

To Study Front Office Operations in Hotel Industry

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Abstract: *As the public face of a hotel, the front desk is primarily in charge of guaranteeing visitors' satisfaction by attending to their needs and wishes. The front desk serves as the centre of a hotel and is important for organizing and guaranteeing the effectiveness of hotel operations, all with the primary goal of providing guests with the best possible experience. The majority of visitors in the hotel industry interact directly with front desk employees. Being the initial point of contact a guest or prospective guest has with a hotel, whether by phone, in writing, or in person, makes front office operations extremely important.*

Keywords: Front Office, Satisfaction, Front Desk, Operations.

I. INTRODUCTION

As the public face of a hotel, the front desk is primarily in charge of guaranteeing visitors' satisfaction by attending to their needs and wishes. It is clear that the front desk serves as the centre of a hotel and is important for organizing and guaranteeing the effectiveness of hotel operations, all with the primary goal of providing guests with the best possible experience. The majority of visitors in the hotel industry interact directly with front desk employees, suggesting that front desk operations play a crucial role in projecting a hotel's professional image. Many reasons exist for guests to get in touch with the reception, including leaving and retrieving keys, gathering messages, making questions, and filing complaints. A hotel's front desk provides customer service by responding to questions from visitors regarding the hotel's amenities and the neighbourhood. Furthermore, the front desk provides support in resolving consumer problems. Compiling invoices and managing checkout, when visitors make their last payments and return any hotel property, are included in billing and check-out procedures. This study emphasizes the significance of front office operations in a hotel in light of this viewpoint. The effects of the front desk on a hotel are assessed in this research.

Being the initial point of contact a guest or prospective guest has with a hotel, whether by phone, in writing, or in person, makes front office operations extremely important. According to Bardi, the front desk plays a crucial part in determining whether a hotel will win or lose a potential client because it assists people in choosing a hotel. Employees working at the front desk portray the hotel in a positive light and shape guests' opinions of it. From a psychological perspective, the halo effect, or positive first impression, can lead visitors to have positive thoughts about the hotel and the related amenities and services they utilize while visiting. In a similar vein, a bad first impression gives clients a "bad signal" and may raise their suspicions about using the hotel's amenities and services. This observation leads to the essential conclusion that the front desk, primarily through checking guests in and greeting them, serves as the public face of the hotel. The fact that guests and front desk staff interact directly suggests that front desk operations are essential to ensuring repeat business. Customer pleasure is ensured through efficient front desk operations, which is essential to the hotel's commercial performance. This is mostly because customers' initial impressions of the institution are formed by the front desk employees. A hotel's front desk is essentially its introduction. The effectiveness of a hotel's front desk is a good indicator of the establishment's overall organizational abilities. Thus, well-thought-out front desk operations provide guests a great first impression, whereas a disorganized front desk creates anxiety and a bad impression of the hotel.

II. REVIEW OF LITERATURE

Wai Yin (2015) states that the front office department is the most noticeable and important focal point of any hotel, regardless of its class or type. These departments are typically easily accessible from the hotel's

front lobby. Because it serves as the primary point of contact for many of the hotel's visitors, the front office department is crucial to the operation of the establishment. Employees at the front office department of hotels typically engage with guests for the first time; this is a crucial part of delivering genuine service and creating a positive first impression for the guest.

According to authors **Rasika Gumaste, Ritu Bhagwat, Puneet Thakkar (2015)** the hotel sector is always looking to improve the visitor experience and advance as a sector. Since it establishes a guest's initial impression, the hotel front desk is an essential component of front office operations. In order to increase visitor satisfaction and boost performance in this competitive period, hotels have implemented new procedures. Every visitor is given the best care possible to make him feel unique. Given the intense rivalry in the industry, each hotel sets itself apart by implementing cutting-edge strategies to draw in an increasing number of visitors.

The front desk is where most transactions and interactions between guests occur during their stay, making it the centre of services for the hotel. This brings us to the second significance of front desk operations: the front desk. Bardi asserts that the front desk staff and operations have a major influence on the guest's experience with hotel service. This is ultimately crucial since providing guests with a pleasurable and stress-free experience is mostly dependent on the calibre and type of service provided, and client happiness is the hotel industry's main objective. When a hotel provides comparable services and amenities, it sets itself apart from its rivals. Additionally, the standard and manner of hotel service ensures that customers stay there and promotes word-of-mouth advertising because happy customers are more likely to give the hotel a positive review and suggest the hotel to other prospective customers. Positive word-of-mouth marketing is crucial to the profitability and competitiveness of hotels, and it may be accomplished through the establishment of well-organized front desk operations. For example, the front desk makes sure that customers are well taken care of and that their greetings represent the excellent service provided by the hotel, which is a crucial component of an exceptional company. Consequently, it is clear that the front desk is an essential part of the hotel's customer service, which is crucial in ensuring the calibre and flair of hotel services. The fact that the front desk is tasked with handling visitor complaints and issues—critical occurrences that determine whether or not a guest is satisfied—adds even more significance to the activities of the front desk. It is clear that front desk-initiated communications are essential to the success and efficiency of hotel operations. Moreover, the front desk serves as a liaison between the many divisions of the hotel and its patrons, an essential role in providing seamless hotel operations that ensure visitor pleasure. In addition, the front desk is essential for organizing services for visitors, providing information, keeping accurate records of room usage, inventory, and creating and finishing guest account statements. In actuality, the front desk is where most hotel communications take place. For example, when visitors bring their grievances to the attention of the front desk, the departments receive them. Additionally, the majority of departments use the front desk to send information to the appropriate departments. In essence, the front desk assists with handling complaints by identifying the issue, resolving it, and then taking additional steps to make sure the client is satisfied with the resolution. Properly functioning front desk interactions with other departments and guests contribute to efficient hotel operations and a positive guest experience, both of which are essential for the hotel to attain profitability and a competitive edge. All things considered, it is clear that the front desk significantly affects the hotel's profitability, competitive advantage, revenue streams, operational efficiency, and levels of satisfaction. The main motivation for building a hotel is to increase client pleasure, which is influenced by all of these factors. When all the effects are taken into account, it becomes clear that the front desk plays a crucial role in keeping the hotel open and profitable. The significance and effects of the front desk in a hotel have been covered in the article. These effects include presenting the hotel's image to guests and influencing their opinion of it. Additionally, the front desk serves as the hotel's administrative, service, and communications centre.

As the public face of a hotel, the front desk is primarily in charge of guaranteeing visitors' satisfaction by attending to their needs and requests. It is clear that the front desk serves as the centre of a hotel and is important for organizing and guaranteeing the effectiveness of hotel operations, all with the primary goal of providing guests with the best possible experience. The majority of visitors in the hotel industry interact directly with front desk employees, suggesting that front desk operations play a crucial role in projecting a hotel's professional image. Visitors typically get in touch with the front desk for a variety of reasons, including leaving and retrieving keys, gathering messages, making inquiries, and filing complaints. Typically, the front desk staff member handles requests, concerns, and questions, raised by visitors

and providing any extra services that a hotel might offer, like currency exchange. The saying "first impressions are usually the lasting impression" suggests that the front desk staff has an obligation to make sure the guest is happy. The many front desk tasks—such as check-in, communication, administrative work, customer service, billing, and check-out—are essential to guaranteeing the effectiveness of the hotel's overall operations. In the majority of hotels, the front desk serves as a communication link between visitors and other hotel departments. Answering phones, making reservations, and escorting visitors to their designated rooms or facilities are among the administrative tasks that are part of front desk operations. In a hotel, the front desk staff is responsible for providing customer service by answering addressing questions visitors have about the hotel's amenities and the neighbourhood. Furthermore, the front desk provides support in resolving customer complaints. Compiling bills and managing checkout, where visitors make their last payments and return any hotel property, are included in billing and check-out operations. This paper emphasizes the significance of front office operations in a hotel in light of this viewpoint. The effects of the front desk on a hotel are assessed in this paper.

II. CONCLUSION

The most crucial components of client satisfaction that result in recurring business are quality control, motivated and trained employees, and standardized products. A broad perspective the analysis reveals that the majority of visitors are content. With the Front Office department's comprehensive services. Overall, the front office division appears to be one area that significantly contributes to the delight of visitors.

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