Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Diploma in Hotel & Tourism Management (DHTM)
Course Code	:	2DHT01
Course Title	:	Introduction to Front Office Operations 1
Type of Course	:	Professional Core (PC)
Year of Introduction	:	2023-24

Prerequisite	:	Proficiency in English and a zeal to learn.
Course Objective	:	The course aims to provide students with a comprehensive understanding of front office operations in the hospitality industry, focusing on guest services, communication, reservation and registration processes, and the factors influencing room rates and guest classification.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Students will be able to identify and describe the basic elements of the hospitality industry
	CO2	Classify and differentiate functional areas within a hotel's front office department
	CO3	Demonstrate effective communication skills in guest interactions, using appropriate phrases and greetings
	CO4	demonstrate the ability to accurately complete guest registration forms and apply the steps involved in the reservation process
	CO5	Classify different types of guests based on their purpose of stay and understand the factors that influence room rates in the hospitality industry.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	SEE	CIA	SEE	CIA	
3	0	2	4	70	30	30	20	150

*Legends: **L**-Lecture; **T**–Tutorial/Teacher Guided Theory Practice; **P**–Practical, **C** – Credit, **SEE** – Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	**Introduction to Hospitality Industry** • Understanding the basics of the hospitality industry • Exploring the key elements of tourism and their significance in the industry	09	20%	CO1
2	**Hotel Organization & Front office Department** • Describing the organizational structure of hotels • Identifying and classifying functional areas within the hotel, including the front office department • Exploring the roles and responsibilities of different	09	20%	CO2
3	**Guest Services and Communication** • Describing front office procedures for effective communication with guests • Emphasizing the importance of communication between the front office and other hotel departments • Discussing guest services and guest relations issues	09	20%	CO3
4	**Reservation and Registration** • Discussing the sales dimension of the reservation process • Outlining different types of reservations and their management • Exploring tools used by managers to track and control reservations. • Explaining the guestroom registration process, including preregistration activities, guest payment methods, and guest identity verification.	09	20%	CO4
5	**Room Rates & Guest Classification** • Understanding room rates and tariff structures in the lodging industry • Exploring pricing strategies and factors influencing room rates • Classifying hotels based on levels of service, ownership and affiliation. • Describing the characteristics of different types of guests	09	20%	CO5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	**20**	**35**	**20**	**10**	**10**	**5**

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested List of Practicums

Sr. No.	Name of Practicum	Teaching Hours
1	Practice spelling out names, addresses, and other information using the phonetic alphabet	2
2	Develop clarity and accuracy in verbal communication during data exchange	2
3	Role-play scenarios to handle guest inquiries, reservations, and requests over the phone	4
4	Practice providing a warm and friendly welcome to guests	2
5	Role-play scenarios to enhance interpersonal skills in guest interactions	2
6	Fill out registration forms accurately and efficiently	3
7	Understand the importance of verifying guest identity and obtaining necessary information	2
8	Practice using common phrases and greetings in guest interactions. Focus on using polite and professional language in different scenarios	5
9	Practice taking reservation requests from different types of guests	4
10	Learn to gather necessary information and record reservations accurately. Understand the importance of room availability and managing reservations effectively	4

Reference Books

Sr. No.	Name of Reference Books
1	Front Office Management in Hotel, Chkravarti B.K., CBS Publishers and Distributers, 1999.
2	Front office: Procedures, Social Skills, Yield Management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
3	Principles of Hotel Front Office Operations, Baker Sue, Huyton Jeremy, Bradley Pam, London, and New York: Continuum, 2000.
4	Case Studies in Rooms Operations and Management, Huyton, Jeremy and Baker, Sue, Melbourne: Hospitality Press, 2001.
5	Managing Front Office Operations, Michael L. Kasavana, Richard M. Brooks, Educational Institute of American Hotel & Lodging Association, (EI-AH&LA, USA).
6	"Hotel Front Office Management" by James A. Bardi, Publisher: Wiley

Suggested Learning Websites

Sr. No.	Name of Website
1	https://www.costar.com/news/section/hospitality
2	https://hotelbusiness.com/
3	https://www.hotelmanagement.net/
4	https://www.hospitalitynet.org/news/
5	https://skift.com/hotels/
6	https://www.hotel-online.com/