

Course Title	Managing Front Office, Technology and Reservation Systems				
Course Code	HTM120				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	1 st Year/2 nd Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>The main purpose of this course is to provide a comprehensive overview of a hotel's front office and the role it plays in creating memorable guest experiences. 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. Real-life case studies on Hospitality and Tourism are presented to serve as an example on how to bridge the gap between industry and academia.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To underline the importance of the impact of technology on hotel operations, including information on social media platforms, mobile services, and mobile device connectivity issues guests may experience in hotels and mobile payments • To clarify and analyze the safety and security issues of current concern within the hospitality industry • To supply knowledge on the most recent Uniform System of Accounts for the Lodging Industry • To provide knowledge on key cards and keyless entry technology and its impact on hospitality industry 				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Assess the importance of room division within a hotel organization and demonstrate the various jobs and their routine schedules. • Evaluate the importance of inter-departmental communications that need to occur to provide hospitality to the guest and explain the dissemination of information to guests and other members of the hotel staff. • 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). 				

	<ul style="list-style-type: none"> Determine the various aspects towards hotel reservations and explain the many opportunities guests have to make reservations using technology 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. 		
Prerequisites	HTM100	Co-requisites	None
Course Content	<ul style="list-style-type: none"> Front Office Operations Hospitality Technology Systems Front office reservations systems Front office, Communication, Guest Service Engineering and Guest Cycle Reservations & Marketing Aspects Guest Registration - Check in, Front Office Communication Guest Accounting, Settlement Guest Check Out, Departure, Preparation and Review of the Night Audit Security Department & Legal Aspects Hotel Organization and the Front Office Manager 		
Teaching Methodology	Face-to-Face		
Bibliography	<p>Kasavana, L.: Managing Front Office Operations, Latest Edition.</p> <p>Kasavana, L.: Managing Technology in the Hospitality Industry, Latest Edition.</p> <p>Kasavana, L., Managing Front Office Operations - Digital, Latest Edition, e-book</p> <p>Ninemeier, J.D.: Supervision in the Hospitality Industry - Digital, Latest Edition e-Textbook.</p> <p>Forgacs, G.: Revenue Management Maximizing Revenue in Hospitality Operations, Latest Edition, AHLEI.</p>		
Assessment	Examinations	70%	
	Assignments	20%	
	Class Participation and Attendance	10%	
	Total	100%	
Language	English		