

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma in Hotel Management & Catering Technology

Third Year

Subject Name: **Front Office Operations - III**

Sr. No.	Course content
1.	Revenue Management : 1.1 Concept & Importance of Revenue Management. 1.2 Applicability to Room Division: (a) Capacity Management (b) Discount Allocation (c) Duration Control 1.3 Measurement of Yield 1.4 High and Low Demand Tactics
2.	Front Office Cashier: 2.1 Job Description of Front Office Cashier 2.2 Hotel Credit 2.3 Foreign Currency 2.4 Guest Folio 2.5 Guest Departure 2.6 Safety Locker Management
3.	Human Resource Function in Front Office: 3.1 Introduction & Training 3.2 Interviews 3.3 Preparing Job Description & Specification 3.4 Performance Appraisal in Front Office
4.	Planning Role In Front Office: 4.1 Forecasting Techniques 4.2 Forecasting Room Availability 4.3 Useful Forecasting Data (A) % of Walk in (B) % of Overstay (C) % of Under Stay 4.4 Forecasting Formula, Sample Forecasting From 4.5 Budgeting In Front Office
5.	Hotel Sales: 5.1 Selling Concept 5.2 Selling Models 5.3 Plan, Sales 5.4 In-House Sales 5.5 Hotel Booking Agencies 5.6 Direct Sales – Travel Agents, Tour Operators

Laboratory Experiments:

1. Different Front Office Operation Related Task on Stander Types P.M.S Software System.

References Books:

1. Front Office Manual, Sudhir Andrew.
2. Principal of Hotel Front Office Operation, Baker, Bradley & Hyton.
3. Front Office Procedure & Yield Management, Peter Abboff & Sue Lenry.
4. Front Office Operation , Pant, Anoop Rajat Publication New Delhi.