



INTERNATIONAL  
HOTEL SCHOOL  
ONLINE

# Managing Front Office Operations



## ADMISSION REQUIREMENTS

National Senior Certificate  
or equivalent



## DURATION

5-10 hours per week,  
16 weeks



## CERTIFICATION

Credit bearing short learning  
programme with E-Certificate and  
academic transcript

## Introduction

This Module focuses on the fundamental role of the management activities relevant to the Front Office department, and essential functions and responsibilities that will determine the success of the department and of the hotel. Topics include cash handling, the latest technology applications, how front office activities and functions affect other departments, and the concept of guest relations and customer relationship management.

## What will I learn?

- The front office within a hospitality industry context, as it applies to both local and international settings.
- Implementing front office procedures and processes for efficient lodging operations.
- To analyse the various uses and functions of a Property Management System (PMS) and other appropriate technologies employed in lodging operations.
- To implement revenue management using forecast information in capacity management, discount allocation, and duration control.
- The critical success factors in good customer relationship management.
- Various elements of a customer relationship management model in the hospitality context.