

FRONT OFFICE OPERATIONS

Student Handbook
NSQF Level-2



CLASS
X



CENTRAL BOARD OF SECONDARY EDUCATION

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110092





FRONT OFFICE OPERATIONS

Student Handbook

NSQF Level – 2

CLASS

X



CENTRAL BOARD OF SECONDARY EDUCATION

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110092





Front Office Operations, NSQF Level – 2

Student Handbook, Class X

Price : ₹

First Edition : October 2016, CBSE

Copies :

Paper Used : 80 Gsm CBSE Water Mark White Maplitho

**“This book or part thereof may not be reproduced by
any person or agency in any manner.”**

Published by : The Secretary, Central Board of Secondary Education,
Shiksha Kendra, 2, Community Centre, Preet Vihar,
Delhi - 110092

Design & Layout By : India Offset Press, A-1, Mayapuri Industrial Area, Phase-I,
New Delhi - 110064

Printed By : M/s.

भारत का संविधान

उद्देशिका

हम, भारत के लोग, भारत को एक सम्पूर्ण ¹प्रभुत्व-संपन्न समाजवादी पंथनिरपेक्ष लोकतंत्रात्मक गणराज्य बनाने के लिए, तथा उसके समस्त नागरिकों को:

सामाजिक, आर्थिक और राजनैतिक न्याय,

विचार, अभिव्यक्ति, विश्वास, धर्म

और उपासना की स्वतंत्रता,

प्रतिष्ठा और अवसर की समता

प्राप्त कराने के लिए

तथा उन सब में व्यक्ति की गरिमा

²और राष्ट्र की एकता और अखंडता

सुनिश्चित करने वाली बंधुता बढ़ाने के लिए

दृढ़संकल्प होकर अपनी इस संविधान सभा में आज तारीख 26 नवम्बर, 1949 ई० को एतद्वारा इस संविधान को अंगीकृत, अधिनियमित और आत्मार्पित करते हैं।

-
1. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “प्रभुत्व-संपन्न लोकतंत्रात्मक गणराज्य” के स्थान पर प्रतिस्थापित।
 2. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “राष्ट्र की एकता” के स्थान पर प्रतिस्थापित।
-

भाग 4 क

मूल कर्तव्य

51 क. मूल कर्तव्य – भारत के प्रत्येक नागरिक का यह कर्तव्य होगा कि वह –

- (क) संविधान का पालन करे और उसके आदर्शों, संस्थाओं, राष्ट्रध्वज और राष्ट्रगान का आदर करे;
- (ख) स्वतंत्रता के लिए हमारे राष्ट्रीय आंदोलन को प्रेरित करने वाले उच्च आदर्शों को हृदय में संजोए रखे और उनका पालन करे;
- (ग) भारत की प्रभुता, एकता और अखंडता की रक्षा करे और उसे अक्षुण्ण रखे;
- (घ) देश की रक्षा करे और आह्वान किए जाने पर राष्ट्र की सेवा करे;
- (ङ) भारत के सभी लोगों में समरसता और समान भ्रातृत्व की भावना का निर्माण करे जो धर्म, भाषा और प्रदेश या वर्ग पर आधारित सभी भेदभाव से परे हों, ऐसी प्रथाओं का त्याग करे जो स्त्रियों के सम्मान के विरुद्ध हैं;
- (च) हमारी सामासिक संस्कृति की गौरवशाली परंपरा का महत्त्व समझे और उसका परिरक्षण करे;
- (छ) प्राकृतिक पर्यावरण की जिसके अंतर्गत वन, झील, नदी, और वन्य जीव हैं, रक्षा करे और उसका संवर्धन करे तथा प्राणी मात्र के प्रति दयाभाव रखे;
- (ज) वैज्ञानिक दृष्टिकोण, मानववाद और ज्ञानार्जन तथा सुधार की भावना का विकास करे;
- (झ) सार्वजनिक संपत्ति को सुरक्षित रखे और हिंसा से दूर रहे;
- (ञ) व्यक्तिगत और सामूहिक गतिविधियों के सभी क्षेत्रों में उत्कर्ष की ओर बढ़ने का सतत प्रयास करे जिससे राष्ट्र निरंतर बढ़ते हुए प्रयत्न और उपलब्धि की नई उंचाइयों को छू ले;

¹(ट) यदि माता-पिता या संरक्षक हैं, छह वर्ष से चौदह वर्ष तक की आयु वाले अपने, यथास्थिति, बालक या प्रतिपाल्य के लिये शिक्षा के अवसर प्रदान करें।

-
1. संविधान (छयासीवां संशोधन) अधिनियम, 2002 की धारा 4 द्वारा प्रतिस्थापित।

THE CONSTITUTION OF INDIA

PREAMBLE

WE, THE PEOPLE OF INDIA, having solemnly resolved to constitute India into a **'SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC'** and to secure to all its citizens :

JUSTICE, social, economic and political;

LIBERTY of thought, expression, belief, faith and worship;

EQUALITY of status and of opportunity; and to promote among them all

FRATERNITY assuring the dignity of the individual and the² unity and integrity of the Nation;

IN OUR CONSTITUENT ASSEMBLY this twenty-sixth day of November, 1949, do **HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.**

1. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "Sovereign Democratic Republic" (w.e.f. 3.1.1977)

2. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "unity of the Nation" (w.e.f. 3.1.1977)

THE CONSTITUTION OF INDIA

Chapter IV A

FUNDAMENTAL DUTIES

ARTICLE 51A

Fundamental Duties - It shall be the duty of every citizen of India-

- (a) to abide by the Constitution and respect its ideals and institutions, the National Flag and the National Anthem;
- (b) to cherish and follow the noble ideals which inspired our national struggle for freedom;
- (c) to uphold and protect the sovereignty, unity and integrity of India;
- (d) to defend the country and render national service when called upon to do so;
- (e) to promote harmony and the spirit of common brotherhood amongst all the people of India transcending religious, linguistic and regional or sectional diversities; to renounce practices derogatory to the dignity of women;
- (f) to value and preserve the rich heritage of our composite culture;
- (g) to protect and improve the natural environment including forests, lakes, rivers, wild life and to have compassion for living creatures;
- (h) to develop the scientific temper, humanism and the spirit of inquiry and reform;
- (i) to safeguard public property and to abjure violence;
- (j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement;
- ¹(k) to provide opportunities for education to his/her child or, as the case may be, ward between age of 6 and 14 years.

1. Subs. by the Constitution (Eighty - Sixth Amendment) Act, 2002



Preface

The Student Handbook 'Front Office Operations' for class X is a logical progression from the earlier module as it leads the student from the larger world of Tourism and Hotels to the specific area of Front Office department. Front Office in a hotel is a fascinating world on its own. It is the nerve center of hotel operations. It creates the first impression, the last impression and a lasting impression upon the guest. Front office personnel need to have excellent communication skills, impeccable grooming standards and an ability to converse on a variety of topics.

The course book equips the students to develop their communication skills and to appreciate the importance of soft skills required of hospitality professionals. There is a considerable emphasis on developing grooming standards of the students in accordance with requirement of the hotel industry. General awareness is also an area of focus in the book. The course, further, introduces the student to the sections, staff hierarchy and functions of front office department with a separate chapter on importance of Information Technology in hotels.

The book has simple language and pictorial illustration for easy grasp of the concepts. It builds a strong foundation for the conceptual and procedural aspects in front office which student studies in the future modules.

Chairman, CBSE



Acknowledgements

Advisors

- **Sh. R.K. Chaturvedi**, IAS, Chairman, CBSE
- **Sh. K.K. Choudhury**, Controller of Examinations, CBSE

Content Developed By

- **Sh. Jaidip Shankar**, Executive Officer (Studies), National Council for Hotel Management & Catering Technology (Ministry of Tourism, Government of India) – **(Convener)**
- **Sh. Priyadarshan Lakhawat**, Head of Department, Institute of Hotel Management, Gurdaspur
- **Ms. Shweta Mathur**, Lecturer, Delhi Institute of Hotel Management, New Delhi
- **Ms. Shilpi Bhatia**, Assistant Lecturer, Ambedkar Institute of Hotel Management, Chandigarh

Editing & Coordination

- **Dr. Biswajit Saha**, Additional Director, (V.E.), CBSE



Contents

Learning Outcomes

viii

Unit-1

Communication

1

Unit-2

General Awareness

18

Unit-3

Grooming and Hygiene

49

Unit-4

Qualities of Front Office Staff

71

Unit-5

Front Office

80

Unit-6

Role of Computers

96



Learning Outcomes

Unit - 1	Communication			
Location: Class Room, Computer Lab and field study.	Session 1 : Definitions and Introduction to the Concept			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	<ul style="list-style-type: none"> Evaluate the concept of Communication. 	<ul style="list-style-type: none"> Define Communication. Explain the concept of communication. 	<ul style="list-style-type: none"> Draw Communication model. 	Interactive Lecture : <ul style="list-style-type: none"> Definition and the concept of communication. Practical Activity: <ul style="list-style-type: none"> Role play on barriers in communication.
	Session 2 : Types of Communication			
	<ul style="list-style-type: none"> Differentiate among different types of communication. 	<ul style="list-style-type: none"> Identify types of communication. 	<ul style="list-style-type: none"> List different types of communication. List different sources, modes and channels of communication. 	Interactive Lecture: <ul style="list-style-type: none"> Different types of communication. Practical Activity: <ul style="list-style-type: none"> Draw a pictorial chart to depict non-verbal communication. Essay writing competition. Extempore competition.
	Session 3 : Communication in Hospitality Industry			
	<ul style="list-style-type: none"> Salient characteristics of communication in hotels. 	<ul style="list-style-type: none"> Role of Communication in Hospitality Industry. Explain the importance of communication in hotel industry. 	<ul style="list-style-type: none"> Explain the different types of communication used in the hotel industry with its importance. 	Interactive Lecture: <ul style="list-style-type: none"> Importance of communication in hotel industry. Practical Activity: <ul style="list-style-type: none"> Group discussion on importance of communication in hotels followed by feedback session.

Unit - 2	General Awareness			
Location Class Room, Computer Lab and field study.	Session 1 : Importance of Reading Newspaper			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	<ul style="list-style-type: none"> Evaluate the importance of reading newspaper for a front office professional. 	<ul style="list-style-type: none"> Identify the benefits of newspaper reading for front office personnel. 	<ul style="list-style-type: none"> List the benefits of reading newspaper. 	<p>Interactive Lecture:</p> <ul style="list-style-type: none"> Importance of reading newspaper in professional and personal life. <p>Practical Activity:</p> <ul style="list-style-type: none"> Article reading followed by question and answer session from the audience. Prepare a collage of newspaper cuttings on tourism and hotels.
	Session 2 : Major Countries, Currencies, Capitals & Airlines			
	<ul style="list-style-type: none"> Identify the major countries, currencies & capitals and airlines of the world. 	<ul style="list-style-type: none"> State currencies, capitals and airlines of the given countries. 	<ul style="list-style-type: none"> List ten major countries of world along with their currencies, capitals and airlines. 	<p>Power Point Presentation:</p> <ul style="list-style-type: none"> Major countries, currencies, capitals, airlines of the world. <p>Practical Activity:</p> <ul style="list-style-type: none"> Find the currency exchange rates of five major currencies in relation to INR. Draw Flags of any ten countries on a chart paper.



	Session 3 : Indian States & their Capitals			
	<ul style="list-style-type: none"> Identify the States of India with their capitals. 	<ul style="list-style-type: none"> Recall the names of all states of India with their states and capitals. 	<ul style="list-style-type: none"> List all states of India with their capitals. 	Power point presentation : <ul style="list-style-type: none"> States of India with their capitals. Practical Activity: <ul style="list-style-type: none"> Draw the Map of India depicting various states of India on it.
Unit - 3	Grooming and Hygiene			
Location Class Room, Computer Lab and field study.	Session 1 : Importance of Grooming and Hygiene in Hospitality Industry			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	<ul style="list-style-type: none"> Evaluate the importance of grooming and hygiene in hospitality industry. 	<ul style="list-style-type: none"> Explain the Importance of grooming and hygiene in hospitality industry. 	<ul style="list-style-type: none"> List the positive effects of good grooming and hygiene in hospitality industry. 	Interactive Lecture: <ul style="list-style-type: none"> Importance of grooming and hygiene in hospitality industry. Practical Activity : <ul style="list-style-type: none"> Prepare a chart by pasting of pictures of staff of different departments in a hotel wearing proper uniform and well groomed. Group discussion on importance of hygiene in hospitality industry.
	Session 2: Grooming Standards for Hospitality Professionals : Male and Female			
	<ul style="list-style-type: none"> Identify the desirable grooming standards for hospitality professionals in hospitality industry. 	<ul style="list-style-type: none"> Differentiate between good grooming and poor grooming standards as per the requirement of hospitality industry. 	<ul style="list-style-type: none"> List the parameters of desirable grooming standards in hospitality industry. 	PowerPoint Presentation: <ul style="list-style-type: none"> Multimedia presentation of desirable grooming standards for males and females in hospitality industry.

				Practical Activity: <ul style="list-style-type: none"> • Role play on desirable grooming standards.
Unit - 4	Qualities of Front Office Staff			
Location Class Room, Computer Lab and field study.	Session 1 : Team Work and Patience			
	Learning Outcome <ul style="list-style-type: none"> • Evaluate the importance of Team work and Patience as requisite qualities for front office staff. 	Knowledge Evaluation <ul style="list-style-type: none"> • Explain the importance of Team work for front office staff. • Explain the importance of Patience for front office staff. 	Performance Evaluation <ul style="list-style-type: none"> • Identify the factors that constitute a good team. 	Teaching and Training Method Interactive lecture: <ul style="list-style-type: none"> • Importance of Team work and Patience in front office. Practical Activity: <ul style="list-style-type: none"> • Team building activities and games.
Unit - 5	Front Office			
Location Class Room, Computer Lab and field study.	Session 1 : Staff Organization of Front Office			
	Learning Outcome <ul style="list-style-type: none"> • Evaluate the staff organization structure in front office department of a small and large hotel. 	Knowledge Evaluation <ul style="list-style-type: none"> • Explain the hierarchy structure in front office department of a hotel. 	Performance Evaluation <ul style="list-style-type: none"> • Draw the staff organization chart of front office department of a small and large hotel. 	Interactive lecture : <ul style="list-style-type: none"> • The Staff organization of front office department in a hotel. Practical Activity : <ul style="list-style-type: none"> • Chart presentation on staff hierarchy structure of front office department in a small and large hotel.
	Session 2 : Sections in Front Office			
	<ul style="list-style-type: none"> • Identify the various sections that constitute front office department of a hotel. 	<ul style="list-style-type: none"> • Differentiate among different sections in front office department on the basis of their location. 	<ul style="list-style-type: none"> • List the sections in front office department. 	Interactive Lecture : <ul style="list-style-type: none"> • Role of different sections that constitute front office department.



				Practical Activity : <ul style="list-style-type: none"> Collect the pictures of different sections in front office department and paste them on a chart.
	Sessions 3 : Front Office Functions			
	<ul style="list-style-type: none"> Identify the functions of front office department in a hotel. 	<ul style="list-style-type: none"> Differentiate among different sections in front office department on the basis of their functions. 	<ul style="list-style-type: none"> List the functions of front office department in a hotel. 	Interactive Lecture : <ul style="list-style-type: none"> Functions of Front Office Department in a hotel. Practical Activity: <ul style="list-style-type: none"> Write the functions of front office department on a chart and give a presentation to the class in group of four each.
	Sessions 4 : Layout of Hotel Lobby			
	<ul style="list-style-type: none"> Evaluate the layout of hotel lobby and its different designs. 	<ul style="list-style-type: none"> Explain the flow of activity in a hotel lobby layout. 	<ul style="list-style-type: none"> Identify different areas of hotel lobby in an unlabelled layout diagram. 	Multimedia presentation : <ul style="list-style-type: none"> Layout of hotel lobbies and their different designs. Practical Activity: <ul style="list-style-type: none"> Prepare a model of hotel lobby with the help of card board and sheets.
Unit - 6	Role of Computers			
Location Class Room, Computer Lab and field study.	Session 1 : Importance of Computers			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	<ul style="list-style-type: none"> Evaluate the importance of computers in hotel operations. 	<ul style="list-style-type: none"> Explain the importance of computers in hotels. 	<ul style="list-style-type: none"> List ten factors which make computers useful in hotel operations. 	Interactive lecture : <ul style="list-style-type: none"> Role of computers and information technology in hotels.



				<p>Practical Activity :</p> <ul style="list-style-type: none">• Visit a nearby hotel and observe the use of computers in different functions and areas of the hotel.
--	--	--	--	---





UNIT 1

COMMUNICATION

Contents

- 1.0 Unit Overview and Description
- 1.1 Introduction
- 1.2 Definition of Communication
- 1.3 Basic Components
- 1.4 The Communication Process
- 1.5 Communication Failure
- 1.6 Types of Communication
- 1.7 Role of Communication in Hospitality Industry
- 1.8 Importance of Communication in Hotel Industry

Session-1

1.0 Unit Overview and Description

This unit is an attempt to provide students, information about communication, basic components and the communication process. It will help to understand the different types of communication and the role of communication in hospitality industry.

Resource Material

Hotel Front Office Training Manual: Sudhir Andrews.

Front Office Management & Operations: Sudhir Andrews.

Front Office Operations & Management: Rakesh Puri.

Hotel Front Office Operations & Management: Jatashankar R. Tiwari.

Front Office Management: Sushil Kumar Bhatnagar.

1.1 Introduction

It is nearly impossible to go through a day without the use of communication. Human Communication is the ability to communicate by using words that separates



human beings from the rest of the animal kingdom. Our verbal ability also enables us to learn from the past—to benefit from the experience of others. Communication is thus a process by which meaning is assigned and conveyed in an attempt to create shared understanding. This process requires a vast repertoire of skills in interpersonal processing, listening, observing, speaking, questioning, analyzing, gestures, and evaluating enables collaboration and cooperation. When human beings lack the ability to communicate, the source of the problem is often a lack of appropriate information.



A number of the hotel's staff speaks English as a second language which limits their ability to communicate and understand instructions, failing to communicate well with guests which may result in lack of confidence among the staff members, find difficulty in processing writing documentation such as e-mails, reports and other documents and lack in confidence to approach guests and so on. So the communication competence of staff has to be impeccable. Beyond guest satisfaction, increase in communication skills also increases employee satisfaction, motivation, team spirit and boosts confidence.

Review Question

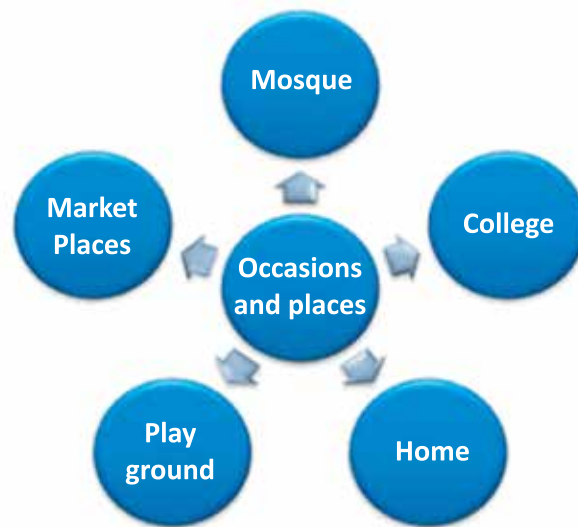
1. Fill in the Blanks :
 - a. _____ is a process by which meaning is assigned and conveyed in an attempt to create shared understanding.
 - b. Human Communication is the ability to communicate by using _____ .

1.2 Definition of Communication

The word communication is derived from a Latin word “communicare”, meaning “to share or exchange ideas and information”. The definition of communication can be defined as transmitting information or exchanging message between two or more person.

It is the activity of conveying meaning through a shared system of signs and semiotic rules. Without communication both individual and business life is not possible, it is

required in business as blood is required for a human life. It cost the organization if not use properly. While communicating one thing we must keep in mind that is the attitude and wording. It is very interesting we observe both the changes. It is observed that the wording (kind of words to be used) and the attitude (polite, harsh etc.) of a person changes as the occasion and place changes.



The communication can be done by using the method of performing word, tone of voice or body language from one to another person. Without communication, other people might don't know what the person wants or what the person wants to say. So, it is important that a good communication process is carried out when there is communication going on.

As far as the definition of communication is concerned it can be defined in many ways and has been defined by many authors such as:

As per the definition of G.G. Brown "Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver".

According to Fred G. Meyer "Communication is the intercourse by words, letters or messages".

Review Question

1. Define Communication.

1.3 Basic Components

The various **communication** situations share some basic components: "A context, a source or sender, a receiver, messages, noise, and channels, or modes."



The exchange and flow of information and ideas from one person to another, it involves a sender and a receiver. The person sending the message is referred to as the sender, while the person receiving the information is called the receiver. Effective communication occurs only if the receiver understands the exact information or idea that the sender intended to transmit. Many of the problems that occur in an organization are the direct result of people failing to communicate. It leads to confusion and can cause good plans to fail.

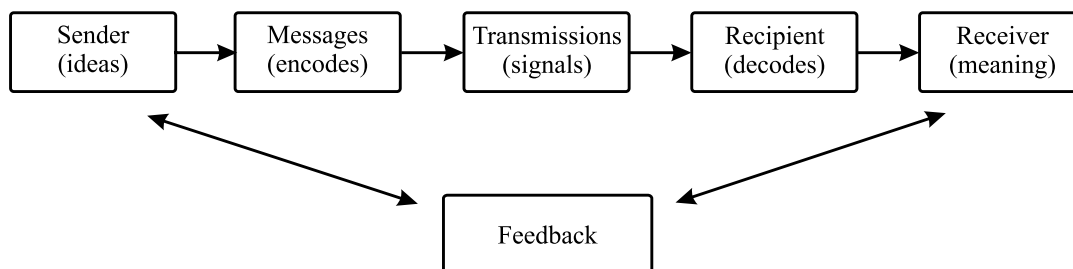
Review Questions

1. Enlist the various basic components of communication.
2. Differentiate between a Sender and Receiver.


1.4 The Communication Process

Studying the communication process is important. It is the chain of understanding that integrates the members of an organization from top to bottom, bottom to top, and side to side. The communication process has involved two parties which are the sender and also the receiver, the message that is used, and also the type of how to transfer the messages. Besides that, the message that is sent by the sender first are usually influenced by the sender's personality which is the background of the sender; the sender education, and also attitude toward the receiver and so on.

Below mentioned is the figure of the process of communication. It helps us in understanding the flow of a successful communication process.



1. **Sender:** In the first element of the communication, it focuses on the sender part which the sender has something to tell other people about the idea or information that came out from his mind. It is very important that the sender sends a clear message and makes the message as simple as possible. This will make the receiver get the message accurately and understand it. The sender chooses the person whom he wants to tell to.
2. **Message:** The physical form of the idea or information conveyed by the sender to the receiver which can be understood through receiver's sensory receptors (hearing, seeing, smelling, feeling, touching).

- 
3. **Encoding/Express Meaning in Word, Symbol:** Encoding is the process by which information is organized into symbols, such as words, pictures or gestures that can be conveyed to receiver. In this element the sender will express the message that he wants to tell to the receiver through word, symbol, tone of voice, or body language.

Besides that, there is few form of communication that the sender can use which is through verbal, nonverbal, written, representative visual and representative aural.

4. **Transmitting Message (tell or write/send):** The role of the transmitter is to impart information, ideas, or feeling to another person. The transmitter subsequently uses a selected form of communication such as writing, speaking, faxing, gesturing, painting or advertising to impart the encoded message to receiver. The sender will transmit the message to the people that he wants to tell to. This can be done by transmitting the message through telling the receiver the message, write the message out to the receiver, or send the message through e-mail to the receiver. While for the most important is, the message sent by the sender must be clear and easy to be understand by others.

During the transmitting of the message, two **elements** will be received: Content and Context.

Content are the actual words or symbols of the message that is known as language – the spoken and written words combined into phrases that make grammatical and semantic sense. We all use and interpret the meanings of words differently, so even simple messages can be misunderstood. And many words have different meanings to confuse the issue even more.

Context is the way the message is delivered and is known as paralanguage – it is the nonverbal elements in speech such as the tone of voice, the look in the sender's eyes, body language, hand gestures, and state of emotions (anger, fear, uncertainty, confidence, etc.) that can be detected.

5. **Receiver:** The receiver is the person or group of persons to whom the message is being sent by the sender in the communication process, it is the responsibility of the receiver to receive and decode the message. The receiver will receive the message by hearing when the sender is telling the message. Besides that, the receiver also can receive the message by reading after the sender wrote down the message.

6. **Decoding/Translate Word, Symbols:** Decoding is the reverse of encoding. It is the process by which the symbols that the transmitter has conveyed to the receiver are interpreted and translated into meaningful information. It is only after decoding that the receiver can respond to the perceived message.

In the sixth element, it is still the receiver part that he or she will translate the word or the symbol that is sent by the sender into the way that the receiver understands.



7. **Feedback/Understanding and Accept Meaning:** In the last element, the task of the receiver is to understand and accept the meaning that the sender had sent to him or her. After the receiver understands the message sent by the sender, the communication process will proceed to the first element again. If the receiver doesn't understand what the sender is telling, it means that the communication process is not successful and the communication fails, the process has to start over again. So, it is important that when the sender is sending the message, he or she must make sure that the message that is sent is clear and easy to be understood by the receiver.

Review Question

1. Differentiate between :
 - a. Encoding and Decoding
 - b. Content and Context

1.5 Communication Failure

It is important to note that there are certain times during the communication process at which communication failures can readily occur. First, if the sender is not careful during the encoding process, he may incorrectly encode the information, ideas, or feelings he intends to transmit. This would result in his transmitting an inaccurate message. The second thing which usually happens is the message received by the last person in line differs markedly from the original phase. The primary reason for this discrepancy is that the message has gone through many transmutations as it has been encoded by each person in the line.

Review Question

1. Write short note on Communication Failure.

Session-2

1.6 Types of Communication

Methods of communication vary, there are different categories of communication. Let's take a look at some of the primary methods.

- **Spoken or Verbal Communication:** Verbal communication is simply sending a message through a spoken language that is understood by both the sender and receiver of the message. Examples of verbal communication include face-to-face talking, listening to a lecture or seminar, and listening to a television or radio program.



- Non-Verbal Communication:** Nonverbal communication describes the process of conveying meaning in the form of non-word messages. Put simply, nonverbal communication is anything besides words. Body language is a form of nonverbal communication that can be used to send a message. A person is pleased or upset can easily be judged by simply looking at his facial expressions, posture and gestures. For example, a flushed face may mean embarrassment, a clinched fist may indicate anger, and the rolling of one's eyes may signal disbelief or annoyance. Examples of nonverbal communication include haptic communication, gestures, actions, body language, facial expression, eye contact, and other aspects of physical appearance.



Speech also contains nonverbal elements known as paralinguage, e.g. rhythm, intonation, tempo, and stress. There are famous sayings supporting this concept such as "It is not what you say, but how you say it" or "actions speak louder than words". Research has shown that up to 55% of human communication may occur through non verbal facial expressions, and a further 38% through paralinguage. Likewise, written texts include nonverbal elements such as handwriting style, spatial arrangement of words and the use of emoticons to convey emotional expressions in pictorial form.

- Written Communication:** Written communication refers to messages that are transmitted to receivers in writing. Message can be sent by the use of symbols

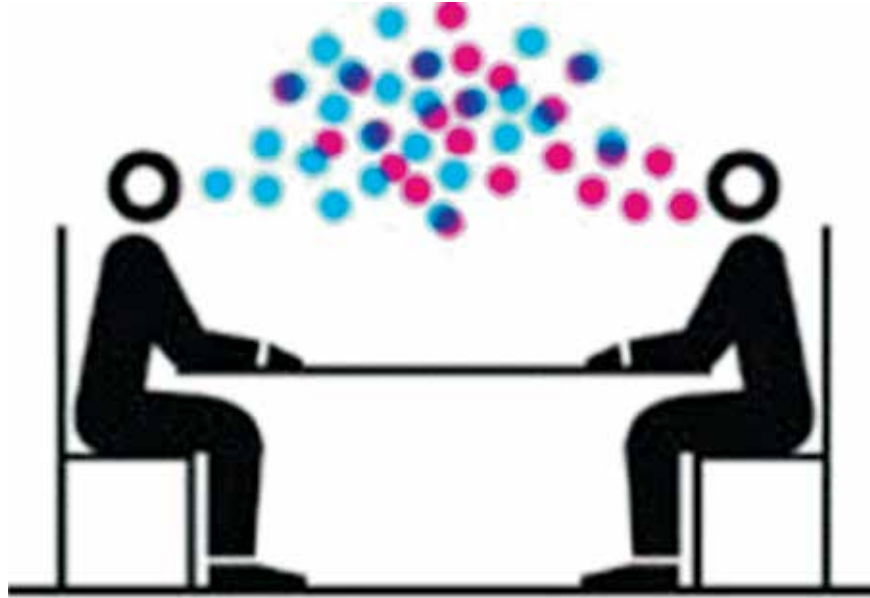


that are understood by both the sender and receiver of the message. Examples of written communication includes letters, e-mails, books, magazines, the Internet or via other media.



Advantages of Written Communication Include

1. **Immediacy and Economical Feasibility** : Message can be communicated quickly to individuals despite their geographical location. E-mail is less expensive than long-distance phone calls and certainly less than travel expenses, especially when a message needs to be conveyed to a large group.
 2. **Efficiency and Accuracy** : Written communication allows for reflection, affording a sender the opportunity to refine a message for correctness.
 3. **Flexibility** : Sender can send a message and the receiver can review it at the time that is convenient for them.
- **Oral Communication:** In any organisation both formally or informally, we communicate more orally than in writing. It is primarily oral communication that builds up human relationships. Oral communication may be face-to-face, by telephone or by video conferencing system in which people will share all sorts of ideas, feelings etc.



- **Intrapersonal Communication:** “Human communication occurs on the intrapersonal, interpersonal, and public levels”. Intrapersonal communication is communicating with yourself. It encompasses such activities as thought processing, personal decision making, listening, and determining self-concept.



- **Interpersonal Communication:** Can be described as communication that takes place between two or more persons who establish a communicative relationship or a small group of individuals, typically in a face-to-face setting, where participants engage in a minimally restricted dialogue with each other.



The reason of using 'minimally restricted' word is because individuals who engage in interpersonal communication share some level of familiarity with each other, making them more likely to self-disclose information, or provide more intimate details than one would with a stranger, for example: Interpersonal communication, essentially, breaks down barriers which people put up to protect themselves. Forms of interpersonal communication include face-to-face or mediated conversations, interviews, and small-group discussions.

- **Public Communication:** It is characterized by a speaker's sending a message to an audience. It may be direct, such as a face-to-face message delivered by a speaker to an audience, or indirect, such as a message relayed over radio or television."



- **Formal Communication:** A formal channel of communication is the means of communication normally controlled by people in positions of authority in an organisation. Communication takes place through the formal channels of the organization structure along the lines of authority established by the management. Such communications are generally in writing and may take any of the forms (policy; manuals: procedures and rule books; memoranda; official

meetings; reports etc). All the reports, records and other forms that supply working information to various parts of an organisation are included in the formal channel of communication. These channels of communication do not function automatically. A good business organisation will ensure that these are carefully planned and designed to its needs. This type of communication can be downward, upward or horizontal.



- a) **Downward Communication :** Occurs when information and messages flow down through an organization's formal chain of command or hierarchical structure. In other words, messages and orders start at the upper levels of the organizational hierarchy and move down toward the bottom levels. Responses to downward communications move up along the same path.



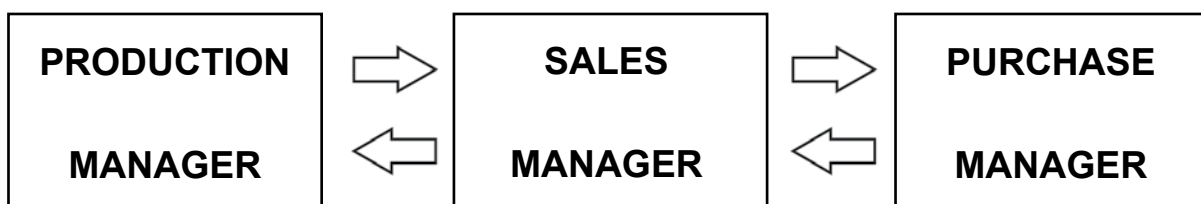
- b) **Upward Communication:** The communication channel which pushes the flow of information upward. It is the process of information flowing from the lower levels



of a hierarchy to the upper levels. This type of communication is becoming more popular in organizations as traditional forms of communication are becoming less popular. Upward communication helps employees to express their requirements, ideas, and feelings. For the top management, upward communication is an important source of information for business decisions. It helps in alerting top management about the requirement of changes in an organisation.



- c) **Horizontal Communication:** The term lateral communication can be used interchangeably as horizontal communication. Horizontal communication is the transmission of information among people at the parallel or same level, position or rank of organizational hierarchy. Horizontal communication is the communication that flows laterally within the organization, involves persons at the same level of the organization. Horizontal communication normally involves coordinating information and allows people with the same or similar rank in an organization to cooperate or collaborate. It decreases misunderstanding between departments working on the same project, thereby increasing efficiency and productivity. It may result in better implementation of top-level decisions because employees on lower levels are permitted to coordinate directly with each other in the implementation of the decision made at the top. It may also increase job satisfaction and motivation by creating more employee empowerment in communication.



HORIZONTAL COMMUNICATION

- **Informal Communication:** Communication arising out of all those channels of communication that fall outside the formal channels is known as informal communication. It is popularly referred to as grapevine. Informal communication does not flow lines of authority as is the case of formal communication. The informal channel of communication is often discouraged or looked down upon in an “organization, and is not officially sanctioned. This is because it runs in all directions irrespective of the formal structure. Informal communication takes place due to the individual needs of the members of an organization and subsists in every organization. Normally, such communication is oral and may be expressed even by simple glance, sign or silence. Informal communication, is implicit, spontaneous multi-dimensional and diverse. It oftenly works in a group of people, i.e. when one person has some information of interest, he passes it on to his informal group and so on.



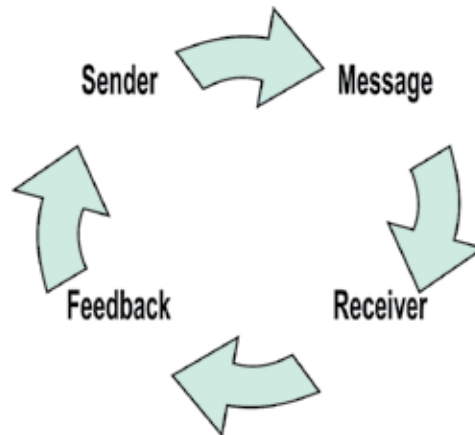
- **One-Way Communication:** In one-way communication, information is transferred in one direction only, from the sender to the receiver. There is not any opportunity for the receiver to give feedback to the sender. One-way communication is linear and limited because it occurs in a straight line from sender to receiver and serves to inform, persuade or command.

SENDER —————> MESSAGE —————> RECEIVER

- **Two-Way Communication:** Two-way communication is a form of transmission in which both parties involved transmit information. It always includes feedback from the receiver to the sender and this allows the sender to know the message has been received accurately.



This chart demonstrates Two-Way Communication and Feedback.



In two-way communication, communication is negotiated. Both sender and receiver listen to each other, gather information and are willing to make changes to work together in harmony. Common forms of two-way communication are: In-person communication, Telephone conversations etc.

Review Question


1. Fill in the Blanks :
 1. Information transferred in one direction only is called _____.
 2. Information flowing from the lower levels of a hierarchy to the upper levels is called _____.
 3. Communicating with yourself is called _____.

Session-3

1.7 Role of Communication in Hospitality Industry

Communication plays an important role not only in daily life, but also in many business industries especially in hospitality industry. It is the most important and the most used of all skills in the hospitality and tourism industry. It has been recognized as the means by which both people and the organization survive. The hospitality industry is highly competitive and the interaction between staff and guests is critical to positive guest experiences. Staff needs to communicate successfully not only with guests but also with other departments.

Managers spend the largest portion of their time in verbal or written communications with their employees or outside parties. Other staff members communicate among themselves, as well as with their managers to give and receive the information that they need to perform their jobs. Incomplete and unorganized information place a



heavy strain on the ability of employees to make sense out of their existence. Their performance of a job depends on having necessary information, having the skills to do a job depends on the quality of communication during the skills acquisition period.

Within the hospitality industry, staff relies on an ever-growing number of communication systems. It is critical to also have access to verification methods to ensure the right staff member receives the right notification in a timely matter. In this new age of electronic communication, one should not forget that effective verbal and non-verbal communication skills should be emphasized and well-executed in the hospitality industry.

Communication skills are important in a hotel regardless of some staff members not being guest-facing. A few hotels spend considerable amount of money on training their staff to interact with the guests. Good communication skills are a learned art and not a natural skill so one should consider training to enhance staff skills.

Good communication skills will help in communicating effectively with guests, colleagues, supervisors and managers, built up confidence among employees in dealing guest complaints, improve guest service, develop employees confidence to approach guests and initiate conversations, improve understanding of instructions from supervisors, better understanding of other departments, accurate documentation, improve moral and a more positive attitude of employees towards their work in the hotel. It also helps in enhancing guest experience as it conveys that employees are listening to their guests, valuing their feedback and conveying clear messages. Apart from communicating with the guests, staff ought to know how to write e-mails. Good communication skills will impress guests which will further prove beneficial to hotel business.

Review Question

1. Briefly explain the role of Communication in the Hospitality Industry.

1.8 Importance of Communication in Hotel Industry

Nowadays, communication is become more important as it is used not only in, our daily life such as usual conversation or studies but also used widely in business purpose. While in hotel industry, communication not only is used between guest and staff, but is also used within the staffs in the organization. Besides that, communication also can be used to train staff in the hotel. If the communication did not go well in both conditions that are stated above, problems will occur and will also cause inconvenience to the hotel. This might bring up the problem of guest complaint or mistake occurring when the operation of the hotel is going on.




Form of Communication

For nowadays, communication can be divided into many forms that we usually will use in daily life such as verbal communication, nonverbal communication, written communication, representative visual and representative aural. While for hotel industry, it also includes all of these forms of communication when facing either with guest or the staff in the organization.

First of all in hospitality industry, **verbal** form is the most common form of communication that is used when facing guest and staff in the hotel. The definition of verbal communication means when the sender talk to the receiver, the sender will directly speak to the receiver face to face or through telephone. For example, the front office staff will communicate with the guest face to face when the guest check in to the hotel. Besides that, verbal communication also occurs when the guest calls up to the front office staff to make a reservation in the hotel.

Nonverbal form of communication, it is also widely used in hotel industry. The meaning of nonverbal communication means the message is sent to receiver directly and indirectly. Directly nonverbal communication means the message is sent through sign or similar gesturing while indirectly nonverbal communication means that the message is sent through expression, physical attitude and so on. For example, the sign board that is used to warn the guest about the wet floor is an example of directly nonverbal communication. When the staff of the hotel sees a guest passing by and smiles to the guest, it is also a type of communication which is indirectly nonverbal communication as the action of smiling to the guest is the meaning of welcome.

While **written** form of communication, it also can be founded in hotel industry. Written form of communication means that the messages are sent through letters, notes, instruction, and book, manual and so on. For example, when a guest leaves a note on the room table for the staff in the hotel, this shows that a written communication has happened.



Apart from that, the usage of **representative visual** also can be found in the hotel industry. Representative visual means that the message is sent through by painting, poster, or advertising display. For example, many hotels will advertise their hotel through newspaper as many people are reading it. This not only can communicate with other people, but also can reach the promotional purpose. It will also attract more people to come into the hotel.

The hospitality industry also uses **representative aural** as one of their communication process. The definition of representative aural can be described as the message shown by musical form, promotional jingle and so on. For example, some hotel will use radio as one of their communication method. Some of the hotels will advertise their hotel when there is some event going on.

Summary

A good communication process has to be carried out successfully in order to make sure that the message is conveyed to the correct person in a correct way. If not, mistake or problem might occur when things are going on. Not only that, misunderstandings will occur and will cause arguing problem to happen. Conflict will also occur if the communication process does not succeed. So, it is necessary to make sure that the communication must go on smoothly. Besides that, when sending a message, the message must be very clear and simple in order to make sure the message is successfully sent to the receiver.

In hospitality industry, it is the skill that is used the most and there are many communications that happen from time to time such as greeting and talking to the guest, attending to guests at the front desk and helping in documentation like menus, bills, reports and other hotel procedures, dealing with guest complaints, co-ordinating between departments, situation handling and so on. Effective communication system is crucial to the success of organization in the hospitality and tourism industry.

Review Question

1. Mention the different forms of Communication used in the hotel industry.

Practical Activity

- Divide students into two groups (for and against) and provide them with any current topic and tell them do discuss the pros and cons of the topic.
- Provide any topic to the students and tell them to speak on it for five minutes.
- Imagine any topic and write 100 words essay.



UNIT 2

GENERAL AWARENESS

Contents

- 2.0 Unit Overview and Description
- 2.1 Introduction
- 2.2 Advantages of Newspaper
- 2.3 Importance of Reading Newspaper
- 2.4 Importance of Reading Newspaper to Front Office Professionals
- 2.5 Conclusion
- 2.6 Airlines and their Codes
- 2.7 Country, Currency & Capital
- 2.8 Indian States and their Capital

Session-1

2.0 Unit Overview and Description

This unit will provide students information about the advantages and importance of reading Newspaper in their daily life and how it is beneficial for front office personnel. It will also make the students to update their knowledge with the international and national information such as airlines and their codes of different countries, their capital and currencies and India's different states and their capital.

Resource Material

Hotel Front Office Training Manual: Sudhir Andrews.

Front Office Management & Operations: Sudhir Andrews.

Front Office Operations & Management: Rakesh Puri.

Hotel Front Office Operations & Management: Jatashankar R. Tiwari.

Front Office Management: Sushil Kumar Bhatnagar.

2.1 Introduction

These days a newspaper is indispensable to life. It is almost the first thing that greets us in the morning. It makes us acquainted what is happening in all parts of the world and for a while allows us to get out of the narrow circle of our personal affairs. The meaning of the of Newspaper is : the word “**NEWS**” **stands for** North, East, West and South and the publication which brings us information from all four directions is known as Newspaper.

A newspaper may be described as a document which is printed and published regularly and consists of news reports, articles, photographs and advertisements which are on large sheets of paper folded together but not permanently joined. Newspapers may be published daily, weekly or every fortnight.



A modern newspaper is a chronicle and an encyclopedia in miniature. It records events that happen. It seeks not only to inform but to interest, to stimulate, and to excite. It is a great way of keeping ourselves updated. Only news keeps us in touch with the milieu in which we live. It gives us the insight to the dynamics that form the environment around us, it be in local or regional or national or international level. Keeping doors shut from news renders us deadwood and leads to isolation from the world around us and ultimately to atrophy.

Review Question

1. Expand “NEWS”.

2.2 Advantages of Newspaper

Newspapers are regarded by economists as a necessity of modern life. With the growth of literacy and the development of the means of communication, they are playing a very important part in society. As a section of the Press, newspapers have the main aims of informing, educating and entertaining the public. It is the best media and it really works for the welfare of the people and for the improvement of the people.



There are Many Advantages of Reading Newspaper Such As:

1. **Convenient Access:** First and foremost everyone does not have an access to personal computers and the internet, but the newspapers reach everyone.
2. **Easy to Carry:** It is very convenient to get access to newspapers. It can be easily bought from many places and easily be carried to any place or anywhere. It can be read in the car, train, bus or airplane and at any time.
3. **Economical:** The cost of the newspaper is very less, it is a cheap and economical reading material. They are printed on newsprint, which is a cheap form of paper. Although it is cheap, it contains a lot of pages and the amount of information provided by it is quite high. By just paying a little amount of money, you can get good amount of information. Therefore, it is in good demand.
4. **Informative:** There are a variety of interesting topics in newspapers appealing to reader of all tastes. Newspapers cover a lot of topics, e.g. international and local news, stories, movies models, food etc. Everyone can choose any topics they like to read.
5. **Repeated References:** Televisions and Internet connections provide news faster than the newspapers, it cannot have the width, breadth and depth of the newspapers and do not provide the comfort of the repeated references at our leisure time.
6. **Comfort to Eyes:** Other sources such as Television, Internet provides information more rapidly but because of the glare, they strain the eyes and sometimes also results in causing many health hazards because of radiations.


Review Question

1. Mention the advantages of reading newspaper.

2.3 Importance of Reading Newspaper

The main conveyor of news is newspaper. Though there are many other sources of news like magazines and books in print media, radio/television channels and internet connections in electronic media, word of mouth, telephone and wireless communications etc, no other source ever could come near the newspaper in importance. Neither the advent of the television nor that of the internet could affect the importance of the newspaper. The reason for this is the width, breadth and the depth of the news provided by the newspaper, its low cost, ease of providing the news at our leisure and the comfort as many times as we desire.

Reading newspaper is a good habit. Newspapers are very important in many ways and it has a lot of benefits:

- 
1. **Provides Information:** They give us lots of information about various matters at various levels that are not available anywhere. Though magazines and books also give lots of information, the scope of the news there is limited to a few selected topics only.
 2. **Information Related to Different Events:** The newspaper is all important these days, newspaper keeps us informed of what is taking place around us. It tells us of political events, sensational events, etc. Even the advertisements have their value.
 3. **Deeper in Sight:** Newspapers give us deeper in sight into the event than television does. Because news programme on television only gives us 30 minutes, they cannot go very deep into the news. But in newspapers you can choose to spend a few minutes or a few hours reading repeatedly a piece of news.
 4. **Newspapers as a Language Teacher:** You have heard many times that if you want to improve your communication skills in English then read newspaper. Yes it is very true because in newspaper there are many terms which are used at social places. It improves vocabulary skills too because as many words you study your vocabulary will get better. So, newspaper is a good teacher, to improve Language skills.



5. **Able to Converse with Others:** Reading a newspaper makes a man fit to participate usefully in a cultivated society. So, much is happening every day that unless we keep ourselves abreast of these changes we cannot adjust ourselves to them or move with the time smoothly and easily.
6. **Newspapers as a Job Portal:** Newspapers do provide job related information. The unemployed can look up the vacancy columns. Jobs which are near to your city then newspapers are the best option because most of the firms announce their jobs opening in newspapers. So, read news papers to get in the touch of all the jobs.
7. **Recent Trends:** Advertisements in newspapers are also very informative and give lots of information about the world around us and the recent trends existing in the society apart from being very entertaining.



8. **Ventilate Grievances:** Newspaper is the best media to ventilate the grievances of the public and form the public opinion.

Review Question

1. “The main conveyor of news is newspaper”. How far do you agree with this statement?


2.4 Importance of Reading Newspaper to Front Office Professionals

Newspaper is an important tool of the learning process for front office professionals.

- **Broaden their Knowledge:** Newspaper plays an extravagant role in educating employees. Front office professionals must read newspapers on daily basis. It contains lots of general knowledge in it. It broaden their knowledge and keep abreast of the recent developments in various fields, be it in politics, economics, science, sports or art and culture. Employees can get a complete source of general knowledge from it.



- **Lots of Information:** A great deal of information is supplied by the newspapers. Newspaper carries lots of information encompassing current affairs, politics, sports, science and technology, education, health, medicine, industry and the share market. Information can be received anywhere at any time of the day through newspapers. Important decisions of law courts are published for the benefit of his own liking. Commercial news is published for the businessmen.
- **Current World Affairs:** Newspapers keep us in touch with the current world affairs. They are the world's mirror. The 'World' section of the newspaper covers news about the happenings all around the globe. It extends the bounds of staff knowledge and makes them feel that they are a part of a living world. The leading newspapers are in touch with the different part of the world through certain press agencies. They supply them news from every part of the world. There are many other sections like Sports, Entertainment and Business which are equally important and keep employees updated and help them to answer guest queries related to different topics.

- 
- **Nation Happenings:** Newspaper contains pages which tell about our nation and include all the happenings in Parliament and Lok Sabha and many more. The 'Nation' pages bring us news even from the most remote parts of the country. The readers of the newspaper can know many important incidents happening throughout the world or nation by sitting in their house.
 - **City News:** Newspaper reading is a personal interest or hobby but necessary to be read by everyone. The newspaper gives us the information about the day to day happenings in our city or town in the first few pages. Without it we cannot know the important news even of our own town or village. It helps us to inform guests about the functions and events taking place in the city or in the vicinity of the city.
 - **Newspapers Provide Reports on Both Local News and Foreign News:** They provide news on crime, natural disasters, wars, the stock exchange, foreign exchange rates, sports, the weather and many other issues. These news are important in the lives of many people including the guests. Newspapers also give information on current and existing laws, rules, regulations and bye-laws.
 - **New Products:** Newspapers provide advertisement on various forms of entertainment with venue, date and time. The advertisements existing in the newspaper keep employees updated about new products and offers in the market. It helps the employees to judge the competition existing in the market. Through advertisements in the newspaper, information can be obtained by guests on types of goods or services one wants to buy and where they are available or located.
 - **Important Informal Education:** Reading newspaper everyday is must for employees for growth and enlightenment irrespective of their interaction with guest or not. Reading newspaper everyday is highly educational, and an important informal education. Front office personnel can ignore this important function of the life at own peril.
 - **Improves Language Skills:** One can sharpen one's communication skills, (i.e. reading and writing) by reading newspaper. It automatically improves one's language skills. News items and articles are written by learned and intelligent people. They know how to use language as an efficient tool for expression and communication. Precision and meticulous use of words and expressions comes naturally to them. One can imbibe these qualities easily by paying attention to language and style while going through news items and articles in a newspaper.
 - **Enhances Vocabulary:** By reading newspaper regularly at an appointed time reading and comprehension abilities get enhanced. The more one reads, new words and expressions reveal their meaning to the reader's mind. Automatically the vocabulary gets enriched and the language becomes richer, fluent and more expressive.



- **Detailed Insight:** As papers contain news and information related to multiple issues, employees get a detailed insight about the world around by reading it.
- **Disseminating Good Ideas:** Regular readers of a newspaper makes employees more intelligent, alert and better informed than normal person. Newspapers help us in disseminating good ideas.
- Newspapers are a treasure trove of information for front office employees. Knowledge coupled with good expression sets the stage for success in any guest handling situations.
- Employees learn new or unfamiliar words, expressions and spelling which add up to their vocabulary.
- Newspapers provide topics that Employees may use in their conversations with their guests.
- The employees are educated on social, political and economic issues when they read articles in the newspapers.
- Newspapers educate Employees on the opinions and feelings of people in the world on various issues.
- Newspapers educate Employees about new inventions, discoveries and developments in Science, Technology, Health and Diseases.
- When employees read newspapers, they learn about different styles of writing.
- Employees who read newspaper regularly improve their reading in terms of fluency and speed as they become familiar with a lot of words.

Review Question

1. Enlist any five points why Front office Professional should read newspaper.

2.5 Conclusion

We cannot imagine a world without newspapers. In view of the great importance of newspapers, everyone should be encouraged to read newspaper. They tell us what is happening around us. For a busy man, it is hardly possible to read everything that it contains. One man is interested in politics, another in sports. These are matters of personal preference. But generally, it is necessary for all alike to read the progress that is being made from day to day in the affairs of the country and in the affairs of the world. All the youth are invited to the educative world of newspapers. It is also good to remember that the newspaper is a highly organized industry today. Reading newspaper is of high importance and indispensable. A critical and independent readership alone can bring the owner to heel, whenever necessary. So, read newspaper and become an enlightened and intelligent citizen. In short newspaper play vital role in our life. Let us cultivate the habit of reading newspapers.

Reading newspaper everyday is a very good habit. If people spend at least ten minutes on reading newspaper everyday it will increase their communication skills and general knowledge. Everyone should devote some of their time in reading newspapers as it is beneficial for them only.

2.6 Airlines and their Codes



A

- JP Adria Airways
- RE Aer Arann Express
- EI Aer Lingus
- JR Aero California
- SU Aeroflot Airlines
- AR Aerolineas Argentinas
- 31 Aerolineas Del Sur
- AM Aeromexico
- VH Aeropostal
- AH Air Algerie
- AB Air Berlin
- ED Air Blue



- BP Air Botswana Pty.
- 2J Air Burkina
- TY Air Caledonie
- SB Air Caledonie International
- AC Air Canada
- TX Air Caraibes
- UP Air Charter Bahamas
- CA Air China
- EN Air Dolomiti
- RQ Air Engiadina
- UX Air Europa
- PC Air Fiji
- AF Air France
- AI Air India
- VU Air Ivoire
- JM Air Jamaica
- UL Air Lanka
- MD Air Madagascar
- QM Air Malawi
- KM Air Malta
- MK Air Mauritius
- ZV Air Midwest Inc.
- 9U Air Moldova
- SW Air Namibia
- NZ Air New Zealand
- EL Air Nippon
- PX Air Niugi



- TL Air North Airlines
- FJ Air Pacific
- A7 Air Plus Comet Airlines
- GZ Air Rarotonga
- WB Air Rwanda
- 6O Air Satellite
- V7 Air Senegal
- HM Air Seychelles
- YI Air Sunshine Inc.
- TN Air Tahiti Nui
- TC Air Tanzania
- 8T Air Tendi
- TS Air Transat
- PS Air Ukraine International
- NF Air Vanuatu
- 6V Air Vegas
- ZW Air Wisconsin
- UM Air Zimbabwe
- FO Airlines of Tasmania
- 4Z Airlink Pty.
- FL AirTran Airways
- AS Alaska Airlines
- LV Albanian Airlines
- AZ Alitalia
- NH All Nippon Airways
- AQ Aloha Air
- HP America West Airlines

- 
- AA American Airlines
 - TZ American Trans Air
 - JH Amerijet International Inc.
 - ZE Arcus Air Logistic
 - FG Ariana Afghan Airlines
 - IZ Arkia Israeli Airlines
 - R7 Aserca Airlines
 - OZ Asiana Airlines
 - RC Atlantic Air Transport
 - 2N Atlantic Airlines
 - EV Atlantic Southeast Airlines Inc.
 - 5Y Atlas Air
 - KK Atlasjet Airlines
 - OS Austrian Air Services
 - AV Avianca

B

- UP Bahamas Air
- PG Bangkok Airways
- JV Bearskin Lake Air Service
- CH Bemidji Airlines
- BG Biman Bangladesh Airlines
- NT Binter Canarias
- DB Brit Air
- BY Britannia Airways
- BA British Airways
- BS British International Helicopters
- BD British Midland



- SN Brussels Airlines

- FB Bulgaria Air

C

- MO Calm Air International

- 5T Canadian North

- C6 Canjet Airlines

- 9K Cape Air

- BW Caribbean Airlines

- V3 CarpatAir

- CX Cathay Pacific Airways

- KX Cayman Airways

- XK CCM Airlines

- 9M Central Mountain Air

- OP Chalk's International Airways

- CI China Airlines

- MU China Eastern Airlines

- CZ China Southern Airline

- QI Cimber Air

- 9L Colgan Air

- OH Comair Inc.

- DE Condor Flugdienst

- CO Continental Airlines

- CM Copa Airlines

- SS Corsair

- OU Croatia Airlines

- CU Cubana Airlines

- CY Cyprus Airways



- YK Cyprus Turkish Airlines
- OK Czech Airlines

D

- DL Delta Airlines
- 7D DonbassAero
- KA Dragonair (Hong Kong Dragon Airlines)
- 9H Dutch Antilles Express

E

- T3 Eastern Airways
- MS Egyptair
- LY El Al Israel Airlines
- EK Emirates Airlines
- EM Empire Airlines
- 7H ERA Aviation
- OV Estonian Air
- ET Ethiopian Airlines
- BR EVA Airways Corporation

F

- EF Far Eastern Air Transport Corporation
- AY Finnair
- 7F FirstAir
- BE Flybe
- F9 Frontier Airlines
- 2F Frontier Flying Service

G

- GC Gambia International Airlines

- GA Garuda Indonesia
- GB Great Barrier Airlines
- ZK Great Lakes Airlines
- GF Gulf Air Company G.S.C.
- 3M Gulfstream Intl Airlines

H

- H6 Hageland Aviation Services Inc.
- HU Hainan Airlines
- HA Hawaiian Airlines
- YO Heli Air Monaco
- DU Hemus Air
- QX Horizon Air

I

- IB Iberia Airlines
- FI Icelandair
- 6U ICL Express
- IC Indian Airlines
- I9 Indigo
- IR Iran Air
- WP Island Air

J

- LN Jamahiriya Libyan Arab Airlines
- 3X Japan Air Commuter
- JL Japan Airlines
- EG Japan Asia Airways
- NU Japan Transocean Air

- JU JAT Jugoslovenski Aerotransport
- 9W Jet Airways
- B6 JetBlue Airways
- JQ Jetstar Airways

K

- KD KD Avia
- KQ Kenya Airways
- IT Kingfisher Airlines
- KL KLM Airlines
- WA KLM City Hopper B.V.
- KE Korean Air
- KU Kuwait Airways Corporation

L

- JF L.A.B. Flying Service Inc.
- LT L.T.U. International Airways
- LB LAB - Lloyd Aereo Boliviano
- WJ Labrador Airways
- TE LAL
- TM LAM - Linhas Aereas de Mocambique
- XL Lan Ecuador
- LP Lan Peru
- QV Lao Airlines
- LI LIAT
- LN Libyan Arab Airlines
- P8 Linhas Aereas
- LO LOT Polish Airlines
- LT LTU International Airlines

- HE Luftfahrt Gesellschaft
- LH Lufthansa Airlines
- LG Luxair

M

- MH Malaysia Airlines
- MA Malev Hungarian Airlines
- RI Mandala Airlines
- AE Mandarin Airlines
- MP Martinair Holland
- MW Maya Airways
- ME MEA - Middle East Airlines
- IG Meridiana
- YV Mesa Airlines
- XJ Mesaba Airlines
- MX Mexicana
- ME Middle East
- YX Midwest Airlines
- ZB Monarch Airways
- YM Montenegro Airlines

N

- 9K Nantucket Airlines
- RA Nepal Airways
- EJ New England Airlines
- HG Niki
- NA North American Airlines
- HW North Wright Air
- NW Northwest Airlines Inc.



O

- OA Olympic Airways
- WY Oman Air
- ON Our Airline

P

- BL Pacific Airlines
- 8P Pacific Coast Airlines
- LW Pacific Wings
- PK Pakistan International Airways
- PA Pan America
- HI Papillon Airways
- KS Penair
- UW Perimeter Airlines
- PR Philippine Airlines
- PU Pluna
- LO Polish Air-Lot
- PH Polynesian Airlines
- NI Portugalia
- PW Precision Airlines
- FB Provincial Airways

Q

- QF Qantas Airways
- QR Qatar Airways

R

- AT Royal Air Maroc
- QN Royal Airlines



- BI Royal Brunei Airlines
- RJ Royal Jordanian
- RD Ryan International Airways
- FR Ryanair

S

- S7 S7
- SN Sabena Belgian World Airlines
- 9N Satena
- SV Saudi Arabian Airline
- SK Scandinavian Airlines
- YR Scenic Airlines Inc.
- FM Shanghai Airlines
- ZH Shenzhen Airlines
- S5 Shuttle America
- FT Siem Reap Airways
- MI Silk Air
- SQ Singapore Airlines
- RU SkyKing Turks and Caicos Airways
- QS Smartwings Airlines
- IE Solomon Airlines
- SA South African Airways
- YG South Airlines
- DG South East Asian Airlines (SEAIR)
- WN Southwest Airlines
- JK Span Air
- NK Spirit Airlines
- UL Sri Lankan

- NB Sterling Airways A/S
- EZ Sun - Air of Scandinavia
- SY Sun Country Airlines
- XQ Sun Express
- PY Surinam Airways
- SR Swissair

T

- VR TACV Cabo Verde Airlines
- PZ TAM
- EQ TAME
- TP TAP - Air Portugal
- RO TAROM
- T2 Thai Air
- TG Thai Airways International
- TL TMA Cargo
- GE Trans Asian Airways
- PM Tropic Air
- TU Tunis Air
- TK Turkish Airlines
- OS Tyrolean Airways

U

- PS Ukraine Intl Airlines
- UA United Airlines
- US US Airways
- U7 USA Jet Airlines

V

- RG Varig
- VN Vietnam Airlines
- VX Virgin Air Inc.
- VS Virgin Atlantic Airways
- VG VLM Airlines

W

- PT West Air Sweden
- WS WestJet Airlines
- K5 Wings of Alaska
- WO World Airways

X

- XP Xtra Airways

Y

- IY Yemenia

Review Question

1. Match the Following:

a.	SQ	Sri Lankan
b.	QR	Indian Airlines
c.	MH	Singapore Airlines
d.	IC	Qatar Airways
e.	UL	Malaysia Airways




Session-2

2.7 Country, Currency & Capital



Sr. No.	Country	Currency	Capital
1.	Afghanistan	Afghani	Kabul
2.	Albania	Lek	Tirane
3.	Algeria	Dinar	Algiers
4.	Andorra	Euro	Andorra la Vella
5.	Angola	New Kwanza	Luanda
6.	Antigua and Barbuda	East Caribbean dollar	Saint John's
7.	Argentina	Peso	Buenos Aires
8.	Armenia	Dram	Yerevan
9.	Australia	Australian dollar	Canberra
10.	Austria	Euro	Vienna
11.	Azerbaijan	Manat	Baku
12.	The Bahamas	Bahamian dollar	Nassau
13.	Bahrain	Bahrain dinar	Manama
14.	Bangladesh	Taka	Dhaka
15.	Barbados	Barbados dollar	Bridgetown
16.	Belarus	Belorussian ruble	Minsk
17.	Belgium	Euro (formerly Belgian franc)	Brussels



Sr. No.	Country	Currency	Capital
18.	Belize	Belize dollar	Belmopan
19.	Benin	CFA Franc	Porto-Novo
20.	Bhutan	Ngultrum	Thimphu
21.	Bolivia	Boliviano	La Paz (administrative), Sucre (judicial)
22.	Bosnia and Herzegovina	Marka	Sarajevo
23.	Botswana	Pula	Gaborone
24.	Brazil	Real	Brasilia
25.	Brunei	Brunei dollar	Bandar Seri Begawan
26.	Bulgaria	Lev	Sofia
27.	Burkina Faso	CFA Franc	Ouagadougou
28.	Burundi	Burundi franc	Bujumbura
29.	Cambodia	Riel	Phnom Penh
30.	Cameroon	CFA Franc	Yaounde
31.	Canada	Canadian dollar	Ottawa
32.	Cape Verde	Cape Verdean escudo	Praia
33.	Central African Republic	CFA Franc	Bangui
34.	Chad	CFA Franc	N'Djamena
35.	Chile	Chilean Peso	Santiago
36.	China	Yuan/Renminbi	Beijing
37.	Colombia	Colombian Peso	Bogota
38.	Comoros	Franc	Moroni
39.	Republic of the Congo	CFA Franc	Brazzaville
40.	Democratic Republic of the Congo	Congolese franc	Kinshasa
41.	Costa Rica	Colón	San Jose
42.	Cote d'Ivoire	CFA Franc	Yamoussoukro (official), Abidjan (de facto)
43.	Croatia	Kuna	Zagreb



Sr. No.	Country	Currency	Capital
44.	Cuba	Cuban Peso	Havana
45.	Cyprus	Cyprus pound	Nicosia
46.	Czech Republic	Koruna	Prague
47.	Denmark	Krone	Copenhagen
48.	Djibouti	Djibouti franc	Djibouti
49.	Dominica	East Caribbean dollar	Roseau
50.	Dominican Republic	Dominican Peso	Santo Domingo
51.	East Timor (Timor-Leste)	U.S. dollar	Dili
52.	Ecuador	U.S. dollar	Quito
53.	Egypt	Egyptian pound	Cairo
54.	El Salvador	Colón; U.S. dollar	San Salvador
55.	Equatorial Guinea	CFA Franc	Malabo
56.	Eritrea	Nakfa	Asmara
57.	Estonia	Kroon	Tallinn
58.	Ethiopia	Birr	Addis Ababa
59.	Fiji	Fiji dollar	Suva
60.	Finland	Euro (formerly markka)	Helsinki
61.	France	Euro (formerly French franc)	Paris
62.	Gabon	CFA Franc	Libreville
63.	The Gambia	Dalasi	Banjul
64.	Georgia	Lari	Tbilisi
65.	Germany	Euro (formerly Deutsche mark)	Berlin
66.	Ghana	Cedi	Accra
67.	Greece	Euro (formerly drachma)	Athens
68.	Grenada	East Caribbean dollar	Saint George's
69.	Guatemala	Quetzal	Guatemala City
70.	Guinea	Guinean franc	Conakry
71.	Guinea-Bissau	CFA Franc	Bissau
72.	Guyana	Guyanese dollar	Georgetown



Sr. No.	Country	Currency	Capital
73.	Haiti	Gourde	Port-au-Prince
74.	Honduras	Lempira	Tegucigalpa
75.	Hungary	Forint	Budapest
76.	Iceland	Icelandic króna	Reykjavik
77.	India	Rupee	New Delhi
78.	Indonesia	Rupiah	Jakarta
79.	Iran	Rial	Tehran
80.	Iraq	Iraqi Dinar	Baghdad
81.	Ireland	Euro (formerly Irish pound [punt])	Dublin
82.	Israel	Shekel	Jerusalem
83.	Italy	Euro (formerly known as lira)	Rome
84.	Jamaica	Jamaican dollar	Kingston
85.	Japan	Yen	Tokyo
86.	Jordan	Jordanian dinar	Amman
87.	Kazakhstan	Tenge	Astana
88.	Kenya	Kenya shilling	Nairobi
89.	Kiribati	Australian dollar	Tarawa Atoll
90.	North Korea	Won	Pyongyang
91.	South Korea	Won	Seoul
92.	Kosovo	Euro (German Mark prior to 2002)	Pristina
93.	Kuwait	Kuwaiti dinar	Kuwait City
94.	Kyrgyzstan	Som	Bishkek
95.	Laos	New Kip	Vientiane
96.	Latvia	Lats	Riga
97.	Lebanon	Lebanese pound	Beirut
98.	Lesotho	Maluti	Maseru
99.	Liberia	Liberian dollar	Monrovia
100.	Libya	Libyan dinar	Tripoli
101.	Liechtenstein	Swiss franc	Vaduz



Sr. No.	Country	Currency	Capital
102.	Lithuania	Litas	Vilnius
103.	Luxembourg	Euro (formerly Luxembourg franc)	Luxembourg
104.	Macedonia	Denar	Skopje
105.	Madagascar	Malagasy franc	Antananarivo
106.	Malawi	Kwacha	Lilongwe
107.	Malaysia	Ringgit	Kuala Lumpur
108.	Maldives	Rufiya	Male
109.	Mali	CFA Franc	Bamako
110.	Malta	Maltese lira	Valletta
111.	Marshall Islands	U.S. Dollar	Majuro
112.	Mauritania	Ouguiya	Nouakchott
113.	Mauritius	Mauritian rupee	Port Louis
114.	Mexico	Mexican peso	Mexico City
115.	Federated States of Micronesia	U.S. Dollar	Palikir
116.	Moldova	Leu	Chisinau
117.	Monaco	Euro	Monaco
118.	Mongolia	Tugrik	Ulaanbaatar
119.	Montenegro	Euro	Podgorica
120.	Morocco	Dirham	Rabat
121.	Mozambique	Metical	Maputo
122.	Myanmar (Burma)	Kyat	Rangoon (Yangon); Naypyidaw or Nay Pyi Taw (administrative)
123.	Namibia	Namibian dollar	Windhoek
124.	Nauru	Australian dollar	No official capital; Government Offices in Yaren District
125.	Nepal	Nepalese rupee	Kathmandu
126.	Netherlands	Euro (formerly guilder)	Amsterdam; The Hague (Seat of Government)



Sr. No.	Country	Currency	Capital
127.	New Zealand	New Zealand dollar	Wellington
128.	Nicaragua	Gold cordoba	Managua
129.	Niger	CFA Franc	Niamey
130.	Nigeria	Naira	Abuja
131.	Norway	Norwegian krone	Oslo
132.	Oman	Omani rial	Muscat
133.	Pakistan	Pakistani rupee	Islamabad
134.	Palau	U.S. dollar	Melekeok
135.	Panama	Balboa; U.S. dollar	Panama City
136.	Papua New Guinea	Kina	Port Moresby
137.	Paraguay	Guaraní	Asuncion
138.	Peru	Nuevo sol (1991)	Lima
139.	Philippines	Peso	Manila
140.	Poland	Zloty	Warsaw
141.	Portugal	Euro (formerly escudo)	Lisbon
142.	Qatar	Qatari riyal	Doha
143.	Romania	Leu	Bucharest
144.	Russia	Ruble	Moscow
145.	Rwanda	Rwanda franc	Kigali
146.	Saint Kitts and Nevis	East Caribbean dollar	Basseterre
147.	Saint Lucia	East Caribbean dollar	Castries
148.	Saint Vincent and the Grenadines	East Caribbean dollar	Kingstown
149.	Samoa	Tala	Apia
150.	San Marino	Euro	San Marino
151.	Sao Tome and Principe	Dobra	Sao Tome
152.	Saudi Arabia	Riyal	Riyadh
153.	Senegal	CFA Franc	Dakar
154.	Serbia	Yugoslav new dinar. In Kosovo both the euro and the Yugoslav dinar are legal	Belgrade
155.	Seychelles	Seychelles rupee	Victoria



Sr. No.	Country	Currency	Capital
156.	Sierra Leone	Leone	Freetown
157.	Singapore	Singapore dollar	Singapore
158.	Slovakia	Koruna	Bratislava
159.	Slovenia	Slovenian tolar; euro (as of 1/1/07)	Ljubljana
160.	Solomon Islands	Solomon Islands dollar	Honiara
161.	Somalia	Somali shilling	Mogadishu
162.	South Africa	Rand	Pretoria (administrative); Cape Town (legislative); Bloemfontein (judiciary)
163.	South Sudan	Sudanese Pound	Juba
164.	Spain	Euro (formerly peseta)	Madrid
165.	Sri Lanka	Sri Lanka rupee	Colombo; Sri Jayewardenepura Kotte (legislative)
166.	Sudan	Dinar	Khartoum
167.	Suriname	Surinamese dollar	Paramaribo
168.	Swaziland	Lilangeni	Mbabane
169.	Sweden	Krona	Stockholm
170.	Switzerland	Swiss franc	Bern
171.	Syria	Syrian pound	Damascus
172.	Taiwan	Taiwan dollar	Taipei
173.	Tajikistan	somoni	Dushanbe
174.	Tanzania	Tanzanian shilling	Dar es Salaam; Dodoma (legislative)
175.	Thailand	Baht	Bangkok
176.	Togo	CFA Franc	Lome
177.	Tonga	Pa'anga	Nuku'alofa
178.	Trinidad and Tobago	Trinidad and Tobago dollar	Port-of-Spain



Sr. No.	Country	Currency	Capital
179.	Tunisia	Tunisian dinar	Tunis
180.	Turkey	Turkish lira (YTL)	Ankara
181.	Turkmenistan	Manat	Ashgabat
182.	Tuvalu	Australian dollar	Vaiaku village, Funafuti province
183.	Uganda	Ugandan new shilling	Kampala
184.	Ukraine	Hryvnia	Kyiv
185.	United Arab Emirates	U.A.E. dirham	Abu Dhabi
186.	United Kingdom	Pound sterling	London
187.	United States of America	Dollar	Washington D.C.
188.	Uruguay	Uruguay peso	Montevideo
189.	Uzbekistan	Uzbekistani som	Tashkent
190.	Vanuatu	Vatu	Port-Vila
191.	Vatican City (Holy See)	Euro	Vatican City
192.	Venezuela	Bolivar	Caracas
193.	Vietnam	Dong	Hanoi
194.	Yemen	Rial	Sanaa
195.	Zambia	Kwacha	Lusaka
196.	Zimbabwe	Zimbabwean dollar	Harare

Review Question

1. Mention the currencies and capital of the following countries:
 - a. U.S.A
 - b. Zimbabwe
 - c. Saudi Arabia
 - d. Switzerland
 - e. New Zealand
 - f. South Africa
 - g. Italy



Session-3

2.8 Indian States and their Capital



Sr. No.	States	Capitals
1.	Andhra Pradesh	Amravati
2.	Arunachal Pradesh	Itanagar
3.	Assam	Dispur
4.	Bihar	Patna
5.	Chhattisgarh	Raipur
6.	Goa	Panaji



Sr. No.	States	Capitals
7.	Gujarat	Gandhinagar
8.	Haryana	Chandigarh
9.	Himachal Pradesh	Shimla
10.	Jammu & Kashmir	Srinagar
11.	Jharkhand	Ranchi
12.	Karnataka	Bengaluru
13.	Kerala	Thiruvananthapuram
14.	Madhya Pradesh	Bhopal
15.	Maharashtra	Mumbai
16.	Manipur	Imphal
17.	Meghalaya	Shillong
18.	Mizoram	Aizawl
19.	Nagaland	Kohima
20.	Odisha	Bhubaneswar
21.	Punjab	Chandigarh
22.	Rajasthan	Jaipur
23.	Sikkim	Gangtok
24.	Tamil Nadu	Chennai
25.	Telangana	Hyderabad
26.	Tripura	Agartala
27.	Uttar Pradesh	Lucknow
28.	Uttarakhand	Dehradun
29.	West Bengal	Kolkata
Union Territories		
1.	Andaman and Nicobar Island	
2.	Chandigarh	
3.	Dadra and Nagar Haveli	
4.	Daman and Diu	
5.	Delhi	
6.	Lakshadweep	
7.	Puducherry	



Summary

It is very essential for front office personnel to have national and international information such as knowledge about different states, airlines and their codes, and currency and capital of different countries. By having all these information employees feel confident and can easily handle different guest queries.

Review Question

1. Mention the Capitals of below mentioned States:
 - a. Tamil Nadu
 - b. Uttarakhand
 - c. Assam
 - d. Himachal Pradesh
 - e. Goa
 - f. Kerala
 - g. Andhra Pradesh
 - h. Rajasthan
 - i. Maharashtra
 - j. Manipur

Practical Activity

- Collect Newspaper cuttings and prepare a collage on Tourism and Hotels.
- Show Flags of different nation to the students and ask them to identify.
- Provide Newspaper to students and tell them to read an article.

UNIT 3

GROOMING AND HYGIENE

Contents

- 3.0 Unit Overview and Description
- 3.1 Introduction
- 3.2 Grooming Standards for Hospitality Professionals
- 3.3 Grooming Standards for Men
- 3.4 Grooming Standards for Ladies
- 3.5 Importance of Grooming in Hospitality Industry
- 3.6 Hygiene
- 3.7 Hygiene Standards
- 3.8 Importance of Good Hygiene

Session-1

3.0 Unit Overview and Description

This unit will make the students to comprehend the importance of Personal Hygiene and what role does grooming plays in Hotel Industry and one's life. It will help in understanding the basic grooming specifications for men and women both.

Resource Material

Hotel Front Office Training Manual: Sudhir Andrews.

Front Office Management & Operations: Sudhir Andrews.

Front Office Operations & Management: Rakesh Puri.

Hotel Front Office Operations & Management: Jatashankar R. Tiwari.

Front Office Management: Sushil Kumar Bhatnagar.



3.1 Introduction

In hospitality industry employees' appearance must appeal to everyone. Every person desires to look good. He or she spends a lot of time trying to look his or her best. An attractive physical appearance enhances personality. It is an added advantage to employees. A physically attractive person, who is well-groomed, can impress people. Employees must present themselves in a tidy appearance toward guests and represent highest standards of service. They must also take a note of the other aspects of their personal hygiene, such as body odour, prevention of bad breath etc. As employees are face of the hotel they reflect the standards of the hotel to guests. Senior staff must do the periodic personal grooming check of the employees to ensure grooming is meeting the standards of their job. For front desk agents and servers, for instance, it's paramount to wear clean and well-pressed uniforms or attire at all times. Guest can question hotel service standards, if employees appear rumpled and not quite clean.

Review Question

1. True or False :
 - a. In hospitality industry employees' appearance do not matter.
 - b. An attractive physical appearance enhances personality.
 - c. Employees are face of the hotel and they reflect the standards of the hotel.

3.2 Grooming Standards for Hospitality Professionals

Grooming is essential to hotel business as employees are 'the face' of the hotel. All staff must adhere to grooming standards, and not deviate from them. By Grooming we mean "Care for one's personal appearance, hygiene, and clothing".

Grooming is much more than keeping clean and putting on a fresh set of clothes every day. It's all about positive attitude, a disposition, and a positive sense of self that radiates from within. Most important, it is what can mark the difference between languishing in a dead end restaurant or hospitality job and promotion to a position of increasing responsibility and reward.



One core component hospitality industry must have is a professional, neat and clean appearance that appeals to everyone. Grooming requirements will vary between men and women, it is important that both look clean and presentable while they are on the job. It is very essential that all employees know the dress code, and must have clear outline of what is expected of them. Proper guidelines must be given to both men and women that dictate appropriate hairstyles, accessories, uniform and shoes. When employees feel good and look good, it augurs well for the industry.

Review Questions

1. Define Grooming.
2. Does Grooming is essential to hotel business? Explain.
3. "Hospitality Industry must have professionals in neat and clean appearance" Do you agree with this statement?

3.3 Grooming Standards for Men

To achieve the best groomed look below is enlisted a list of standards, which need to be followed by all Gentlemen, working at any level in the hotel/restaurant.



Hair

1. Hair must be cut and tapered, so that it does not touch beyond, or cover any parts of the ears.
2. Hair should not touch the collar line of shirt.



3. Conservative and well maintained, short neatly cut.
4. Sides not covering the ears.
5. Should not fall on forehead.
6. Should be neatly styled and pulled back from the face.
7. Neatly combed, and not permed.
8. Non-oily appearance.
9. Avoid excessive use of hairsprays and gels, as they can make the hair look stiff and unnatural.
10. Only conservative hairstyle permitted.
11. Use of hair colour, bleached hair not permitted.
12. No long sideburns.
13. Sideburns should be neatly trimmed and may not extend beyond the middle of the earlobe.
14. Brush hair before going on duty.
15. Every day shaving needs to be done.
16. Beard only permitted as part of religious sentiments.
17. Moustaches neatly trimmed.
18. Moustaches should not cover upper lip.
19. Proper care of hair and beard should be taken by Sikh employees and must wear turban while on duty.
20. Mild Aftershave and mild deodorant should be used to keep body odour fresh and natural.

Nails

1. Fingernails must be clean and presentable all times.
2. Nails should be trimmed, filed and well maintained.
3. Clean and dirt free.
4. No nicotine, carbon or ink stains on the fingers.



Accessories Guideline

1. Only one simple ring on each hand is permitted.
2. Wearing rings is prohibited for food handler.
3. Earrings for men are unacceptable.
4. No chains, bracelets or bands (Excepts for Religious Reasons).
5. Watches should be conservative and not flashy or too large.
6. Leather strap should either be black, brown or tan.
7. Metallic strap should be gold or silver.
8. Spectacles should have plain glass, without chromatic effects and the design and look of Spectacles should be conservative and simple.
9. Not allowed to have any sort of tattoos in visible parts of body.





Uniform

1. Uniforms should always be fresh, well ironed, immaculate and spotless.
2. Always wear a Vest. (Cut Banyans).
3. Light colour formal shirt, full sleeves.
4. Shirts must be well laundered, with clean collar and cuffs.
5. Shirts must be inserted inside properly, while on duty or in work premises.
6. Formal trouser, front creased.
7. Matching Tie.
8. Change uniform regularly at Housekeeping Linen Room.



9. Cuffs and Collars to be stain free and clean.
10. Clean pressed uniforms must be worn with neatly brushed hair, polished shoes, clean name badge and no buttons missing.
11. No Loose threads or broken buttons.
12. Contact Housekeeping Uniform Linen Room if buttons are missing.
13. Contact HR Department if name badge is damaged or lost.
14. The socks must be in black colour and of a plain design or no design. It should be changed daily.
15. Shoes must be black in colour and as per the uniform specification of the company.
16. The Belt is essential. It should be plain black or brown in colour with matte finish.
17. It should not be cracked and the buckle should have simple and conservative look.
18. A clean, white, well-laundered handkerchief should be carried.
19. Check appearance in a mirror in the locker rooms before going on duty.

Footwear

1. Only black oxford shoes are permitted.
2. Shoes must be well maintained and in good condition.
3. Ensure that shoes are clean and well polished before going on duty.
4. Socks to match the colour of the shoes or trousers.



Smoking

1. Employees should avoid smoking while in uniform so that they do not run the risk of smelling like stale cigarette smoke while dealing with guests.
2. A designated smoking area shall be provided at each hotel and can be used only during break hours.

Don'ts for Men

1. Expensive and showy watches
2. Piercing of the earlobes
3. Visible tattoo marks
4. Use of rings
5. Wearing chains and bracelets





6. Carrying and usage of mobile phone in the campus
7. Smoking while on duty
8. Any sort of paan chewing, eating paan masala, supari or chewing gum during work timings.

Review Question

1. Fill in the blanks :
 - a. The hair must be _____ and _____, so that it does not touch beyond or cover any parts of the ears.
 - b. Watches should be conservative and _____ or too large.
 - c. Only black _____ shoes are permitted.
 - d. Socks to match the colour of the _____ or _____.
 - e. Spectacles should have _____ glass without _____ effects.

Session-2

3.4 Grooming Standards for Ladies

Ladies working at any department of a hotel should follow the mentioned standards, to achieve a look of a professional lady.



Hair

1. Hair should be neat and clean, well styled and should appear professional.
2. Hair should be trimmed regularly, neatly combed and in place always.
3. Short hair must be styled away from the face and kept off the shoulders.
4. No fringe hairstyle is permitted.
5. Shoulder length hair should be neatly pinned to keep away from face.

6. Hair longer than shoulder length should be cut straight evenly and must be tied/ bundled in a pony tail or plait.
7. Long hair should be tied in a bun.
8. The bun must be secured at the back of the head or slightly above the nape of the neck with a plain black net.



9. Hair pins, clips, ribbons and hair bands used to keep the hair in place must be conservative and black in colour.
10. Do not use colored bands.
11. No flowers should be put on the hairs, while on duty.
12. Hair should be free from greasy/oily appearance.
13. Use of hair colour, bleach and streaking not permitted.
14. Permed and curly hair should be kept neat and restrained.
15. Dry or Fly away hair must be gelled or sprayed.

Finger Nails

1. Nails must be well maintained and clean.
2. Ensure nails are neatly trimmed, shaped and filed.
3. Excessively long nails are not allowed.
4. Use only light and neutral color of nail enamel.
5. Nail enamel should cover entire nail.
6. Maintain nail enamel properly, it should not be chipped or unclean.



Jewellery on Hands

1. Conservative and elegant.
2. Only one ring on each hand is allowed, rings should be sober, conservative and not too large.



3. Food handlers are prohibited of wearing rings.
4. A bangle or Bracelet of simple and conservative design is allowed to wear in each hand.

Accessories

1. Only black Bindi, small in size (1/2 cm diameter) is permitted. For married women, use of red colour bindi is permitted.
2. Only one set of small earrings can be worn.

- 3. Dangling or flashy or large size earrings are not allowed.
- 4. Watches should be conservative and not flashy or too large.



- 5. Only a small nose stud can be worn, Nose rings are not allowed.



- 6. One thin Gold/Silver chain, string of pearls or mangalsutra around the neck is acceptable.
- 7. Anklets are not allowed to wear during working hours in any conditions or circumstances. A simple conservative design toe rings can be worn by married women only.
- 8. If Spectacles are used it should be simple and conservative.
- 9. Spectacles should have plain glass, without chromatic effects and the design and look of Spectacles should be sober.
- 10. Women are not allowed to have any sort of tattoo work in visible parts of body.



Simple and Basic Makeup

1. Women should wear basic, neat cosmetics.
2. Make-up worn should be light and natural looking.
3. Light cosmetics with colours that complement the uniform and skin tones may be worn.
4. Appropriate Foundation suited to each skin should be used to avoid oily looks.



5. Eye Shadow to be subtle and not too loud.
6. Avoid vivid colours, like bright blues or violets around the eyes.
7. Eyeliner to be thin, straight and applied neatly.
8. Use light blusher, make sure the blusher does not look too dramatic.
9. Lipstick of a suitable colour must be worn at all times.
10. Bright lipstick colours should also be avoided.
11. Mild deodorant/perfumes can be used to keep the body odour fresh and healthy.

Uniform

1. Immaculate, smooth, clean, without creases or stains.
2. If Saree is uniform, it should be conservative and simple design with proper matching of blouse.
3. The fabric of Saree should be made of silk, cotton or cotton blend only.
4. Sari to be draped neatly.
5. Sari to be worn in a way that the navel is not visible.



6. All Pleats must be pinned.
7. Pins should not be visible.
8. The Blouse must be long sleeved, extending up to one inch above the elbow.
9. The neck of blouse should not be too deep at the back and at the front.
10. If Trouser & Shirt is uniform in that case a light colour formal shirt with full sleeves should be worn.
11. Formal Trouser, Front Creased.
12. Matching silk Scarves.
13. Name badge in good condition to be worn.
14. Check your appearance before going on duty.

Footwear

1. Proper Footwear should be worn all the times.
2. Preferably black low heeled non-slip leather bellies/court shoes are to be worn.
3. Shoes must always be clean, well polished and in good condition.
4. Females must wear appropriate stockings with black court shoes where heels do not exceed two inches.
5. Change your socks/stockings daily.



Toenails


1. Short and maintained clean.
2. Nail enamel should match finger nail enamel and should not be chipped.



Don'ts for Women

1. Use of Henna not permitted.
2. Flashy earrings and nose pins.
3. Dangling earrings should not be worn.



- 
4. Expensive and showy watches.
 5. Visible tattoo marks.
 6. Too much use of jewellery & strong perfumes.
 7. Carrying and usage of mobile phone in the campus.

Review Question

1. State True or False:
 - a. Dangling earrings should be worn while on duty.
 - b. Sari to be worn in a way that the navel is visible.
 - c. Women should wear basic, neat cosmetics.
 - d. Long hair should not be tied in a bun.
 - e. Anklets are allowed to wear during working hours.

3.5 Importance of Grooming in Hospitality Industry

While we may all know not to judge a book by its cover, there are a few instances where presentation really does matter. In the hotel industry, polished presentation is vital to success. Everything about property will be evaluated through photographs and reviews before a guest even decides to purchase a room. If your rooms look unclean, lobby is dirty or restaurant looks cramped, guests will make an initial judgment about your property that will not be in your favour. The same applies to the hotel staff too. They must look professional and presentable because they are an integral part of the property.

Though some hotels might be too busy managing their property with no time left for training and grooming of their staff, one should know that the appearance of their staff is just as important as choosing the right property management software or creating a revenue plan. When it comes to staff's demeanour, uniform and personal grooming habits, employees should follow a strict dress code so they can be the face of the hotel. They can make or break the impression of the hotel.

Positive Effects of Good Grooming in Hospitality Industry: All employees need to be well groomed as it makes a positive impact on guests as well as on the organization. There is an attitude that radiates throughout the organization due to good grooming.



1. **Image Building/Enhances Organizations Image:** Working at a hotel means you are the face of the hotel, whether you are greeting a guest on arrival or cleaning their rooms. So, it is of utmost importance to have high personal grooming standards and be well maintained.
2. **Reveals Positive Guest Service Attitude:** If employees of the organization are well groomed, project a positive guest service attitude, and make their interests known to others in the organization there are more chances they will be noticed because of employees' empathetic qualities, appropriateness in grooming, attitude and disposition, they can also help other employees to improve and uplift the standards of the organization.
3. **Fulfils Guest Expectations:** Guests expect a high level of personal grooming and hygiene from all employees. As they pay high room rates therefore, they expect there to be high standards of grooming and hygiene which complement the facilities of the hotel.
4. **Delivers Good Quality Service:** Employees feel good if they look good and provide services as per guests' expectations.
5. **Boosts Self-Confidence:** In hotel industry looks make a lot of difference. It boosts self-confidence and self-esteem. One feels very reassured when other people admire them and prefer to associate with them as they find them good.
6. **Guest Comfort:** A pleasing face is nice to look at. Guests like to relax in the presence of beautiful things. A pleasant face can relax the mind. Those with an aesthetic sense like to admire beautiful people and things.
7. **Influences Overall Personality:** Grooming extends hygiene as it pertains to the maintenance of a good personal and public appearance. Physical appearance does affect overall personality. Looks matter a lot in many situations. Every person wants to look his best. Those who are fortunate to be born beautiful or handsome have an edge over others in their public dealings.

Review Question

1. Mention the positive effects of good grooming in hospitality industry.

3.6 Hygiene

The word hygiene comes from the name of the Greek goddess of health, Hygieia. It is a set of practices performed for the preservation of health.

Hygiene is an old concept related to cleanliness, as well as to personal and professional care practices related to most aspects of living. The terms cleanliness (or cleaning) and hygiene are often used interchangeably, which can cause confusion. In general, hygiene mostly means practices that prevent spread of disease-causing organisms. Since cleaning processes (e.g., hand washing) remove infectious microbes as well as dirt and soil, they are often the means to achieve hygiene.

In everyday life settings, hygiene practices are employed as preventative measures to reduce the incidence and spreading of disease. Hygienic practices may be considered good habits by a society while the neglect of hygiene can be considered disgusting, disrespectful or even threatening.

Personal Hygiene: Maintaining personal hygiene is necessary for many reasons, personal, social, health, psychological or simply as a way of life. Keeping a good standard of hygiene helps us to prevent the development and spread of infections, illnesses and bad odours. In the hospitality industry good hygiene is a key part of quality assurance. The nature of work involved requires a lot of physical activity. Thus, it is essential that all the employees should take extra care of their health and hygiene. Personal hygiene is essential part of personality and personal appearance. Some guests are very conscious of personal hygiene because they are aware of health problems that can develop as a result of poor personal hygiene.





Hygienic Cleaning Can be Done By

- Mechanical removal (i.e. cleaning) using a soap or detergent. To be effective as a hygiene measure, this process must be followed by thorough rinsing under running water to remove germs from the surface.
- Hand hygiene is central to preventing spread of infectious diseases in everyday life settings. Therefore washing of hands should be done with soap and water or using a waterless hand sanitizer.
- Using a process or product that inactivates the pathogens in situ. Germ kill is achieved using a “micro-biocidal” product i.e. a disinfectant or antibacterial product or waterless hand sanitizer, or by application of heat.
- In some cases in hotels specific germ removal techniques are used e.g. laundering of clothing and guest room linens such as towels and bed linen.

Review Question

1. Define the following :
 - a. Hygiene
 - b. Micro-biocidal
 - c. Sanitizer

3.7 Hygiene Standards

Maintaining personal hygiene is also the prime duty of every front office staff as they have to directly contact with guests. To ensure cleanliness and to make a positive image for his or her hotel, a front office staff should follow hygiene standards. Hygiene practices vary widely therefore, needs to be followed thoroughly. Practices that are generally considered proper hygiene include:



Hygiene Standards for Male & Female Staff

1. Take a bath daily.
2. It is advisable to bath twice a day during summer months.
3. Teeth should be clean and the breath must be fresh.
4. Brush your teeth daily and always wear a smile.
5. Take proper prevention of bad breath.
6. It can be achieved by cleaning the teeth regularly and using breath freshener if necessary.
7. Visit dentist for check-up on a regular basis.
8. Use a mild deodorant to prevent body odour.
9. Eau de toilette cologne/after shave may be used by men but not so much that it becomes offensive.
10. Do not use dirty undergarments and socks, to prevent yourself from any kind of skin disease.
11. Undergarments must be changed daily to maintain body cleanliness and personal hygiene.
12. Always wear clean clothes.
13. Male employees should shave everyday for clean appearance.
14. No goatees of French beards shall be permitted.
15. Sikh students should maintain to cover their beard with a net.
16. Wash your hand with soap before and after having meal.
17. Wash your hand with soap after using toilet facility.





18. Employees working in guest contact areas should make sure that they have a clean healthy skin. For the same, take bath preferably twice, with proper and good quality soap.
19. Mouth wash or breath freshener should be used after smoke, to keep the breath fresh.

Review Questions

1. State True or False :
 - a. Teeth should be brushed daily.
 - b. Visit dentist for check-up daily.
 - c. After smoke mouth wash or breath freshener should be avoided.
 - d. Wash your hand with soap before and after having meal.
 - e. Sikh students should maintain to cover their beard with a net.
2. Why do we have to take bath daily and brush our teeth twice a day?


3.8 Importance of Good Hygiene

Personal hygiene refers to the comprehensive cleaning and caring for your body. Maintaining good personal hygiene includes bathing, brushing your teeth, wearing clean clothing and washing your hands with soap after using toilet facility. It also includes making safe and healthy decisions when interacting with others. Implementing good personal hygiene practices has both health and social benefits.

Health Benefits

Poor hygiene can lead to poor health. Therefore, good hygiene needs to be maintained. Health benefits include:

- Keeping your body clean is vital in combating and preventing illness – both for yourself and for those around you.
- Good hygiene practices will help to keep you healthy which influences your level of confidence and self-esteem that can affect many aspects of your life.
- Good hygiene practices will help you to build up confidence and be pleasant for those around you.
- Maintaining hygiene practices helps to reduce the risks of ill health.
- Motivations for personal hygiene practices include reduction of personal illness, healing from personal illness, optimal health and sense of well being and social acceptance.

- 
- It helps in prevention of spread of illness to others.
 - Washing hands can prevent the spread of germs from one person to another or from one part of your body to another.
 - Flossing and brushing your teeth can reduce the likelihood of oral and other diseases.

Social Benefits

In many cultures, poor personal hygiene is considered offensive or a sign of illness. Maintaining good hygiene includes social benefits such as:

- Caring for your body regularly can reduce body odour and improve your personal appearance, subsequently improving others (employees and guests) perceptions about you.
- Good personal hygiene is also helpful in improving your own self-image.
- By being well presented, clean and tidy, people can feel more confident, especially in social situations.
- Chances of succeeding either in work or social settings can be altered by maintenance of good hygiene.

Summary

The physical appearance of hotel staff helps to maintain overall appearance of the property, but the way they maintain their personal hygiene also contributes to the hotels reputation. As an hotelier, one should be constantly incentivizing your employees to perform better. Make sure property puts its best foot forward for guests, from the physical property down to the employees working in it. Personal hygiene refers to practices that aim at an individual's cleanliness and grooming of his own self. Personal hygiene is essential for reasons of health, culture and style. Without a healthy level of tidiness, the body responds through diseases of skin. Also, a hotel industry is a guest interacting industry. This industry risks employee acceptance in an organization if his appearance is unkempt and his body, unclean. Personal hygiene involves those practices performed by employees to care for one's bodily health and well being, through cleanliness. It has been observed that employees who are physically and mentally strong they always perform better and receive high praise from guests or continually meet or exceed guests' expectations.



Review Questions

1. Explain the importance of Hygiene in maintaining good health.
2. Mention the Social benefits of maintaining good hygiene.

Practical Activity

- Collect pictures of staff of different departments of hotels and paste them neatly on a chart.
- Discuss the importance of hygiene in the Hospitality Industry.



UNIT 4

QUALITIES OF FRONT OFFICE STAFF

Contents

- 4.0 Unit Overview and Description
- 4.1 Introduction
- 4.2 Qualities of Front Office Staff

Session-1

4.0 Unit Overview and Description

This unit deals with the information related to different qualities required in front office personnel. This unit will be followed by making the students understand about the requirements of each attribute in the hotel industry.

Resource Material

Hotel Front Office Training Manual: Sudhir Andrews.

Front Office Management & Operations: Sudhir Andrews.

Front Office Operations & Management: Rakesh Puri.

Hotel Front Office Operations & Management: Jatashankar R. Tiwari.

Front Office Management: Sushil Kumar Bhatnagar.

4.1 Introduction

As front office is a critical department in a hotel in view of its revenue generating capacity and influence in image-building. Therefore, the staffs working in this department should contain special qualities.

For guests, the experience does not begin when they step into a hotel. It begins when they set foot in the main entrance – and are greeted by the front desk representative. So, the employees of this department should have some quality in their personality, character and also in physical condition. Considering from this point of view, the management should be attentive while appointing a person in this department.

Front office staff must be able to tackle unusual problems or situation and unusual guest request with their talent and good skills. They are required to be very wise and



intelligent in making a quick decision so that the guest feels comfortable. They should be able to keep all the requests of the guests on time and simultaneously need to remember the hotel's interest and law of the land. All these qualities would motivate the guest to spend more on various hotel facilities. Thus, they can help in sales promotion and earn more revenue for the hotel.

Review Question

1. Why employees of the front office department should have a pleasing personality?

4.2 Qualities of Front Office Staff

Front office staff must take great care of themselves as they play certain key roles. As we know that the front office staff is the important key point of a hotel due to its major importance in revenue earning on sale of rooms. Therefore, it is very essential that front office staff should try to achieve some traits such as Physical Fitness, Smiling Face, Memorizing Skill, Etiquette and Manner etc. in their personality. Furthermore, they should have a Charming personality. They have to be cultured and be up-to-date because in international hotels where most of the guests are foreign guests and the environment is cross-cultural/multinational, modern and sophisticated one front office staff must be found at their best with a smiling countenance.



Qualities

In view of the important role the front office staff play, front office personnel should possess or try to achieve the following qualities/attributes in their personality.

1. **Physical Ability:** Front office operations require the staff to stand for long hours at a stretch. The staff must be sturdy, agile and active. At the front office desk or in the lobby area everyone performs their duty in standing for 8/10 hours every day. During working hours there is no option to sit and no seating arrangements

are available for the hotel staffs as per hotel rule. Therefore, physical fitness is a must for every hotel staff especially for front office staffs where standing on duty time is essential.



2. **Honesty:** Honesty is the best policy; this proverb deserves to be remembered during the whole service of life. Without adherence to this basic quality, good traits in character will go in vain. If one does not have honesty in all activities, future career is all in a hoax.
3. **Confidence:** Personnel must be confident in everything they are doing. If their expression shows that they do not have confidence in their activity, the guest will not feel comfortable. If they know their job and they are honest, they will have confidence in doing everything in their job.
4. **Punctuality:** In hotel job nothing should be kept pending or delayed. Never get the habit of procrastination in your job. So, do not delay–don't keep anything pending–do it now.





5. **Memorizing Skill:** Good memory is one of the best supports in service life and here in front office, this quality spotlights the deserving one amongst all the front office staff. If he/she can remember the names and faces of the guests it will promote his/her salesmanship. So, remembering guest names is a remarkable quality.



6. **Etiquette and Manners:** Etiquette and Manners are the essential quality that every front office staff has to possess whether it is small or large hotel. Guests of all status come to stay in the hotel and they are used to good manners and politeness. Especially the star level hotels are the meeting place of the social elites of the society. All the grace and etiquette associated with good society comes into play. In this level of environment good manners, courtesy and politeness must be maintained in service. Wishing guest as per time of the day and using magic words to satisfy them are important traits of hotel staff.



7. **Pleasing Personality:** Guests like to be handled by a smart and cheerful staff at the desk. Front office staff can certainly generate a good image for the establishment

in their manner of dress, communication and efficiency. In addition to the above, front office employees should possess a charming personality. They should maintain cheerful attitude and smiling face while dealing with the guests.



8. **A High Sense of Personal Grooming:** Uniforms must be clean and neatly pressed. Hair should be groomed well. Men should shave daily. It is preferable for ladies to tie their hair up in a bun. Nails should be well maintained. Soft cologne is preferable to heavy perfumes. Jewellery should be restricted to one ring and a necklace for ladies. In short, the front office staff must be seen at their best at all times.



9. **Personal Hygiene:** Maintaining personal hygiene is also the prime duty or is imperative to every front office personnel. As they are constantly exposed to hotel guests a clean appearance helps to project a good image not only of them but of the establishment as well. To ensure cleanliness and to make a positive image for their hotel a front office staff should perform the following: Clean and fresh looking appearance, brushing teeth twice in a day, having shower regularly and shaving every day.



10. **Positive Attitude:** Front desk employees who excel are those who combine a positive demeanour with a strong guest service skill set to respond to the needs of residents. A positive attitude is an absolute must in this department. When residents are leaving for a busy day, or coming back to the hotel one happy greeting can go a long way towards truly making them feel at home.



11. **Good Communication Skills:** Almost all hotels require front office staff to speak fluent English and for that they have to overcome the language barrier. To maintain a good guest relation they have to achieve effective communication skills. It is very essential that while giving and taking information to guest they should be specific, clear and correct. Listen carefully to guest—understand his query and then respond to him. It is always better to know more than one or two languages. For guests, the front desk representative sets the tone for their entire perception about the property. For residents, the front desk representative is a touchstone throughout their day, every day. It is an important role to fill.



12. **Team Work:** Since front office employees are reference point, the front office staffs are required to coordinate with other departments, airlines, travel agencies and city tour officers to give the guests personalized services. Therefore, it is very essential that they need to work as a team so that right information is conveyed to guest without any delay.



13. **Patience:** Control your mental stress, while you are on rush of handling lot of guests or while on too much work pressure at reception, cash counter or at bell desk, have patience and do everything smoothly.
14. **Calmness:** Front office staff should have calmness to take the busy demands of front office operations. Being the nerve centre of the hotel, the front office is constantly in touch with guests and therefore invariably comes under tremendous pressure. The guests always expect personalized, priority treatment and pressure of demand never ceases. Coupled with this there are difficult guests who can unnerve a person. The front office staff should have a high degree of tolerance for taking pressure of work and be cool, calm and composed in all difficult situations



or while dealing with a difficult guest. As we know that the guest is always right. But whatever front office personnel do—they have to do in accordance with the hotels rule and law of the land.




Summary

To patronize a hotel by the guests, not only the room service or food facility of the hotel plays an important role but also the absolute dedication of the staff, the ready smile, the absolute confidence and the prompt service delivered by the staff of the hotel also plays a vital role. Staff having all these qualities will not only meet everyday guests need but also exceed their expectations. In big hotels generally staff meets with a difficult guests or difficult situations and in such cases an employee with diplomatic approach and good skills can help to resolve or to defuse the explosive situation and provide the guest with pleasant arrangement considering the case, time and place. Now, if front office personnel can achieve all the above essential aspects in their profession then they can become the best front office team in a hotel. If they have integrity and enthusiasm then they can achieve all these things in their personality and thus, they can make superior services to their guests and earn the name and fame for themselves and for their hotel.

Review Questions

1. Enlist any five qualities of Front Office Staff and explain them briefly.
2. Write short notes in context to front office on following:
 - a. Patience
 - b. Team Work

- 
- c. Good Communication skills
 - d. Honest
 - e. Positive Attitude
 - f. Pleasing Personality
 - g. Physical Ability
 - h. Sharp Memory

Practical Activity

- Imagine that you are a guest in a hotel. To which quality of an employee you would appreciate more.



UNIT 5

FRONT OFFICE

Contents

- 5.0 Unit Overview and Description
- 5.1 Introduction
- 5.2 Staff Organization of Front Office
- 5.3 Sections in Front Office
- 5.4 Front Office Functions
- 5.5 Layout of Hotel Lobby

Session-1

5.0 Unit Overview and Description

This unit will provide information to the students about the different sections of the front office department and various activities performed by this department. Students will be able to know the hierarchy chart of different small, medium and large size properties and the various functions performed by the front office department.

Resource Material

Hotel Front Office Training Manual: Sudhir Andrews.
Front Office Management & Operations: Sudhir Andrews.
Front Office Operations & Management: Rakesh Puri.
Hotel Front Office Operations & Management: Jatashankar R. Tiwari.
Front Office Management: Sushil Kumar Bhatnagar.

5.1 Introduction

As somebody has said “First - and last - impressions count” and front office is very much responsible for it. Front office is the face of the hotel and front staff is responsible for helping in making the very best possible. It has all the responsibility to ensure that

all the guest needs are fulfilled and the request of the guest are taken care off. Front office (or front of house) staff are often the first people guests meet. They need to deal with questions or complaints of the guests so, they need to be friendly, flexible and feel happy to help guests. The better coordination between the guest and the hotel more the guest will be satisfied. The front office staffs have the prime responsibility to up sell the rooms and to boost the revenue of the property where possible.



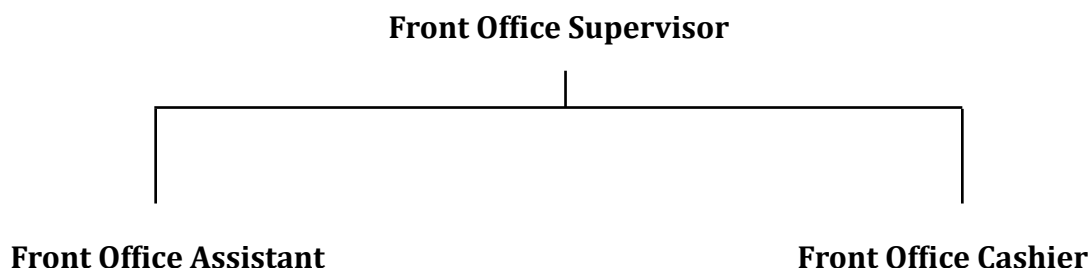
Review Question

1. “First - and last - impressions count” and front office is very much responsible for it. Justify?

5.2 Staff Organization of Front Office

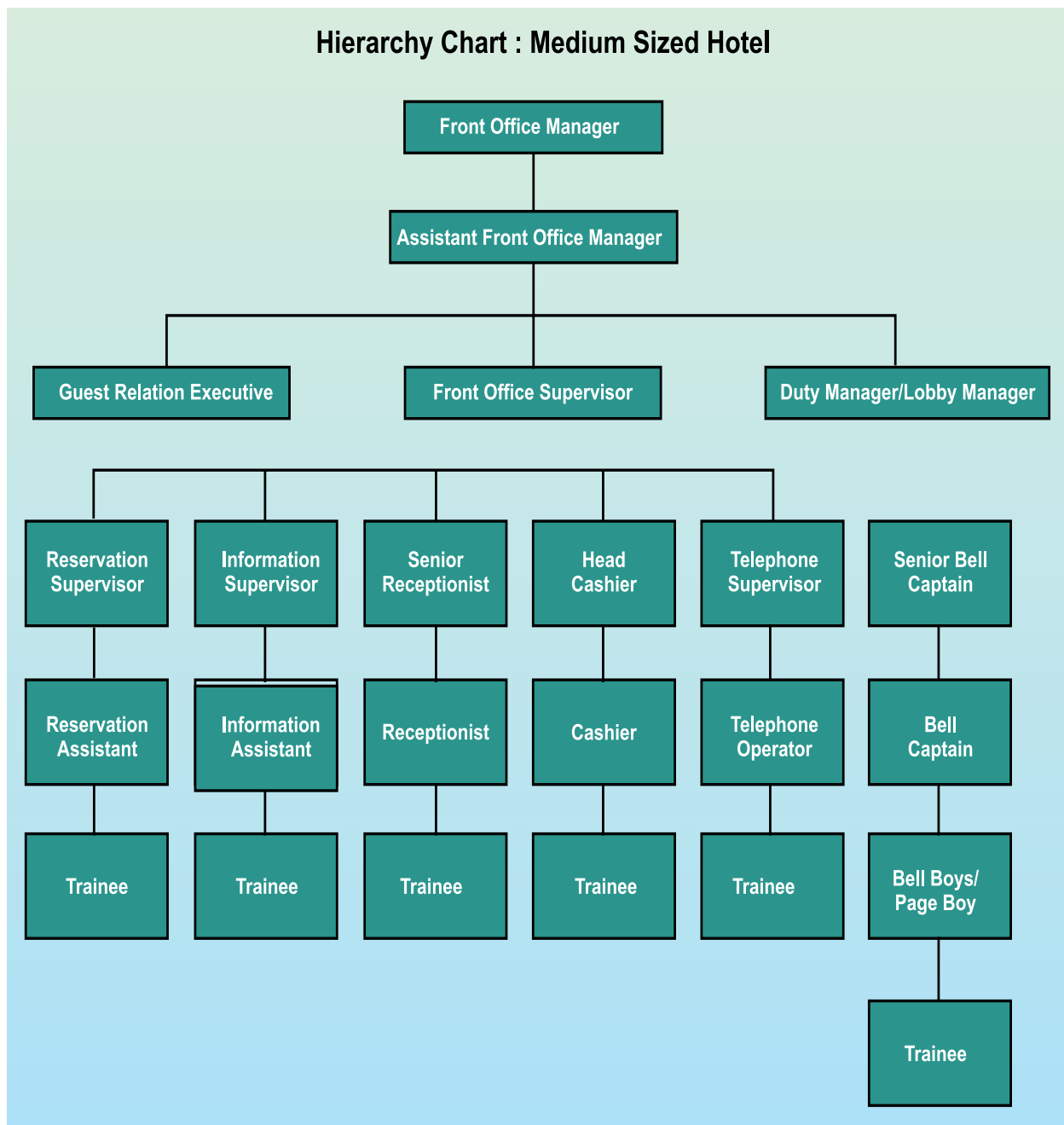
The front office of a hotel is perhaps the most important area of the organization. The employees that make up this department are the first and sometimes only representatives of the establishment with whom guest interacts. Although the organizational structure of the hotels front office varies depending upon the size of the hotel.

Organizational structure of front office department of a small hotel:

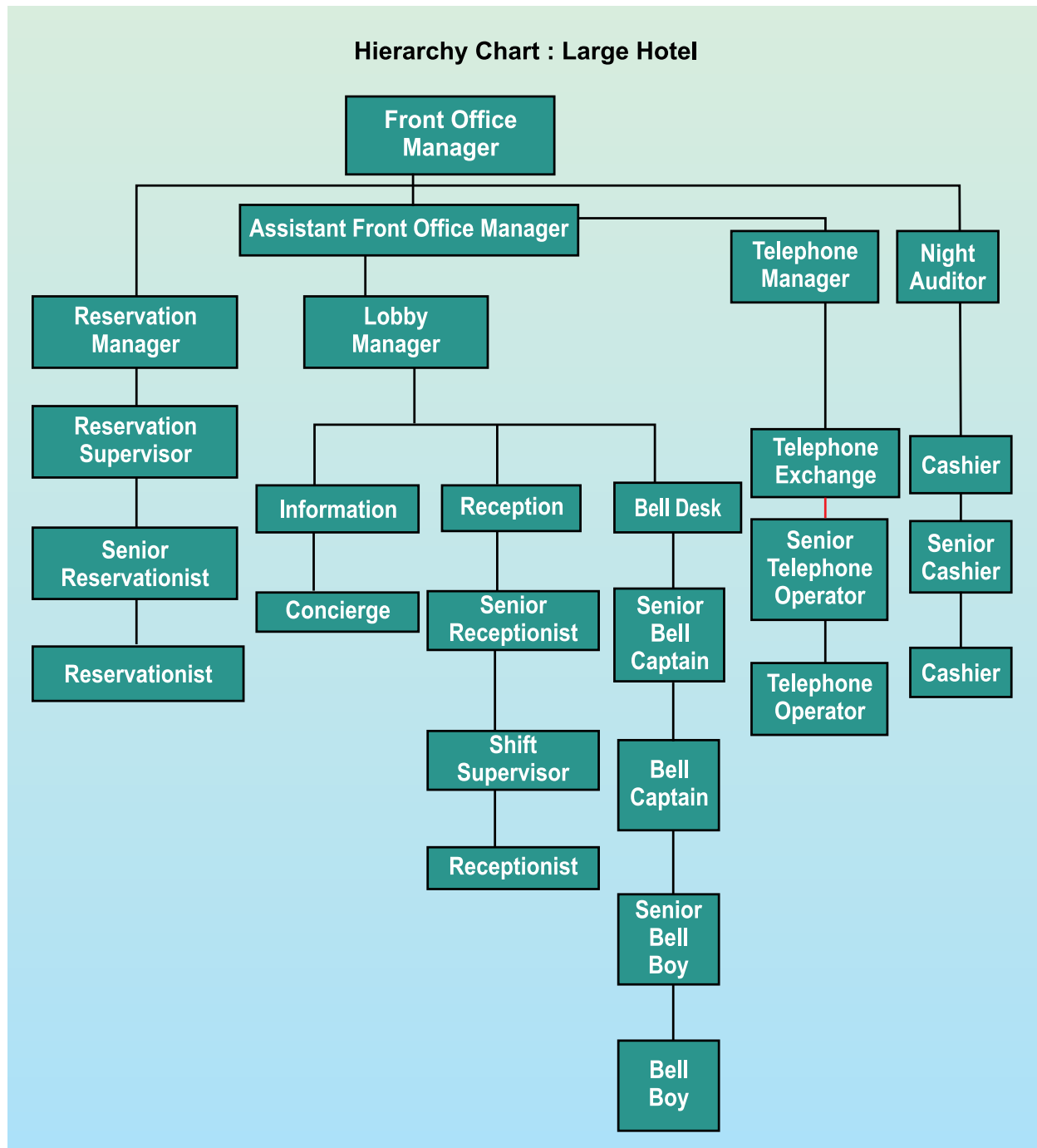




Organizational Structure of Front Office Department of a Medium hotel:



Organizational Structure of Front Office Department of a Large Hotel:



Review Questions

1. Neatly draw an organizational chart of front office department of a small hotel.
2. Neatly draw an organizational chart of front office department of a medium hotel.
3. Neatly draw an organizational chart of front office department of a large hotel.

Session-2

5.3 Sections in Front Office

There are different sections/sub departments in front office department of a hotel. These sections include Reservation, Reception, Cashier's desk, Bell desk, Concierge, Telephone Exchange and Business centre. These sub departments are further classified based on their location in the department such as Front-of-the house or Back-of-the house.

Front-of-the-House: Those sections which are located in the front area of the front office department and can be easily accessed by the guest. The staffs employed at these sections of the front office department have direct contact with the guest. Sections of front office that come under Front-of-the-House includes: reception desk, cash and bills desk, travel desk, information desk, bell desk, concierge and business centre.

Reception Desk: The reception employees of a hotel front office interact with guests the most. When guests arrive, front desk agents check them in, impute their names into the registration register, assigning them to a room and answering any basic questions or requests the guests may have throughout their stay. For example: a guest may call the front desk to report a leaky bathroom faucet. The front desk agent would then contact the maintenance department so that the appropriate repairs can be made.



Cash and Bills: The cash and bills section records all the monetary transactions of guests. It maintains guest folios and prepares the guest bills to be settled by the guest at the time of departure. At the end of the guests' stay, cashier checks them out by settling their folios or guest accounts. This section is headed by a cashier.

Travel Desk: The travel desk is the section of the front desk which handles the transportation facility of the hotel guest. It is responsible for the booking of the air tickets for the guests, hiring of the car and other transportation facility if required by the guest, organizing of the city tour to the guest on request etc. The travel desk can be found only in the large hotels or the section is handled by the concierge or bell desk.

Information Desk: As the name suggests, the main function of information desk is to provide information to guests about the hotel, its services and amenities and information related to various events and functions taking place in the city and town. It is manned by an information assistant.

Bell Desk / Porter Service: A hotel bell boy/bell hop or porter greets guests once they checked into the establishment. They will show guests the way and carry the luggage for them. Bell boy carries the guests' luggage and make them familiar with the features and facilities of the room and hotel while escorting guests to their rooms. The porter checks room equipment, such as lighting and ventilation and ensures that everything in the room is in order and properly working. He may also guides guests about the operation of guest room equipments, such as the television remote control, air condition, telephones etc.



Concierge: The concierge of a hotel is a front office professional who coordinates guests' entertainment, travel and other activities. Any time guests' have a question, such as directions to local attractions, he finds the answer as quickly as possible. In addition, he makes restaurant reservations, orders car service and may even arrange personal shopping for the guests.



Business Centre: One of the important revenue generating sections of front office is business centre. As name tells it all it is basically providing all the guest services relating to internet, fax service, secretarial service and these services are for every guest in house and outside. As the reason is of introducing the E-Floor rooms, the rise in usage of laptops and the Wi-Fi system introduced in the hotels different public areas.

Back-of-the-House: Those sections which are located in the back area of the front office department are called Back-of-the-House areas. Employees of these sections do not have direct contact with the guest and generally these sections are not accessed by guests. Sections of front office that come under back of the house includes: reservation desk and telephone exchange.

Reservations: Reservation clerks communicate with prospective guests via the telephone and internet, scheduling their stays and documenting any special needs they may have. For example, if a guest requests a room on a non-smoking floor, the reservation clerk will make special note of this, so that an appropriate room will be assigned when the guest arrives.

Telephone Exchange: The telephone exchange is the most essential and important section of front office. This section is mainly known for its guest handling process and handling the inquiry phones that needs to be entertained by hotel. The entire guest related services and all the communication within the hotel and outside of the hotel is done by the telephone operator. The facility of telephone exchange is the added facility to the guest and it is there to facilitate the guest for all their requests and the guests do not have to find different buttons on the telephone for any service they need. All their requests and needs are one push button away.



Review Questions

1. Classify front office sections.
2. Enlist Front-of-the-House and Back-of-the-House sections of the front office department.

Session-3

5.4 Front Office Functions

The function of front office is to directly get in touch with guests, and is usually the first place that guests get to when they arrive to the hotel. The different sections of the front office department perform different functions which are as mentioned below:

Front-of-the-House

- **Reception/Registration Desk:** This section is located in the lobby. It also allocates the room and establishes the room rate for different types of guest. The person of the section is called Receptionist and he/she has direct contact with the guest. The functions of this section are:
 1. Warmly receiving all arrival guests.
 2. Perform pre-registration formalities for group, VIPs and disable guest.
 3. Complete registration formalities and perform guest check-in.
 4. Assign a room type and a room rate for each guest.
 5. Co-ordinate closely with House-Keeping department for the cleanliness of department, guest room, room change and OOS (Out of Service)/UR (Under Repair) rooms.
 6. Issue VIPs amenities voucher to the Food and Beverage service.
 7. Co-ordinate closely with bell desk for luggage handling and room keys.
 8. Forecast room occupancies.



9. Establish guest history records at check-out (personal & financial information).
10. Determine long-run availability (i.e. reservation information) versus short-run availability (i.e. room status).
11. Handle guests' queries/complaints and make them satisfied.
12. Satisfy special categories of guests such as disabled people through assigning them barrier-free room designs.

- **Cash and Bills**

It is also located at front desk and handle by front-office cashier. The main functions of cashier are as follows:

1. The secure payment from the guest.
2. To change foreign currency as per rules and regulation of the hotel.
3. To manage safety deposit locker.
4. To settle guest account while check-out.
5. To balance cash at the close of shift.
6. To complete the guest check-out procedure.


- **Bell Desk**

It is located at very close to the main entrance of the hotel. This section is headed by a bell captain who leads a team of bell boys and page boys. The main functions are as mentioned below:

1. This desk is responsible for handling the guest luggage during arrival and departure.
2. Escorting guest to their rooms on arrival.
3. Performs rooming of the guest.
4. The bell desk section also handles the paging of the guest.
5. Making sundry purchases for the guest.
6. Deliver guest mail and messages to the concern guest room.
7. Delivers newspaper in the guest room.
8. At guests' requests keep the luggage in the Left-Luggage room.

- **Travel Desk**

The travel desk takes care of travel arrangements of guests, like air-ticketing, railway reservations, sightseeing tours, airport or railway station pick up or drop etc. The hotel may operate the travel desk or it may be outsourced to an external travel agency. The travel desk performs the following tasks:

- 
1. Arranging pick-up and drop services for guests at the time of their arrival and departure.
 2. Providing vehicles on request to guests at pre-determined rates.
 3. Making travel arrangements like railway reservation/air tickets.
 4. Arranging sightseeing tours for guests.
 5. This section of front office is responsible for arranging the packages, tickets etc. for the guests as per their request.
 6. Arranging guide for guest who can communicate in the guests' language.

- **Information**

As the name suggests, the information desk provides information to guests. It is manned by an information assistant. In a small hotel, the same function may be performed by the receptionist. The need of a separate information desk is felt in large hotels where the traffic of guests is high. The main functions of information desk are as follows:

1. Maintaining resident guest rack.
2. Handling room keys.
3. Responsible for handling guest mail and messages.
4. Providing information to guests regarding hotel facilities and services, city information etc.
5. It also provides information regarding outside and inside of hotel's rules and regulation.

- **Concierge**

The concept of concierge came from the days of European royalty. The concierge was the castle door keeper in those times. His duty was to ensure that all castle occupants were safe in their rooms at night. The main functions of concierge are as follows:

1. Make reservations for dining in famous restaurants.
2. Obtaining tickets for theatres, musical, sporting events.
3. Arranging for transportation by cars, coaches, buses, trains or airplanes.
4. Providing information on cultural and social events like photo exhibitions, art shows etc.

- **Business Centre**

The person who handles the business centre is known as Business Centre Attendant and the main functions of this section are:

1. To provide the communication facilities and service like STD, ISD, E-mail, internet, fax, xerox etc to guests.



2. It helps guest in organizing and conducting meetings.
3. In some hotels secretarial facility is also provided to guests by business centre.

Back-of-the House

- **Reservation**

The term reservation means booking in advance. It basically blocks/reserves the room as per the guests' request or specified data. The main functions are as follows:

1. Handling reservation requests through various modes like telephone, fax, e-mail, CRS or in-person.
2. Process and confirm reservation request.
3. Update room availability chart.
4. Handle all cancellations and amendments.
5. Keep reservation correspondence complete and systematic.
6. Forecast future room reservation status.

- **Telephone Exchange**

This section is handled by telephone operator and it is located at the back-of-the-house of the front office department. Its main functions are as mentioned below:

1. Handle incoming and outgoing calls.
2. Transfer calls to guest rooms through EPABX.
3. Providing information and handling guest's service related calls.
4. Answering guest queries about hotel facilities and events.
5. It is also responsible for managing wake up calls as requested by the guest.
6. Protecting guest privacy.
7. Preparation of telephone bills made by guest.
8. Coordinating emergency situations.

Review Question

1. Mention any five functions of below mentioned sections of front office department.
 - a. Business Centre
 - b. Telephone Exchange
 - c. Reception
 - d. Concierge
 - e. Reservation

Session-4

5.5 Layout of Hotel Lobby

It is an area which is located at the entrance of a hotel building with sitting arrangement for guests and visitors to meet and wait. It is synonym to the word “Foyer” which means a wide passage or large hall just inside the entrance of a public building. The dimension and design of this area rely upon the size and design of the building. Basically lobby area must be furnished with all the necessary things. Example: Lobby desk, Bell desk, GRE (Guest Relations Executive) desk, Reception desk, Cash counter, Rest room, Business Centre, Safety lockers etc.



Features of Hotel Lobby

1. It should be spacious but useful.
2. Natural flow of guest should be towards the reception or information counter on his arrival in the hotel.
3. There should be enough space in lobby for short time keeping of luggage before either sending to room or to the car.
4. Lobby should be such as to allow access, the activities in the lobby, entrance, exit etc.
5. Avoid pillars as far as possible they obstruct the view and create problems in the movement.
6. Various factors such as cost, safety, noise, colour, décor etc. should be considered.

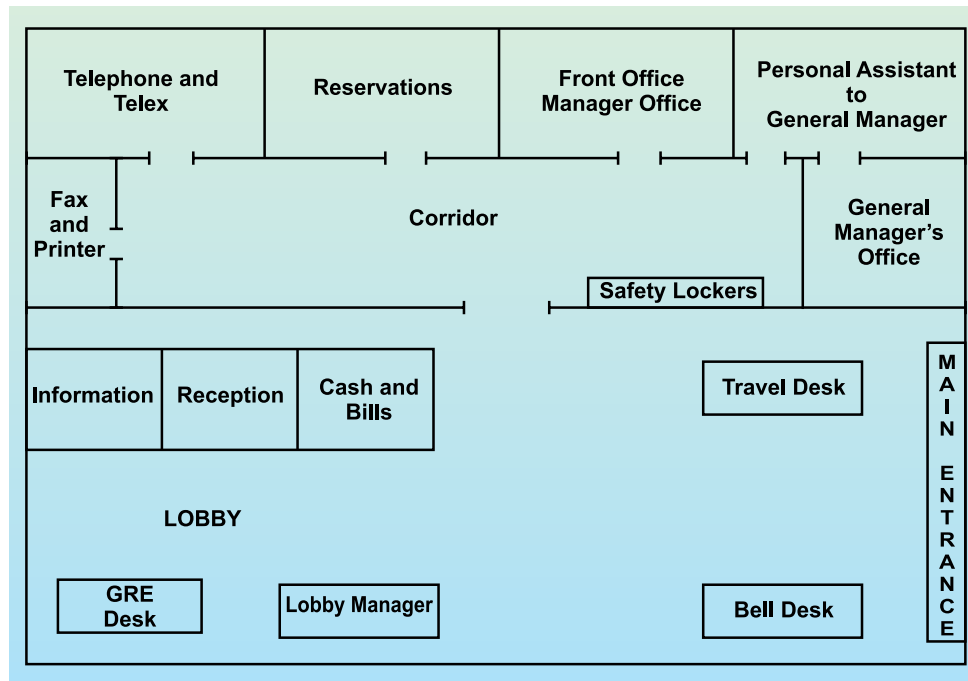
Sections of Hotel Lobby:

- Reception
- Information Desk
- Cash and Bills
- Travel Desk



- Uniformed Services
 - ◆ Bell Desk
 - ◆ Concierge

Lobby Layout



Descriptions

1. **Bell Desk:** It is a section that is solely responsible for carrying the luggage of guest from lobby area to guest room during check in and guest room to lobby area during check out. Beside this bell desk it is also responsible for Newspaper handling, paging, escorting guest etc.
2. **Travel and Tour Desk:** This is located in the lobby of a hotel and this section is truly responsible for selling travel and tour packages and providing transportation facilities to guests. This section in hotel can be organized in two ways:
 - By the hotel itself.
 - In a contract by any famous travel and tour company.
3. **Guest Relation Desk:** Guest Relation is a section where guest who are staying inside in a hotel can approach for their queries, complaints and dissatisfaction. Guest Relation personal are responsible for handling guest complaints and up selling as well as providing various information about hotel.



Guest Relation Desk

4. **Reception/Registration Desk:** Reception section is a section where guests fill the registration form which is provided by the receptionist on his arrival. This section handles check-in and allocates room to guest on his arrival.
5. **Cashier:** This Section is the only one which gets directly related to monetary matter. The two core responsibility of this section are exchanging foreign currency and settling the bill during guest stay or checkout.
6. **Telephone Exchange:** Telephone Exchange is a section that plays a major role being the nerve centre of a hotel. Its major duties include handling incoming and outgoing calls, handling wake up call, preparation of telephone bills made by guest etc.
7. **Business Centre:** Business center is the section which provides guest with business related service like computer, internet, international calls, photocopies, fax machine, printer etc.
8. **Safety Locker:** It is an area which is maintained with the high security system where hotel is responsible for keeping and handling valuable guest belongings.



9. **Reservation:** This section is responsible for conducting the pre-arrival booking activity of the guest in the hotel.
10. **Office Section:** This section is the one where front office manager and assistant manager or executive have their sitting rooms.
11. **Store (Pantry):** This is a mini store that is responsible to accommodate front office, logistic item that can replace one day activity.

Summary

Front office is the nerve centre of a hotel. It is the part of a hotel that comes in contact with guests. Primary job of front office is to sell rooms, maintain guest account and to work as a single window point of contact for the guest. It comprises of sections like Reservation, Reception, Information, Cashier, Telephone, Bell desk, Concierge and Travel desk.

Lobby is most important part of the front office. It is located in the front of the house. It creates the first impression of the hotel. This may be considered as the hub of activity in a hotel. All guests enter through a lobby when they check-in and also while checking-out. Lobbies are usually designed in an aesthetically appealing manner. The functional areas which are part of lobby include front-of-the-house sections of the front office department.

Staff structure of front office department varies from hotel to hotel as it is based on number of rooms, management policy, extent of automation and multi-skilling in the hotel.



Review Question

1. Write short notes on:
 - a. Business Centre
 - b. Cashier
 - c. Reception

Practical Activity

- Prepare an organizational chart of small and large hotel on a cardboard.
- Collect pictures of lobbies of different hotels and prepare a collage.
- Draw different shapes of a reception counter on a chart.



UNIT 6

ROLE OF COMPUTERS

Contents

- 6.0 Unit Overview and Description
- 6.1 Introduction
- 6.2 Characteristics of Computer
- 6.3 Advantages of Computer
- 6.4 Disadvantages of Computer
- 6.5 Role of Computer in Hotel Industry

Session-1

6.0 Unit Overview and Description

The main aim of this unit is to make students acquainted with the definition of a computer and its various characteristics. This unit takes into account the advantages and disadvantages of computer. It will also familiarize students with the role of computers in the hotel industry.

Resource Material

Hotel Front Office Training Manual: Sudhir Andrews.

Front Office Management & Operations: Sudhir Andrews.

Front Office Operations & Management: Rakesh Puri.

Hotel Front Office Operations & Management: Jatashankar R. Tiwari.

Front Office Management: Sushil Kumar Bhatnagar.

6.1 Introduction

A computer is a general purpose device that can be programmed to carry out a finite set of arithmetic or logical operations automatically. Since a sequence of operations can be readily changed, the computer can solve more than one kind of problems. It can take instructions – often known as programs, and execute them.



The word computer stems from the verb 'to compute' which means to calculate. The word computer is derived from the Latin word 'computare', which is composed of com- 'together' + putare 'to settle' (an account). The word computer stands for 'Common Operating Machine Particularly used for Technological and Educational Research'.

Review Question

1. Expand Computer.

Computer

Computer is an electronic device which is used to store the data, as per given instructions it gives results quickly and accurately.

Data: Data is a raw material of information.

Information: Proper collection of the data is called information.

The computer is one of the most brilliant gifts of science. Most countries have developed fast due to computerization. Speed, accuracy, reliability, and integrity are the main characteristics of a computer.

It is an electronic device for storing and analyzing information fed into it, for calculating, or for controlling machinery automatically. It can carry our calculations in just a few minutes that would require days if carried out manually. It helps us in solving many difficult problems of multiple calculations. Computer has a huge memory. It can hold large amount of data. It has provided us with efficiency and accuracy in our work. Software acts as the medium through which communication and dissemination of information are carried out.

Many of the routine activities today at home and in business are done by computers. The computer has proved a friend and servant of science, technology and industry. Most offices and industries use computers. Use of computers has reduced the paperwork. Now most of the work is done directly on the computers. Computer is the backbone



of hotel industry. Business transactions and high volume of associated data are easily managed by using computers. Ticketing and reservation have become more efficient and convenient. One can get railway and air tickets booked online. This saves one from the trouble of standing in a queue for long hours and also this saves time and energy.

Review Question

1. How Data is different from information. Explain?


6.2 Characteristics of Computer

The Characteristics of Computer: Much of the world runs on computers and computers profoundly changed human life mostly for better.

Various characteristics of Computer are as follows:



1. **Speed:** In general, no human being can compete to solving the complex computation, faster than computer. As we know a computer is a very fast device. Some calculation that would have taken hours and days to complete otherwise, can be completed in a few seconds using the computer. The speed of computer is calculated in MHz that is one million instructions per second. It takes only few seconds for calculations that we take hours to complete. It can carry out instructions at a very high speed obediently, uncritically and without exhibiting any emotions.
2. **Accuracy:** The degree of accuracy of computer is consistently very high and every calculation is performed with the same accuracy. The accuracy level of a particular computer is determined on the basis of instructions and the design of computer (type of processor). Since Computer is programmed, so whatever input we give it gives result with accuracy. The errors in computer are due to human and inaccurate data.
3. **Storage:** The computers have a lot of storage devices which can store a tremendous amount of data with appropriate format. Data storage is essential function of the



computer. Secondary storage devices like compact disk can store a large amount of data permanently.

4. **Diligence:** The computer is a machine which does not suffer from the human traits of tiredness nor does it lose concentration even after working continuously for a long time. This characteristic is especially useful for those jobs where same tasks are done again and again. It can work for hours without any break and creating any error. It can perform long and complex calculations with same speed and accuracy from the start till the end. If millions of calculations are to be performed, a computer will perform every calculation with the same accuracy. Due to this capability it overpowers human being in routine type of work.
5. **Versatility:** Versatility is one of the most wonderful things about computer. Multi-processing features of computer makes it quite versatile in nature. By versatility we mean the capacity to perform completely different types of work at the same time. One moment, it can be used to prepare payroll slips, the next moment you may use it for inventory management. It can perform different types of tasks with same ease. All that is required to change its talent is to slip in a new program into it. Briefly, a computer is capable of performing almost any task provided that the task can be reduced to series of logical steps.
6. **Reliability:** Computer provides very high speed accompanied by an equally high level for reliability. Thus, computers never make mistakes of their own accord.
7. **No Feeling:** It does not have feelings or emotion, taste, knowledge and experience thus, it does not get tired even after long hours of work. It does not distinguish between users.
8. **Storage:** The Computer has an in-built memory where it can store a large amount of data. Data can also be stored in secondary storage devices such as floppies, Compact disks, pen drives etc. which can be kept outside your computer and can be carried to other computers.
9. **Common Data Used:** One item can be involved in several different procedures and it can be accessed, updated or inspected by a number of different users.
10. **Power of Remembering:** Computer has the power of storing any amount of information or data because of its secondary storage capability. A computer can store and recall any amount of information. It depends entirely upon you how much data you want to store in a computer and when to lose or retrieve these data. Every piece of information can be stored or retained as long as desired by the user for any numbers of years and it can be recalled almost instantaneously. Even after several years, the information recalled will be as accurate as on the day when it was fed to the computer.
11. **No I.Q:** A computer is a magical device. It can only perform tasks that a human being can. The difference is that it performs these tasks with tremendous, unthinkable speed and accuracy. It poses no intelligence of its own. It cannot do any



work without instruction from the user. It can only perform what is programmed to do. Hence, only the user can determine what tasks a computer will perform. Computers have no sense of meaning, cannot perceive and are only able to make simple robotic decision about the data they receive.

Review Question

1. Briefly explain the below mentioned Characteristics of Computer.
 - a. Versatility
 - b. Diligence
 - c. Accuracy
 - d. Speed
 - e. Reliability

6.3 Advantages of Computer

Today, we are living in a computer age. The awareness of computer is more than at any other time. It has dominated almost all the fields. There is hardly any industry, which does not use computers. It is not anymore thought of as a mere calculating machine. Now these days, computers are used in banks, factories, in government offices, education institutions, for research and development. The Computer plays a very vital role in all the fields. It gives us many benefits:

1. **Speed Up Work Efficiency:** This is by far the biggest advantage of using computers. They have replaced the use of manpower in carrying out tedious and repetitive work. Work that can take days to complete manually can be done in a few minutes using a computer. It helps to perform different tasks quickly and easily. The use of computer makes different tasks easier. It also saves time and effort and reduces the overall cost to complete a particular task. This is made possible by the fact that data, instructions and information move very fast in the electric circuits of computers. They process trillions of instructions within a second.



2. **Large and Reliable Storage Capacity:** Computers can store huge volumes of data. To put this into perspective, physical files that can fill a whole room can be stored in one computer once they are digitized. Access to the stored information is super-fast. It takes micro-seconds for data to be transferred from storage to memory in a computer. The same cannot be said for the retrieval of physical files. Storage can be backed up fast and efficiently.



3. **Consistency:** You always get the same result for the same process when using a computer. For example if you created a document on one computer, you can open it on another without making any special adjustments. This consistency makes it possible to save and edit a document from different computers in different parts of the world. Collaboration is therefore easier. This makes computers ideal for doing tedious and repetitive work.



4. **Wide Range of Functions:** Computers are helpful because they offer a wide range of functions and services that are not available anywhere else. There are four main uses: word processing, internet/communications, digital video/audio composition, and desktop publishing. Although one can create a typed paper with a typewriter, the computer has more features to do it with. Internet and communications, digital video and audio composition, and desktop publishing are all features that are only offered on computers. With these tools human society has progressed exponentially.
5. **Eliminate Duplication of Work:** Cutting and pasting is no longer comprised of using scissors and tape. The cutting and pasting features of the computer have tremendously reduced the duplication of work. It is an incredibly simple and very useful for human being. It helps to save time and perform the job quickly.




6. **Easier and More Comfortable:** Computers make lives of people easier and more comfortable. They give opportunities to millions of people to keep in touch, while being in different parts of the world. Today people work for employers from other countries even without seeing them.



7. **Legible to Read:** It is easier to read a word-processed document than one written by hand. Having a digital backup is an added benefit. All of these things help writers get the job done. If one wants to add pictures to his writing, numerous software titles are available for desktop publishing. Most of this cannot be done by hand, and if so, then it is painstakingly laborious.
8. **Accuracy:** In spite of misleading newspaper headlines, the computer's accuracy is consistently high. Errors in the machinery can occur but, due to increased efficiency in error-detecting techniques, these seldom lead to false results. Almost without exception, the errors in computing are due to human rather than to technological weaknesses, i.e. to imprecise thinking by the programmer, or to inaccurate data, or to poorly designed systems.
9. **Fatigueless:** Being a machine, a computer does not suffer from the human traits of tiredness, lack of concentration, fatigue etc. If huge number of calculations has to be performed, it will perform all the calculations with exactly the same accuracy and speed as the first.



- 
10. **High Speed:** Computer greatly improves the speed of data input, output, processing and transmission. It makes it possible to receive, supply and process large volumes of data at very high speed.
 11. **Reduces Cost:** Computer reduces the cost of all data related operations including, input, output, storage, processing, and transmission.
 12. **Error Free Processing:** Computer ensures consistent and error free processing of data. However it should be noted the error free processing is subject to correct feeding of data and correct programming.
 13. **Easy to Make Changes:** In computer the Word processors are the perfect writing device because with the help of it one can compose quickly and make changes easily.



14. **Spell Check:** The word processing capabilities of computers are amazing. They can automatically correct your spellings and grammar mistakes.
15. **Connection with Internet:** The interconnection of computers worldwide, i.e., the internet, is revolutionizing the concept and the conduct of business. The Internet is one of the greatest inventions of humanity and is probably the most outstanding invention in history. It is a massive network of computers, each with the ability to access any of the others. Computers allow you to connect to the Internet and access this global repository of knowledge. With the Internet, one can communicate faster with people across the globe. It provides a fast, free, and unique way to get information or to communicate with others. One can send e-mail, hold voice and video calls. The Internet also allows for instant sharing of files. The Internet is a great educational resource where one can find information on virtually anything. Ungodly amounts of information can be found on the Internet. It is the ultimate form of media, a combination of newspaper, radio, and as the average bandwidth is increasing, even the television.



The fact that computers have considerably changed lives of human beings can hardly be denied, because today the majority of us cannot imagine life without them. Computers have so many uses that cannot be found anywhere else. These reasons are why computers are so helpful in modern society. With the aid of computers, humankind is entering a new era of enlightenment.

Review Question


1. Mention the various advantages of using Computers.

6.4 Disadvantages of Computer

Today, the computer is used in every field and has made our day to day tasks very easy. Despite all the merits of computers, they also have their downsides. The use of computers has certain disadvantages and has also created some problems in society which are as follows:

1. **Dependent:** Computer is highly dependent on the quality of input data fed to it. Though computers are very fast in tasks that are pre-programmed, it lacks the ability of human brain to detect and correct errors that it is not specifically programmed to do.



- 
2. **Programming:** The task of programming a computer for a computer application is very costly and time consuming. This reduces the utility of computers for applications that are non-repetitive.
 3. **Rigid:** Computer systems are rather rigid. Once a computers system is designed and programmed, making even minor corrections or improvements can be quite costly and time consuming. For this reason a great care is required in design and development of computer systems.
 4. **Data Security:** This is one of the most controversial aspects of computers today. The safety and integrity of data is key for any business. However, data stored in a computer can be lost or compromised in a number of ways. There are instances where the computer could crash wiping out all data that had been stored therein. Hackers could also gain access into your computer and compromise the integrity of data. The data stored on a computer can be accessed by unauthorized persons through networks. It has created serious problems for the data security. This is why one should always have a backup. Moreover, one should put measures in place to keep data safe from hackers.



5. **Computer Crimes:** People use the computer for negative activities. They hack the credit card numbers of the people and misuse them or they can steal important data from big organizations.



6. **Violation of Privacy:** The computers are used to store personal data of the people. The privacy of a person can be violated if the personal and confidential records are not protected properly.



7. **Health Risks:** Improper and prolonged use of a computer might lead to disorders or injuries of the elbows, wrist, neck, back, and eyes. As a computer user you can avoid health risks by using the computer in proper position, using a good sitting position and taking proper work breaks and working in a workplace that is well designed. Technology load and computer addiction are the major behavioural health risks. Addiction comes when you are obsessed with a computer. Technology overload comes when you are over loaded with computer. Both technology overload and computer addiction are avoidable if the habits are noted and a follow up is done.



8. **Unemployment:** Different tasks are performed automatically by using computers. It reduces the need of people and increases unemployment in society.
9. **Wastage of Time and Energy:** Many people use computers without positive purpose. They play games and chat for a long period of time. It causes wastage of time and energy. Young generation is now spending more time on the social media websites which is bad for their health and it also has adverse effects on the social life.
10. **Impact on Environment:** The computer manufacturing processes and computer waste are polluting the environment. The wasted parts of computer can release dangerous toxic materials. When computer junk is discarded in open grounds, they release harmful chemicals like lead and mercury to the environment. Mercury can result in cancer and lead can cause radiation diseases when exposed to the environment. Disposed computers could also cause fire. Green computer is a method to reduce the electricity consumed and environmental waste generated

when using a computer. It includes recycling and regulating manufacturing processes. The used computers must be donated or disposed off properly.

Review Question

1. Enlist any five disadvantages of using Computers.



6.5 Role of Computer in Hotel Industry

In the three decades or so since computers have been commercially available, they have become a major factor in business operations as well as our individual lives. Computers have had a dynamic impact in all forms of business enterprise, including the hospitality industry.

Computer technology plays an important role in the hospitality and tourism industry. Today, most hospitality businesses such as: hotels, motels, food service, and beverage operations are using computers to record, report, and analyze the effectiveness of internal operations.

Initially, computer use was limited due to their high-cost specialized operator technical expertise and rather large requirement for floor space. Computers have evolved to the point that their cost, need of a specially trained operator, and space requirements are no longer major obstacles to their acquisition.

The application of computers has revolutionized application of methods and techniques in hotel industry. It also increases the rating of the hotel. It plays a vital role for the smooth running of a hotel, communication between guests and staffs creates a stable environment. Today, if a hotels' computer system suddenly goes down, chaos would erupt. Software programs ensure that front desk, housekeeping, restaurant and management staff will perform their roles smoothly. They are also a means for communication between all departments. Most of all, hotel personnel are able to serve guests more promptly by using computers.



Role: Computers came out with great solutions specifically to hotel industry making life easier for front end staffs who need to attend to guests most of their time rather than looking at the paper. Information and good service is the key for success in hospitality industry. Computer has a very vital use in hotel industry as it is used in all industries. The role of computers in hotel management and operations is enormous and significant. Below mentioned are some of the points that reveal its importance.

1. **Reservations:** Use of computers has made the reservation or booking of rooms easy. It helps the reservation staff to rapidly check the availability of rooms when the guest calls for reserving a room. Reservation staff uses computer software programs to make reservations. Using the program, they determine which rooms and rates are available for a specific night or range of nights.
2. **Reservation Systems:** Booking engines allow easy access by consumers and travel professionals; the systems enable individuals to make reservations and compare prices. Many, like Expedia and Orbitz, are available through online interfaces. Booking engines cut costs for travel businesses by reducing call volume and give the traveller more control over their purchasing process.
3. **Front Desk:** Front desk personnel use the software to check-in and check-out of guests and to print off bills. Additionally they may check the computer to see if a room has been cleaned before checking in a guest. Finally, front desk staff enters guest names and mailing addresses into a database to use for future reservations or to send out information.



4. **Housekeeping:** Housekeepers use the same software as front desk staff to verify which rooms are checking out and staying over each day. That way, they know which rooms to clean completely and which ones to simply tidy. Housekeepers use the software to communicate to the front desk, letting them know which rooms are clean vacant and available for check-ins.
5. **Correspondence:** Computers have made the correspondence between hotel and guest simple. It facilitates to send different correspondence letters such as confirmation of reservation for guaranty booking, cancellation amendments etc. To the guest and so many other office correspondence letter exchanges with the help of it. Usage of E-mail have more simplified the process of correspondence and made the communication faster and effective.
6. **Recording/Availability of Data:** Many hotel organizations are using computers for keeping the records of their guests. Use of computers has made the record keeping quite effective. It records all the data at the front desk department from the time of reservation of the guest until the time guest checks-out of the hotel and everything is recorded and the data is available for future reference.
7. **Point-of-Sale:** Hotels that have a restaurant may employ a computerized point-of-sale (POS) system/ terminals and registers that control guest checks, kitchen orders, and guest payments. Restaurant staff or stewards enter food and drink orders into the POS system, which prints KOT (kitchen order ticket) for the kitchen and bar staff that they know what to prepare.


In addition, such a system stores a great amount of data, which can provide a range of averages, and ratios that can be used to evaluate such items as menu-mix analysis, average guest check, seat turnover, cost of sales analysis, and inventory control, to name a few possibilities.



8. **Menu Setting:** Additionally, the food and beverage manager may use a computer to prepare and print new menu inserts for various functions. For hotels that cater to conferences and weddings, they may use a computerized banquet booking system.
9. **Computerized Billing:** Cashier print off bills using the POS system. Therefore, the chances of generating wrong bills and under/overcharging complaints to guests get minimized.



10. **Night Auditing:** Night auditors use computer software for daily and overall accounting purposes. This includes reviewing the day's check-ins and check-outs, payments received and owing and complementary given out, to make sure all is in order. Lodging managers also use computers for keeping track of inventory and ordering supplies, to verify conference schedules and to create reports for the higher-ups. Finally, managers work with information technology professionals to make sure computer programs for staff and for guests, if applicable, are running smoothly.
11. **Improves Efficiency:** Use of computer improves the communication between employees and guests. The computerized link of rooms with the service providers staff creates a healthy effect on guests' mind when services are provided to them in no measure of time.
12. **Rapid Communication:** Computer allows continuous communication. A majority of hotels now use computers in the areas of reservations, registration, guest history, guest account audit, and back office accounting. Both guests and businesses can benefit from advances in communication in reservations and guest services systems. It streamlines the guest experience, from reservation to checkout.

- 
13. **Keeps Connected:** Hotel businesses are large and dispersed; they use computer systems to stay connected. Computer systems allow communication between branches and locations which makes it easier to streamline reservations and cross-company policies. They are also used internally to keep all the staff on the same page and make it easier to access information that can improve the guest experience. Guest preferences, housekeeping information and reservation details can all be kept on a single system.
 14. **Quick & Accurate Work:** Computers have, in effect, successfully removed much of the time consuming drudgery present in a manual accounting system. The analysis and evaluation of labour productivity, cost control, inventory control, menu costing, budgeting, and so on can be obtained quickly and accurately from a computer, using software designed for a hotel restaurant operation.
 15. **Searching Information:** In hotel lot of guests check-in and check-out in a day with the help of the computer search function searching guest information would be a lot easier and faster.
 16. **Decision Making:** Information is the key for decision making in any business, as incorrect information may lead to problems. Therefore, getting the right information at the right time, right place and faster makes lot of difference in any business especially in hotel business where the decisions are taken instantly in some levels.
 17. **Enhancing Guest Services:** In hotels the major activities include search, collection, processing, and distribution of information in order to provide services to guests. Hotels are increasingly adopting computers to enhance service, satisfy guests, shut out competition, improve business process, and make sustainable profit.
 18. **Safety & Security:** In hotels computer interfaced safety devices are used which helps in ensuring guest safety. Fire alarm or emergency alarm gets triggered up in case of an emergency or any accident in order to provide safety to guests.
 19. **More Organised:** The use of computer in hotels helps to become more organised. By using computers one can have all data in one place. They need not to shuffle papers and logbooks anymore. This would definitely give more time to focus on other business issues and taking good care of guests.
 20. **Maintains Guest History Card:** The computer system really monitors the guest requirements such as their likes and dislikes. It helps to keep track of their preferences and satisfaction levels in a readable way that helps the hotel staff to enhance their services and provide service to guests as per their demands and requirements.
 21. **Works Logically:** Computer is an electronic brain that people can rely on. Computer it made with intellect of man and hence works only with logic of mind. Therefore, it improves employees working efficiency.



22. **Finding/Solving Mistakes:** Today, computers and software can give solutions to the most complicated logical problems in any operation. Computer system prompts if any mistake is made, it can prompt opportunities to take corrective action in a pro-active manner.
23. **Makes Life Easier:** Computer makes life easier in getting right reports at the right time that helps in decision making process easier and faster. By using computers it has seen that there are also advances in terms of payroll and inventory which make computer a valuable asset for saving money and maximizing profits. It helps to do accounting and inventory on the computer, which would be more convenient and accurate.
24. **Saves Time:** Old fashioned paper-based book-keeping was time consuming and inefficient, advances in modern record keeping allow for a hotel management to keep track of what they have on hand, how much of it they have, and how much it costs. Accounting is complicated, but advanced accounting software, especially that tailored to the unique needs of the hospitality industry helps to enable hotel owners to make smart decisions.
25. **Planning Function:** The computer system can be used to enable both planning and control function to achieve the objectives of the organization. Yield Management in rooms division or Menu Engineering in food and beverage division is example of such functions.
26. **Mobile Communication:** Many travellers take some form of mobile communication device with them on the road, whether it is a tablet computer or a mobile phone. To keep guests advised of changes many tourism and hospitality businesses use mobile communication, they send delay notices, offer deals and sponsor location-based advertising. Depending on the type of business the communication might happen through e-mails, text messaging or GPS tagging, for example.
27. **Computer Software:** Software programs are available for specific business operations within the hospitality industry, which can assist in the safe guarding of assets, controlling cost, maximizing profit, and providing information to measure the efficiency and productivity of an operation.
28. **Internet:** Internet facility in computers has given easy access to common man and has widened the vision. Now people plan their trips, decide their destination, book tickets in their required airline and reserve rooms from their home with the help of internet facility in the computers.
29. **Wi-Fi Facility:** The interlinked electronic systems in rooms which control all the electronic devices in room are too much helpful. The Wi-Fi accessibility now becomes an essential thing in hotels. So, computers networking makes it possible to provide that service efficiently to the guest.



Summary

Computers have made an impact in virtually all areas of our lives. They have changed the way of doing tasks. Now things are done by increasing accuracy and speed. We no longer need to rely on manpower to execute repetitive and tedious work that can be automated by computers. They have also drastically brought down the cost of doing business. Today, computers are a must in most disciplines including medicine, accounting, education, engineering, hotels, travel agencies and others.

The use of computerisation in the hospitality industry has changed greatly over the past twenty years. The launch of low-cost personal computers in the early 1980's started an explosion in the use of technology that is still continuing today. Technology still in development, such as truly integrated hotel systems and Internet-based reservations systems, will have a profound effect on how hotel organisations transact their business and perhaps even on the structure of the industry itself. For hotel business, it is no longer a question of whether to computerise, but which system will give the most benefits and should be installed first! Today, computers does magic for the front end staff enabling them to devote more time in attending guest requirements in a pleasing way without compromising the Standard Operating Procedures (SOP).

Review Question

1. Explain the role of computers in the below mentioned hotel departments.
 - a. Housekeeping
 - b. Front Office

Practical Activity

- There is a newly built hotel in your area. To the owner of a newly built hotel would you recommend him to install computers in the hotel or not. Explain?



CENTRAL BOARD OF SECONDARY EDUCATION

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110092

Tel: 011-22527183, 22421438 • Fax: 011-22526580

Website: www.cbse.nic.in