airlines, tourist attractions and hotel chains. On the other hand, hospitality industry is in continuous need of managerial staff in hotel management, restaurant management, public house management, nightclub management and even includes working on cruise liners and in theme parks. Both the industries are truly international with career opportunities at home and abroad.

Furthermore, the events industry is flourishing and the management of events has become increasingly important within the hospitality, tourism, leisure and sports sectors. Event managers can be found working on a wide range of events from weddings to conferences, meetings to product launches, at festivals and major sporting occasions.

Some high profile events include the Olympic Games, the Commonwealth Games, ICC Cricket World Cup, Grand Prix, FIFA World Cup, etc.

The front office department is the nerve centre, the hub and the heart of the hotel. Within a hotel no department is as vital and as visible as the front office. Front office personnel have more contact with guests than staff in other departments. The front desk is usually the focal point of activity for the front office and is prominently located in the hotel's lobby. A hotel's front office is where guests are greeted when they arrive, where they are registered and assigned rooms, provided information, their luggage handled, their accounts settled at departure, and their problems, complaints, and suggestions are looked after. The front desk is the link between the guest and the hotel and represents the hotel to the guest and is a liaison between the hotel management and the coordination of all the guest services.

Rajeev R Mishra

Acknowledgments

After a long stint in the hospitality industry and later teaching at the Rawal Institute of Management, the idea of writing a book on front office germinated in my mind. It has taken approximately two years since its inception to complete the work, and it gives me immense pleasure to have achieved this milestone, my contribution to the enrichment of the hotel industry.

I am indebted to all those who very kindly extended their support to me in the preparation of this book. No endeavor achieves success without the advice and cooperation of others. I would like to acknowledge the people and organizations who have either directly or indirectly contributed towards the conceptualization and compilation of this book. I would like to acknowledge all my students for their queries that helped me in the realization of the fact that there is a need for a quality textbook on front office.

I am thankful to Mr Tushar Abrol (Manager—Learning and Development, Vivanta by Taj, Gurugram) for providing free access to the hotel to understand the various procedures and practices used in the front office operations.

I deeply acknowledge the patience, support and understanding of my wife Sudha, and son Akshat, who had taken all pains and strains in managing our household during the entire period of writing this book. Without her encouragement and inspiration, I would not have this achievement. I record my gratitude to my parents and sisters for their love, encouraging pat and unstinted support which they provided while I was working on this book. I would also like to acknowledge the assistance of Mr Pawan Kumar who was instrumental in providing feedback and critical analysis.

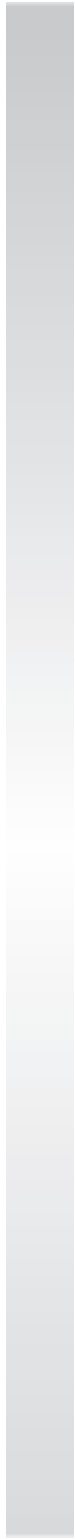
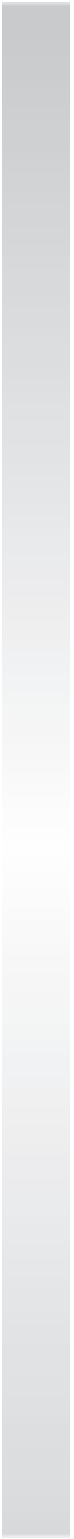
I thankfully acknowledge all the authors whose research papers, books, and articles have been referred to. I also extend my heartfelt thanks to the editorial team at CBS Publishers & Distributors Pvt Ltd for its coordination and support from the beginning and for timely suggestions and encouragement, which have made this textbook more logical in its approach and presentation.

Finally, I would like to thank all my well-wishers, friends, colleagues, and academicians, who have made helpful suggestions for the improvement of this book.

The author will be grateful to the teachers and the readers for pointing out errors and giving constructive suggestions which will be incorporated in the next edition of this book. Your suggestions and feedbacks to improve the book are always welcomed at: rajeevmishra1976@rediffmail.com.

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Contents

Foreword by Satvir Singh

vii

Preface

ix

Part I: The Travel and Tourism Industry

1. Introduction to Travel and Tourism	3
Overview of tourism	3
Evolution of tourism	4
Reasons for travel	6
Significance of tourism	7
Constituents of the travel and tourism industry	7
Categorization of tourism	11
Terms and terminology	11
2. Five 'A's of Tourism	17
Five 'A's of tourism	17
3. Tourism Products	20
Introduction	20
Characteristics of tourism products	20
4. Impacts of Tourism	24
Socioeconomic impacts of tourism	24
Environmental impacts of tourism	26
Cultural impacts of tourism	28
5. Tourism in India	30
Development of tourism in India—historical perspectives	30
Initiatives by the Government	31
Growth drivers for tourism	34
Notable trends in the tourism industry in India	34
Future prospects	35
Ministry of tourism—an overview	36
Indian tourism at a glance	37
6. Types of Tourism	43
Types of tourism	43
Alternative forms of tourism	47

7. Emerging Trends in Tourism	52
Emerging trends of tourism in the world	52
Emerging types of tourism	54
Part II: The Hospitality and Lodging Industry	
8. Introduction to the Hospitality Industry	61
Concept of hospitality	61
Hospitality industry—scope and constituents	62
Evolution and growth of the hotel industry in the world	63
Some important events in the hotel industry	64
Evolution and growth of the hotel industry in India	65
Hotel industry—an overview	67
Hotel as a service provider in the modern day	67
9. Hotel Guest and Guest Relation	70
Who is a guest?	70
Guest expectation	71
Guest satisfaction	71
Guest dissatisfaction	71
Customer relations	71
10. Classifications of Hotels	73
Accommodation industry	73
The need and the criteria for the classification of hotels	73
Classification of hotels	74
Alternative accommodation	92
Intermediate accommodation	93
11. Emerging Concepts in Hotel Industry	95
Emerging concepts in hotels in the world	95
Global trends that will impact hospitality industry	98
12. Hotel Organization	103
The need of organization in hotels	103
Vision	104
Mission	104
Work shifts	105
Job description	105
Job specification	106
Hotel organization	107
Core areas of a hotel	107
Part III: Front Office Operations	
13. An Introduction to the Front Office	115
An overview of the front office department	115
Layout of front office department	116
Various sections of front office department	120

14. Front Office Communication	125
Interdepartmental communication	125
Intradepartmental communication	128
15. Front Office Organization	132
Organization of front office staff	132
Duties and responsibilities of front office personnel	133
Qualities of front office staff	143
Rules of the house for the front office staff	145
16. Equipment used in Front Office Operations	147
Equipment used in front office	147
17. Knowledge about Accommodation Products	156
Importance of product knowledge	156
Meal plans	157
Types of guest rooms	158
Types of room rates	163
Room status terminology	166
18. Room Tariff	168
Room tariff card	168
Basis for establishing room tariff	169
Room tariff fixation	170
19. Guest Cycle	174
Guest cycle	174
Stages of guest cycle	174
20. Handling Guest Complaints	178
Types of guest complaints	178
Complaints are sales opportunities and not threats	179
Resolving guest complaints	179
21. Room Reservations	181
Reservations—concept, functions and importance	181
Modes of reservation	182
Sources of reservation	183
Types of reservation	186
Systems of reservation	188
Tools of room availability	190
Processing individual reservation requests	192
Processing group reservation requests	193
Amendments, cancellations, no-show and overbookings	198
Reservation reports	199

22. Registration	201
Pre-registration activity	201
Registration process	203
Various methods of registration	204
Check-in procedures—manual, semi-automated and fully automated systems	208
Room selling techniques	213
23. Handling Situations	216
Dealing with guests of different personalities	216
Dealing with blacklisted guest	217
Situations when guests cannot be accommodated	217
Handling overbooking situation	218
Any other situation pertaining to front office	218
24. Bell Desk	220
Functions performed by bell desk	220
Duties and responsibilities of bell desk staff	221
Equipment needed at bell desk	222
Left luggage handling procedure	222
Forms, formats and records maintained at bell desk	223
Guest arrival procedure at bell desk	227
Guest departure procedure at bell desk	228
25. Guest Services	230
Guest services and its importance	230
Handling guest mail	230
Message handling procedure	233
Guest paging	234
Safe deposit facility	236
Guest room change	239
Wake-up call	239
Hiring a car	240
26. Front Office and Guest Safety and Security	244
Introduction	244
Security of guests, staff and the hotel	244
Safety and security measures	246
Role of front office	250
Keys and their control	250
Handling unusual events and emergency situations	253
Fire prevention and fire fighting	257
Safety awareness and accident prevention	259
First aid	260
27. Checkout and Account Settlement	265
Importance of departure procedure	265
Handling FIT departure	265

Handling group departure	269	
Mode of settlement of bills	270	
Potential checkout problems and solutions	281	
Innovative checkout options	282	
28. Front Office Accounting System		286
Front office accounting and its functions	286	
Accounts	287	
Folios	288	
Vouchers	289	
Ledger	294	
Front office accounting cycle	298	
Accounting systems	299	
Credit control	299	
Internal control in the front office	300	
Terms and terminology	303	
29. Night Auditing		306
Night audit	306	
Night auditor—duties and responsibilities	306	
Night audit process	307	
Operating modes for night audit	312	
Common errors during the night audit	314	
Terms and terminology	314	
Part IV: Front Office Management		
30. Introduction to Hotel Revenue Management		319
The historic development of yield management	319	
Yield management in the hotel industry	320	
Yield management users: The current situation	321	
Tools of revenue maximization	323	
Elements of yield management	324	
Benefits of yield management	326	
Yield management strategies	326	
Challenges or problems in yield management	327	
Yield management team	327	
Basic yield management system requirements	328	
Measuring yield	328	
31. Forecasting Room Availability		332
Forecasting room availability	332	
Benefits of forecasting	332	
Data required for forecasting	333	
Records required for forecasting room availability	333	
Sample forecast forms	335	
Room count considerations	337	

32. Planning and Evaluating Operations	341
Management functions	341
Budgeting for operations	344
Evaluating front office operations	345
33. The Electronic Front Office	352
Electronic front office	352
Property management systems	353
PMS applications in front office	354
Back office interfaces	356
System interfaces	357
Different property management systems	359
34. Front Office Budgeting	363
Budget	363
Front office budgeting	364
Types of budgets	364
Budgetary control	365
35. Managing Human Resources in Front Office	367
Importance of human resources in the hospitality industry	367
HRM vs. HRD	368
Basic human resources activities	369
Organization of human resources department	370
Importance of human resource planning	373
Job analysis	373
Recruitment	376
Selection	379
Orientation and socialization	379
Training	380
HR challenges in the hospitality industry	381
Appendices: General Knowledge about the Hospitality Industry and Front Office	
Appendix I: SOP for COVID-19 Management in Hotels	385
Appendix II: Pioneers of the Hospitality Industry	389
Appendix III: Major Players in Hotel Industry in India	393
Appendix IV: Domestic Airlines in India	437
Appendix V: Tourist Attractions in India	444
Appendix VI: Guidelines for Approval of Hotels at Project Stage and Classification and Re-classification of Hotels	472
Appendix VII: Front Office Standard Operating Procedures	499
Appendix VIII: Glossary of Terms Used in Hotel Front Office	542
Appendix IX: Abbreviations	578
<i>Index</i>	581