

- **FRONT OFFICE AND ADMINISTRATION  
MANAGEMENT**

- **VENUE: BEST WESTERN PREMIERE HOTEL**

- **DATE: THURSDAY, 25<sup>TH</sup> APRIL 2013**

- **RESOURCE PERSON: ABUDU ABU MAHAMA**

# OBJECTIVES OF THE SESSION

- This session will assist participants to appreciate career development path that within the front office department in the hospitality sector. The session would also take participants through the various job opportunities and some practical skills and knowledge required for career progression in the front office department.

## OVERVIEW OF THE HOSPITALITY INDUSTRY

- The hospitality industry includes a wide range of services related to management of hotels and restaurants, tourism, entertainment and recreation, as well as transportation. Hospitality industry is categorized in the services sector which makes about 53.3 per cent of the World's GDP.

# OVERVIEW OF THE HOSPITALITY INDUSTRY

- *Continuation.....*
- The Industry is not just about hotel management and cooking; rather it offers the enthusiasts a wide range of career choices, including, but not limited to, Human Resources Management, Accounting, Guest Relations, Housekeeping, Food And Beverages, Security, Real Estate Management, Event Management, Marketing And Sales, etc. Even a business graduate or a finance student could find well-paid jobs in the hospitality industry with international exposure in many cases.

## OVERVIEW OF THE HOSPITALITY INDUSTRY

- *Continuation.....*
- The growth in the sector is heavily dependent on two other sectors — economy and tourism. Unless these sectors are given a boost, the hospitality industry will remain incapable of sustaining itself and is likely to eventually wane, like many other sector of the world's economy.
- Still the industry entails plenty of opportunities and has the potential of providing employment to a big percentage of Ghana's workforce. These opportunities may lay scattered in even far-flung areas where tourism industry can be developed.

# THE FRONT OFFICE

- A front office is a designation that describes an area of a business where clients and company personnel interact. Front offices are typically called so because they are at the front or entrance of a business, giving customers easy access to office workers. This vital section of the business can serve many purposes, depending on the company, and are often the best place to obtain any customer-related information. Hotel desk clerks perform a variety of services for hotel guests.

# QUICK FACTS

- **Wages:**

  - \$9.98 / hour

- GH¢ 3.57/hour

- **Percent Growth** 11.8%

- **Average Education & Training:**

  - Short-term on-the-job training (1 month or less) is common.

- **Work Activities:**

  - Take and confirm advance reservations by telephone. Establish how they will pay for the room.

  - Greet and register guests and assign rooms.

  - Issue room keys. Give room directions to guests or instructions to bellhop.

# HIRING PRACTICES

- Employers prefer to hire staff who have computer skills. They also prefer applicants who get along well with people. In addition, a clear speaking voice and professional appearance are often helpful. Most employers require that hotel front office staff have a high school diploma or WASCE.

# ADVANCEMENT OPPORTUNITIES

- Experienced hotel Front desk clerks can advance by transferring to a job with more responsibility or by becoming a supervisor. They can improve their chances for advancement by taking courses in hospitality management progressing to managers.

# POSITIONS AVAILABLE

- Receptionist
- Night Auditor,
- Guest Service Representative,
- Guest Services Agent (GSA),
- Counter Attendants
- Counter and Rental Clerks
- Dispatchers
- Flight Attendants
- License Clerks
- Reservation and Ticket Agents
- Restaurant Hosts
- Telephone Operators
- Client Service Agent
- Bank Tellers

# SKILLS

- People in this career need to:
- **1. Communicate**
- Listen to others, understand, and ask questions.
- Express ideas clearly when speaking or writing.
- Read and understand written information.

## 2. Work with People

- Look for ways to help people.
- Be aware of others' reactions and change behavior in relation to them.
- Use several methods to teach others how to do something.
- Solve problems by bringing others together to discuss differences

## 3. Knowledge

- People in this career need knowledge in the following areas:
- Customer and Personal Service: Knowledge of providing special services to customers based on their needs.
- Clerical: Knowledge of general office work such as filing and recording information.
- English Language: Knowledge of the meaning, spelling, and use of the English language.
- Administration and Management: Knowledge of managing the operations of a business, company, or group.
- Computers and Electronics: Knowledge of computer hardware and software.
- Mathematics: Knowledge of the rules and uses of numbers. Areas of knowledge include arithmetic, algebra, geometry, and statistics.

## 4. Reason and Problem Solve

- Analyze ideas and use logic to determine their strengths and weaknesses.
- Understand new information or materials by studying and working with them.
- Develop rules or follow guidelines for arranging items.
- Notice when something is wrong or is likely to go wrong.
- Use reasoning to discover answers to problems.
- Judge the costs and benefits of a possible action.

## 5. Interests

- People in this career are people who tend to:
- Consider relationships important. They like to work in a friendly, non-competitive environment. They like to do things for other people. They prefer jobs where they are not pressured to do things that go against their sense of right and wrong.
- Have conventional interests. They like work activities that follow set procedures, routines, and standards. They like to work with data and detail. They prefer working where there is a clear line of authority to follow.
- Have enterprising interests. They like work activities that involve starting up and carrying out projects, especially in business. They like to lead and persuade others, make decisions, and take risks for profit.
- Have social interests. They like work activities that assist others and promote learning and personal development. They like to communicate with others: to teach, give advice, help, or otherwise be of service to others.

# TOOLS FOR FRONT OFFICE OPERATIONS

- **Automated attendant systems**  
Automated telephone answering systems
- **Automatic call distributor ACD**  
Automated call distributors ACD
- **Centrex phone consoles**
- **Music or message on hold player**  
On hold players
- **Personal computers**
- **Premise branch exchange PBX systems**  
Private automatic branch exchange PABX systems
- **Standalone telephone caller identification**  
Telephone call identification systems
- **Voice mail systems**

# FRONT OFFICE TECHNOLOGY

- **Data base user interface and query software**  
Incident tracking software
- **Desktop publishing software**  
Microsoft Publisher
- **Electronic mail software**  
Microsoft Outlook
- **Facilities management software**  
ASI Front Desk
- Inn Quest room Master
- Ramesy's Hotel software
- Resort Data Processing software
- **Operating system software**  
Microsoft Windows Vista software
- **Spreadsheet software**  
Microsoft Excel
- **Word processing software**  
Microsoft Word

# EDUCATION & TRAINING

- **Preparation**

- To work as a Front Desk staff, you typically need to:
- have a high school diploma or WASCE; and
- complete short-term on-the-job training.

- **Education after high school**

- Formal training beyond high school is not required for hotel front office job.

- **On-the-job training**

- Hotel front desk staff learn their skills on the job. Orientation for hotel desk clerks usually includes an explanation of the job duties. You also receive information about the hotel and its services. You learn your tasks with help from a supervisor or experienced clerk. You also may receive special training on the hotel's computerized reservation and billing system. Training lasts about a month

# HELPFUL HIGH SCHOOL COURSES

- You should take a general high school curriculum that meets the state's graduation requirements. You will be required to take both math and science classes to graduate.
- Helpful electives to take in high school that prepare you for this occupation include:
  - Computer Fundamentals
  - Hospitality
  - Travel and Tourism
- The courses listed above are meant to help you create your high school plan. If you have not already done so, talk to a school counselor or parent about the courses you are considering taking.

THE END

- Thank You