

BASICS OF FRONT OFFICE OPERATIONS

Dr. Sanjeev Sharma



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RANDOM PUBLICATIONS
NEW DELHI (INDIA)

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ISBN 978-93-5269-030-5

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Published in 2018 in India by

RANDOM PUBLICATIONS

4376-A/4B, Gali Murari Lal, Ansari Road
New Delhi-110 002

Phone : +9111-43580356, 011-23289044, 011-43142548

e-mail: sales@randompublications.com,
info@randompublications.com, randomexports@gmail.com

Type Setting by : Friends Media, Delhi-110089

Printed at : Replika Press Pvt. Ltd.

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The front office is the heart of the hotel operation because it is the first place that guests encounter upon their arrival. If the front office makes a bad impression, it does not matter how good the rest of the hotel is. They will leave. Front Office Operations uses a human resources approach to wrap the unique management and operational challenges in the front offices of today's hotels and lodging facilities. This persist its importance on applying theory and management strategies, as well as given that updated text on technology's role in the modernized front office. The front office of a hotel is the most visible department of the hotel. Guests have the most interaction with staff included in the front office. This is where guests check in and receive their room keys and pick up mail and messages. Front office departments include reception, concierge and bell service. The accounting department is also included as part of the front office. This book text is logically presented in the order of operations, beginning with an overview of lodging and then moving ahead through a tour of the today's front office, an appraisal of the guest cycle, and an analysis of guest services.

Contents: Front Office Receptionist; Sources of Operational Risk Management; Operations in Hotel Management; Electronic Security Management System in Hotel Industry; Hospitality Service Package for Rooms; Coordination with Front Office; Operations Management in Hospitality Industry.

About the Author



Dr. Sanjeev Sharma completed his post Graduate Diploma in Travel and Tourism Management from Indian Institute of Tourism and Travel Management, Balrampur, UP. He led the teams that developed the tourism policy and strategy for India; developed strategies for trend-setting companies such Sandals International and Conservation Corporation; and developed the "tourism begins at home" programme that sparked the turnaround in the Indian tourism industry. This book takes a comprehensive approach to tourism, covering a wide range of topics relating to its planning, development, management and impact. At the present time, he is working as an associate professor at the School of Hospitality & Tourism Management, Bahrach, UP.



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PUBLISHERS • DISTRIBUTORS

4376-A/4B, Gali Murari Lal, Ansari Road, Daryaganj
New Delhi-110002, Ph : +91-11-43142548/43580356 / 23289044
Email : randomexports@gmail.com,
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ISBN 978-93-5269-030-5



9 789352 690305

6,995/- (px.)