



MODUL AJAR FRONT OFFICE SPECIALIZATION

**Disusun oleh:
Deni Dwi Ananti, M.Par.,CHE.**



**SEKOLAH TINGGI PARIWISATA AMBARRUKMO
YOGYAKARTA**



FRONT OFFICE SPECIALIZATION

Deni Dwi Ananti, M.Par.,CHE.



FRONT OFFICE SECTION

THE OBJECTIVE AND FUNCTION OF FRONT OFFICE DEPARTMENT

Front office is the one of hotel department which has the function of selling room

Richard Sihite (2000) the main job of *hotel front office* are :

- Increasing the occupancy rate and the hotel revenue
- Increasing the number of repeater guest or loyal customer
- Providing all the guest's needs and maintaining guest satisfaction
- Front office is the central of services and informations
- Image builder
- Providing the sales report to the management

SOFT SKILL



1. EFFECTIVE COMMUNICATION

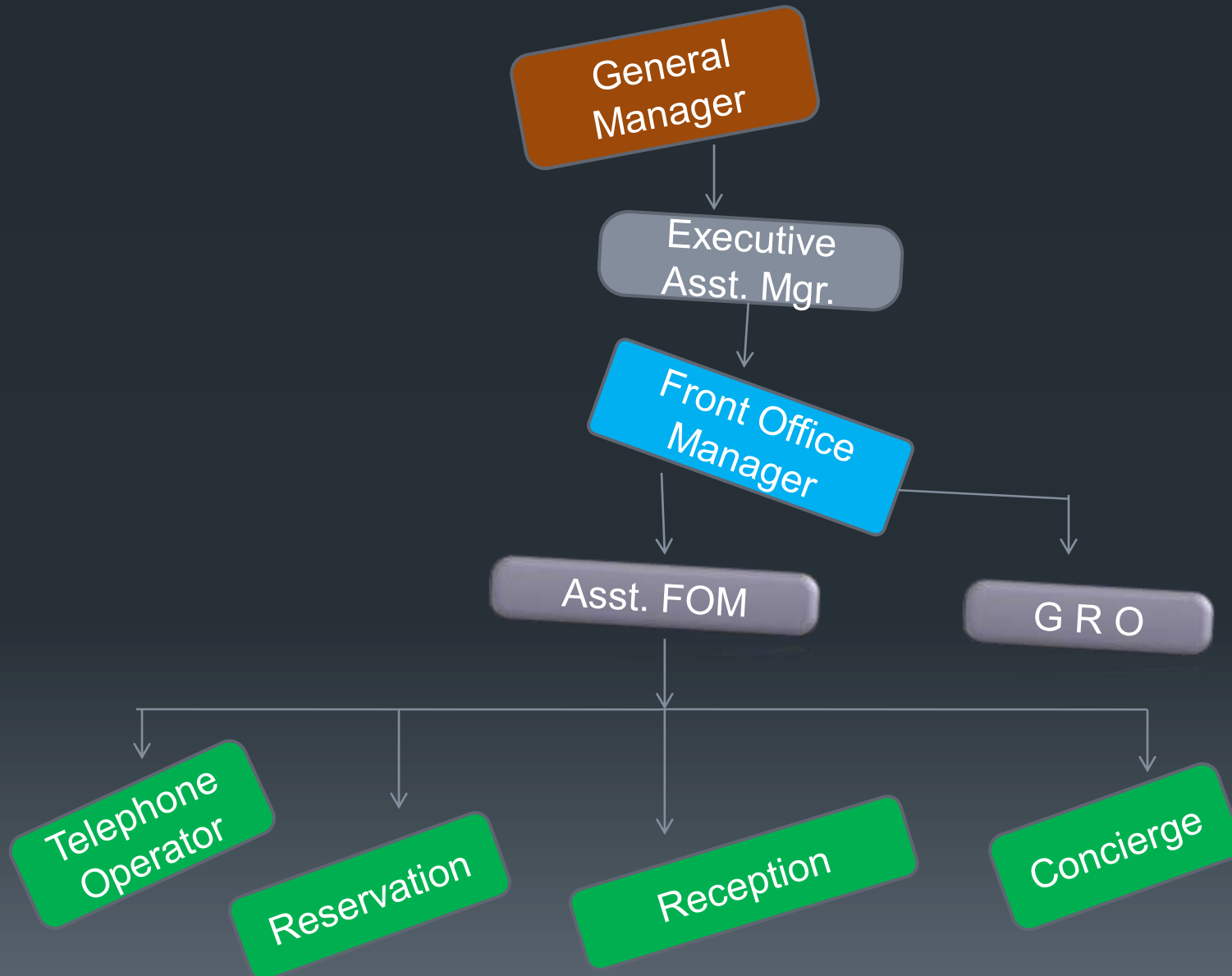
2. COLLABORATION AND TEAMWORK

3. ADAPTIBILITY AND FLEXIBILITY

4. PROBLEM SOLVING AND CRITICAL THINKING

5. COMMITMENT

Organization Chart Front Office



ORGANIZATION CHART FRONT OFFICE



THE ROLE OF FRONT OFFICE STAFFS

- Information giver
- Sales person
- Management representative
- Administrator for keeping the data base of the guests
- Problem solver
- Maintaining public relations

THE REQUIREMENTS OF FRONT OFFICE STAFFS



- ◉ Knowledge
- ◉ Good behavior
- ◉ Bright face
- ◉ Excellent personal appearance
- ◉ Self confidence
- ◉ Discipline
- ◉ High motivated
- ◉ Honest
- ◉ Mastering foreign languages (English, Japanese, Mandarin)

ETIQUETTES AND MANNERS FOR FRONT OFFICE STAFF

- Always greet guest and colleagues with a smile and maintain a friendly and pleasant expression
- Stand upright, do not fold your arms in front of the guest
- Keep your hands out of your pocket
- Do not lean on the counter at any time and especially when dealing with the guest
- Do not play with your hair and jewelery when you are at the front of the house area
- Ensure a positive body language at all times
- Always be tactful and courteous, never argue with guests
- Be humored and event- tempered, do not become over friendly with the guest

Continued Etiquettes.....

- Always be attentive when speaking to guest and look at a guest when addressing him / her
- Always appear confident and be positive
- Always look and act professionally, do understand that there are other guests watching your behavior
- Talk clearly and maintain a good tone of voice at all times
- Do not refer guest to another
- Never discuss religion or politics with guests
- Be specific in your explanation, in case of any doubt, then consult your colleagues and promptly get back to the guest
- Make the guest feel comfortable and safe
- Identify the guest's needs and try to provide anticipatory service
- Take your time for the guest and do not rush with them
- Always try to maintain eye contact with the guests

ContinuedEttiquettes

- Should have a good product knowledge and keep updating about new products and services offered
- Know **who** is **who** in the hotel organization
- Know about **VIP, VVIP** and repeating guests
- Have a clear understanding of the layout of the hotel
- Should know the location , timings, promotions and theme nights of the outlets
- Know which function is taking place and where
- Have a good knowledge of the place and surroundings where the hotel is situated, eg : nearby places of interest, distance to the airport, etc
- Front desk team should poses a thorough knowledge of all different rooms types and their rates

THE GUEST CYCLE & RELATED FRONT OFFICE FUNCTION

Guest cycle

Pre Arrival



Arrival



Occupancy



Departure

Front Office Function

Guest services

Reservations



Registration



Occupancy services



Check out and History

Guest Accounting

Establishment of credit



charge postings



Night audit



Settlement

PRE ARRIVAL

The guest chooses a hotel during the *pre arrival stage* of the guest cycle. The guest's choice can be affected by many factors, including previous experiences with the hotel, advertisement, recommendations from travel agents, friends, or business associates, the hotel's location or reputation and preconceptions based upon hotel's name or chain affiliation. In reality, the reservations area is the sales office for the hotel's non group business. Its employees must be "sales oriented" and present positive, strong image of the hotel.

A reservations agent must be able to respond quickly and accurately to requests for future accommodation



ARRIVAL

The arrival stage of the guest cycle includes registration and rooming functions. After the guest arrives, he or she establishes a business relationship with the hotel through the front office.

The front desk agent uses registration information to assign a room type and a room rate for each guest

OCCUPANCY

The manner in which the front office staff represents the hotel is important throughout the guest cycle, particularly during the occupancy stage. As the center of front office activity, the front desk is responsible for coordinating guest service. Among many services, the front desk provides the guest with information and supplies. The front office should respond to requests in a timely and accurate way to maximize guest satisfaction. A concierge may also be on staff to offer special attention to guests.

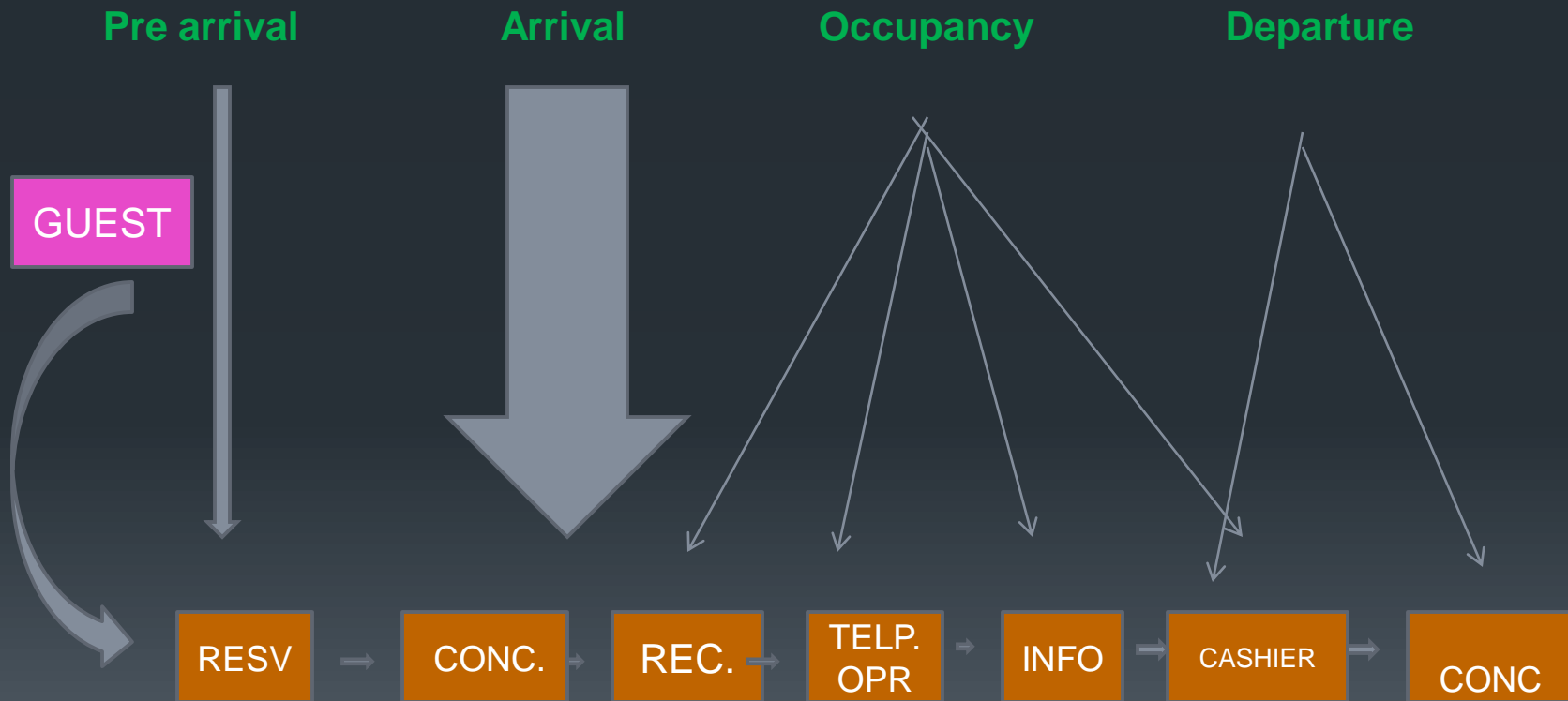
Front desk agents should carefully attend to complaints and try to seek a resolution satisfactory to both the guest and the hotel.

DEPARTURE

The final element of guest cycle is checking the guest out of the hotel and creating a guest history record. The final element of guest accounting is settlement of the guest's account.


During check-out, the front office determines whether the guest was satisfied with the stay and encourages the guest to return to the hotel – or another property in the chain. The more information the hotel has about its guests, the better it can anticipate and serve their needs and develop marketing strategies in increasing the hotel business. Hotels often use expired registration records to construct a *guest history file*

INTERACTION DURING THE GUEST CYCLE




ROOM STATUS TERMINOLOGY

- a. Occupied : a guest is currently registered to the room
- b. Complimentary : the room is occupied , but the guest is assessed no charge for its use
- c. Stayover : the guest is not expected to check out today and will remain at least one more night
- d. Do not disturb : the guest has requested not to be disturbed
- e. Sleep-out : a guest is registered to the room, but he bed has not been used (or some other night the bed has not been used during the period of stay)
- f. Skipper : the guest has left the hotel without making arrangements to settle his or her account

- 
- h. Sleeper : the guest has settled his or her account and left the hotel, but the front office staff has failed to properly update the room's status
 - i. Vacant and ready : the room has been cleaned and inspected and is ready for an arriving guest
 - j. Out-of-order : the room cannot be assigned to a guest. A room be out-of-order for a variety of reasons, including the need for maintenance, refurbishing and extensive cleaning
 - k. Lock-out : the room has been locked so that the guest cannot re-enter until he or she is cleared by a hotel official
 - l. Check out : the guest has settled his or her account, returned the room keys, and left the hotel
 - m. Late check out : the guest has requested and is being allowed to check out later than the hotel's standard check out time

Room type definitions

- a. Single : a room assigned to one person. May have one or more beds.
- b. Double : a room assigned to two people. May have one or more beds
- c. Triple : a room assigned to three people. May have two or more beds
- d. Quad : a room assigned to four people. May have two or more beds
- e. Queen : a room with a queen-size bed. May be occupied by one or more people
- f. King : a room with a king-size. May be occupied by one or more people
- g. Twin : a room with two twin beds. May be occupied by one or more people

- 
- h.. Double – double : a room with double (or perhaps queen) beds. May be occupied by one or more persons
 - i. Studio : a room with studio bed – a couch which can be converted into a bed. May also have an additional bed
 - j. Mini suite or junior suite : a room with a bed and sitting area. Sometimes the sleeping area is in a bed room separate from the living room
 - k. Connecting rooms : rooms with individual entrance doors from the outside and a connecting door between. Guests can move between rooms without going through the hallway
 - l. Adjoining rooms : rooms with a common wall but no connecting door
 - m. Adjacent rooms : rooms close to each other, perhaps across the hall

TELEPHONE OPERATOR

The main job description :

1. Handling incoming calls
2. Handling outgoing calls
3. Handling wake up call order
4. Handling courtesy calls
5. Handling telephone calls in a good manner and courteously
6. Receiving the guest's complains and refer to department concerned
7. Handling lost and found
8. Handling emergency calls

RESERVATION



The main job description :

1. Receiving room reservation
2. Processing the data of room reservation:
 - a. Data of the guest
 - b. Type of room, Room rate
 - c. Payment settlement
3. Providing reports concerning the data of room reservation:
 - a. Expected arrival list
 - b. Expected departure list
 - c. Holding reservation report
 - d. Forecasting
4. Handling telephone calls courteously
5. Maintaining good relations with the guests

RECEPTION / REGISTRATION / FRONT DESK AGENT

The main job description :

1. Handling guests check in : individual guest, WIG, Group and VIP guests.
2. Handling guests check out : billing settlement
3. Giving information to the guests : outlet and facilities operations hours, etc
4. Handling the guests complains
5. Maintaining good relations with the guests
6. Handling telephone calls courteously
7. Presenting : Cash report, City ledger report, High balance report
8. Handling courtesy calls

CONCIERGE / BELL BOY



The main job description :

1. Welcoming the guests at the main lobby
2. Handling the guest's luggage
3. Provide services to the guests : pick up service, valet service , etc
4. Escorting the guests to the room
5. Maintaining good relations with the guests
6. Handling telephone calls courteously
7. Managing the report of the guest's luggage

GUEST RELATIONS OFFICER

The main job description :

1. Handling VIP guests : preparation (provide VIP treatment : welcome letter, fruit basket, flower arrangement, traditional snacks , etc.)
2. Escorting VIP guests to the room or the venue for meeting
3. Maintaining good relations with the guests
4. Managing the guests complain (receiving and solving the problem)
5. Maintaining the guest comment (by interviewing the the guest and courtesy call) and maintaining guest review from the on line travel agents



FRONT OFFICE SPECIALIZATION

STRATEGIC FIGURES FRONT OFFICE



A. STATISTIC

1. Room in the house
2. Room available
3. Room night sold
4. Room occupied
5. Guest arrival :
 - Wisnus
 - Wisman



6. Number of guest night
7. Average length of stay
8. Percentage of occupancy
9. Percentage of double occupancy
10. Average room rate
11. Number of cover
12. Average per cover
13. Revpar
14. Sales coefferisien



B.REVENUE :

1. Rooms
2. Food
3. Beverage
4. F & B other income
5. Telephone
6. Other Operated Department
7. Office building
8. Other income
9. Total Revenue

FRONT OFFICE STATISTICS



1. Total room in the house

Jumlah seluruh kamar yang ada di hotel , baik dalam kondisi siap jual maupun tidak (out of order, House used)

2. Room available

Jumlah kamar yang tersedia dan siap dijual , setelah dikurangi kamar-kamar yang out of order dan House used



3. Room Night Sold

Jumlah kamar yang terjual (semua kamar dijual dan tidak termasuk complimentary)

4. Room Occupied

Jumlah kamar yang dihuni (termasuk kamar yang tidak dikenakan charge atau complimentary)



5. Guest arrival

Jumlah keseluruhan tamu yang datang dan menginap di hotel , baik tamu wisman atau wisnus

6. Number of guest night

Jumlah tamu yang bermalam (menginap) dikalikan dengan lamanya tamu menginap di hotel (lama tinggal)



7. Average length of stay
Rata-rata lama tinggal tamu di hotel
Guest night sold :
Guest arrival

8. Percentage of occupancy
Tingkat hunian kamar , dihitung dengan
persentase
$$\frac{\text{R Occupied}}{\text{R Available}} \times 100 \%$$

9. Percentage of double occupancy
Tingkat hunian kamar berisi lebih dari satu orang , dihitung dengan %

$$\text{GNS} : \text{RNS} \times 100 - 100$$



11. Average room rate

Harga kamar rata-rata yang dihitung per hari
hari

Room Sales :

RNS

12. Number of food cover

Jumlah tamu yang makan dan minum di seluruh FB outlets

13. Average per cover

Harga makanan rata-rata yang dihitung per hari

Food sales :

number of cover



14. Revpar (Revenue per room available)

Analisa pendapatan per kamar

Room sales :

Room available

15. Sales coeffisien

Analisa penghitungan besaran pendapatan kamar terhadap total pendapatan

Total Revenue :

Room sales

16. Total pendapatan

Total pendapatan baik dari kamar, makanan dan pendapatan lain-lain