

Course Title	Front Office Operations & Reservation Systems				
Course Code	HOTL107				
Course Type	Compulsory				
Level	Higher Diploma				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester				
Instructor's Name	Demos Parapanos				
ECTS	4	Lectures / week	2	Laboratories / week	None
Course Purpose and Objectives	<p>This course is design to provide students the ability to develop a comprehensive overview of a hotel's front office and the role it plays in creating memorable guest experiences.</p> <p>By the end of this module students are expected to develop front desk procedures and their interaction with other departments keeping the hotel profitable and up-to-date marketing strategies</p> <p>Students will learn how the front office interacts with other departments, strategies front desk personnel can use to help keep the hotel profitable, and how e-commerce and social networking affect front office operations.</p>				
Learning Outcomes	<p>Upon successful completion of this course, students are expected to:</p> <ul style="list-style-type: none"> <li>• Assess the importance of room division within a hotel organization and demonstrate the various jobs and their routine schedules.</li> <li>• Describe the importance of inter-departmental communications providing maximum customer satisfaction to the guest.</li> <li>• Identify the importance of understanding the physical structure and positioning of the front desk and identify the key factors necessary to select a property management system (PMS).</li> <li>• Apply the use information technology in hotel customer service such as a hotel's primary efforts (via marketing and sales and use of their own brand reservation system), their toll-free number, global distribution systems (GDS), travel agents, and third party sources such as wholesalers.</li> <li>• Awareness of the safety and security requirements from hotel front office point of view</li> </ul>				
Prerequisites	None	Co-requisites	None		
Course Content	<p>Front Office Operations and Reservation Systems</p> <p>Front office desk, Communication and Guest Service</p> <p>Reservations &amp; Marketing Aspects</p> <p>Guest Registration - Check in, Front Office Communication</p>				

	<p>Guest Check Out, Departure, Accounting and Settlement</p> <p>Preparation and Review of the Night Audit</p> <p>Security Department &amp; Legal Aspects</p> <p>Hotel Organization and the Front Office Management</p>
Teaching Methodology	<p>Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.</p>
Bibliography	<p><b>Compulsory Reading:</b></p> <ul style="list-style-type: none"> <li>• Ismail, Ahmed (2002), Front office: Operations and management, Thomson, ISBN: 0-7668-2343-1.</li> <li>• Kline, Sheryl Fried (2003), Hotel front office simulation, John Wiley &amp; Sons, ISBN: 0-471-20331-9.</li> <li>• Noe, Raymond A. (2019), ISE Human Resource Management: Gaining a Competitive Advantage, 11th, Mc Graw Hill Education, ISBN: 978-1-260-09855-6.</li> </ul> <p><b>Additional Reading:</b></p> <ul style="list-style-type: none"> <li>• Walker, John R. (2021), Supervision in the hospitality industry, 9th, Wiley, ISBN: 978-1119749202</li> <li>• Walker, John R. (2008), Exploring the hospitality industry, Pearson, Prentice Hall, ISBN: 0-13-24766-X.</li> <li>• John E. Edwards (2018), Applied Facilities Management: For the Hospitality Industry, 2nd, Cognella Academic Publishing, ISBN: 978-1-5165-1575-2.</li> <li>• David Foskett (2016), The Theory of Hospitality &amp; Catering, 13th, Hodder education, ISBN: 978-1-4718-6523-7.</li> <li>• Romney, Marshall B. (2015), Accounting information systems, 13th, Pearson, ISBN: 9780133428537.</li> </ul> <p><b>Academic Articles</b></p> <ul style="list-style-type: none"> <li>• Xiaolong Guoa, Liuyi Linga, Chenchen Yanga, Zhaoqiong Li b, Liang Lianga (2013), Optimal pricing strategy based on market segmentation for service products using online reservation systems:</li> </ul>

	<p>An application to hotel rooms, International Journal of Hospitality Management 35,pp 274-281  <a href="http://tarjomefa.com/wp-content/uploads/2017/12/244-English-TarjomeFa.pdf">http://tarjomefa.com/wp-content/uploads/2017/12/244-English-TarjomeFa.pdf</a></p> <ul style="list-style-type: none"> <li>• <a href="https://www.researchgate.net/profile/Erose_Sthapit2/publication/327468225_Antecedents_of_a_memorable_hotel_experience_Finnish_hotels_perspective/links/5b910ba5299bf114b7ff9ca2/Antecedents-of-a-memorable-hotel-experience-Finnish-hotels-perspective.pdf">Erose Sthapit</a>(2018), Antecedents of a memorable hotel experience: Finnish hotels perspective, <a href="#">Current Issues in Tourism</a> Volume 22, 2019 - <a href="#">Issue 20</a>, pp 2458 2461  <a href="https://www.researchgate.net/profile/Erose_Sthapit2/publication/327468225_Antecedents_of_a_memorable_hotel_experience_Finnish_hotels_perspective/links/5b910ba5299bf114b7ff9ca2/Antecedents-of-a-memorable-hotel-experience-Finnish-hotels-perspective.pdf">https://www.researchgate.net/profile/Erose_Sthapit2/publication/327468225_Antecedents_of_a_memorable_hotel_experience_Finnish_hotels_perspective/links/5b910ba5299bf114b7ff9ca2/Antecedents-of-a-memorable-hotel-experience-Finnish-hotels-perspective.pdf</a></li> </ul>
Assessment	<ul style="list-style-type: none"> <li>▪ Class participation 10%</li> <li>▪ Assignments/Tests 20%</li> <li>▪ Mid-term exam 20%</li> <li>▪ Final exam 50%</li> </ul>
Language	English