

OTHM Individual Certificate in Front Office Management

Background

This course introduces the student to the dynamics of the workings of the front office and its duties. It is designed for those who are aged 18 and older, wishing to work in the hotel industry and acquire knowledge and an understanding to facilitate their career progression in this area. The course is also suitable for individuals that have some relevant industry experience but hold no formal qualifications in this area.

Aims and Objectives

The course aims to provide participants with:

- An understanding of the role of the front office in a hotel
- Knowledge of the importance of the receptionist
- An understanding good communication practices
- An understanding of advance bookings
- Knowledge of booking guests in and out
- An understanding of relevant legislation/statutory requirements

Learning Outcomes

At the end of the course, students will be able to:

- Identify the importance of liaison with relevant departments. The work of the front desk and the rear office. The handling of staffing and shift handovers
- Understand the personal requirements of a receptionist. Explain the importance of personal appearance, social skills and accuracy in this role
- Understand how to check in guests, including undertaking the completion of relevant forms. How to handle difficult guests and guests' complaints
- Handle reservations and understand their importance to appropriate organisations
- Deliver the requirements and ensure care of residing guests
- Handle guest departures, account settling and relevant follow-ups
- Explain legal/statutory requirements that relate to the front office

Knowledge and Skill Requirements

By the end of the course candidates will be able to:

1. Understand the working environment in reception – (10%):

Specifically:

- The difference between the duties carried out at front desk and the in the rear office
- Liaising with other departments and establishing its importance within the organisation
- The use of a range of relevant communication skills
- The role and requirements of those employed on reception

2. Handle reservations – (10%):

- Undertake the completion of booking charts
- Suggest options regarding unexpected arrivals
- Understanding the relevance up selling and its importance to the venue

3. Handle guests' arrival – (10%):

- Booking in and registration of guests
- Welcoming guests
- Dealing with difficult customers and complaints#

4. Customer Service & Service Design – (10%):

- Understanding Customer Needs
- Customer Care
- Customer Service Training

5. Service Design – (10%):

- Service Design
- Facilities
- Security & Safety

6. IT & Booking Systems – (10%):

- Databases and CRM for Front of House
- Integrated Booking Systems

7. Developing Secondary Spend

- The front of house sales environment
- Point of Sale sales
- Selling commissions based services

8. Departures – (10%):

- Booking out procedures
- Preparing customer accounts
- Customer satisfaction surveys and history cards

9. Pricing – (10%):

- Methods for pricing accommodation, events/functions depending on when occupancy/activity is scheduled
- Groups, tours and agencies discounts/incentives
- Significance of 'prestige' and 'star ratings' in establishing price

10. Marketing – (10%):

- The importance of satisfaction (staff and customers)
- Marketing activity relating to venue promotion
- Managing profitable events/functions