**Hospitality and Tourism Career Field**

**Front Office Management and Operations**

Subject Code: 330030

Outcome & Competency Descriptions

**Course Description:** Students will develop knowledge and skills needed in the lodging industry. Students will perform front-office procedures such as reserving rooms, checking guests in and out, and orienting guests to the lodging property. They will also maintain guest rooms and public areas, develop a housekeeping plan, and establish a schedule for facilities maintenance. In addition, site safety and sanitation, customer service, people management, employability skills, leadership and communications will be emphasized.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome 1.1. Employability Skills:** Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies:**

1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.

1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.

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**Outcome 1.2. Leadership and Communications:** Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies:**

1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team.

1.2.14. Use motivational strategies to accomplish goals.

1.2.16. Identify ways to affect workplace change

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**Outcome 1.6. Business Literacy:** Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.

**Competencies:**

1.6.4. Identify types of businesses, ownership and entities (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not-for-profit).

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**Outcome 1.7. Entrepreneurship/Entrepreneurs:** Analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment.

**Competencies:**

1.7.1. Compare and contrast the four types of business ownership (i.e., individual proprietorships, partnerships, corporations, cooperatives).

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**Outcome 1.10. Sales and Marketing:** Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

**Competencies:**

1.10.1. Identify how the roles of sales, advertising and public relations contribute to a company’s brand.

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**Strand 2. Experience Management**

Learners apply customer behavior concepts to create a brand identity, design and deliver exceptional customer experiences, and build customer loyalty and brand equity.

**Outcome 2.2. Hospitality and Tourism Environment:** Analyze how customer service principles, hospitality services and operational processes work together to create a culture that allows organizations to meet or exceed customer expectations.

**Competencies:**

2.2.1. Describe how the principles of R.A.V.E. (respect and value everyone), customer satisfaction and quality affect service delivery.

2.2.4. Explain the factors that shape customer expectations of a particular service and how subjective and objective elements of service quality can be assessed.

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**Outcome 2.6. Customer Services:** Apply strategies and techniques to identify and meet guest needs and to establish a sense of connectedness with guests in a hospitality and tourism environment.

**Competencies:**

2.6.1. Interpret unspoken needs based on understanding of human behavior, preference patterns and prior experiences.

2.6.2. Determine strategies for responding to potentially sensitive, compromising, fraudulent or dangerous situations.

2.6.3. Accommodate special needs and specific requests of customers.

2.6.4. Process customer orders accurately and efficiently while building rapport.

2.6.5. Balance multiple resource demands, and maintain service standards during peak volumes.

2.6.6. Respond to customer inquiries, resolve their complaints and follow up on situations.

2.6.8. Identify and deliver on opportunities to make a difference in the customer experience (i.e., positive moments of truth).

2.6.9. Leverage customer experiences to build brand preference and loyalty.

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**Outcome 2.7. People Management:** Apply strategies, policies and procedures to manage new hires, union and non-union employees and volunteers to meet quality standards.

**Competencies:**

2.7.3. Recruit, screen, and interview job applicants.

2.7.4. Make hiring decisions and job offers.

2.7.6. Train, cross-train, and coach employees and volunteers using talent-development and motivation theories.

2.7.7. Schedule employees and volunteers across shifts and during peak service times.

2.7.8. Plan, delegate, and direct the work of employees and volunteers.

2.7.9. Identify procedures for employee termination.

2.7.10. Assess and document employee performance.

2.7.11. Communicate outcomes of employee assessment, and take corrective measures.

2.7.12. Supervise union and nonunionized staff and volunteers.

2.7.13. Develop employee handbook.

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**Strand 3. Safety and Sanitation**

Learners apply knowledge of biological, physical and chemical hazards and the concepts of safety and sanitation to protect employees and customers from injuries, illnesses and diseases.

**Outcome 3.4. Equipment Safety and Sanitation:** Demonstrate strategies and techniques for eliminating biological, physical and chemical contamination through proper equipment use, storage and maintenance.

**Competencies:**

3.4.1. Distinguish between cleaning, sterilizing and sanitizing.

3.4.4. Break down and maintain commercial equipment and machines.

3.4.9. Lock out and tag out equipment until fixed.

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**Outcome 3.5. Site Safety and Sanitation:** Analyze how the physical environment contributes to safety risks, identify strategies used to reduce or eliminate risks, and follow defined safety procedures.

**Competencies:**

3.5.1. Analyze the root causes of accidents, and identify prevention strategies.

3.5.2. Handle, maintain, and dispose of garbage and non-food refuse.

3.5.3. Identify signs of infestations.

3.5.4. Develop and implement pest management procedures.

3.5.5. Select and mix cleaning or sanitation solutions in the right proportions, and label container.

3.5.6. Handle, label, store, and dispose of hazardous chemicals and waste.

3.5.8. Assess fire hazards, and determine fire prevention strategies.

3.5.12. Prepare for internal and external safety checks and inspections.

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**Strand 7. Foodservice Operations**

Learners use foodservice management principles to achieve profit objectives and deliver customer experiences consistent with the brand.

**Outcome 7.3. Dining Room Operations:** Manage dining room staff, operations and systems to achieve organizational objectives.

**Competencies:**

7.3.8. Maintain eating areas, meeting spaces and serving stations.

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**Strand 8. Lodging Operations**

Learners use principles of lodging to achieve profit objectives and deliver customer experiences consistent with the brand.

**Outcome 8.1. Lodging Fundamentals:** Analyze the lodging industry to understand its classifications, service levels, divisions and role and responsibilities.

**Competencies:**

8.1.1. Explain the components of the lodging “product” and the role of services in providing the product.

8.1.3. Describe the classifications of lodging accommodations and room types.

8.1.4. Differentiate service levels and features by accommodation types and classifications.

8.1.5. Identify common divisions, or functional areas of lodging establishments; and explain their responsibilities, activities and interactions.

8.1.6. Describe the role of hotel management companies and the use of management contracts.

8.1.7. Analyze the role that physical facilities, property location, and destination features have on customer appeal and guest mix.

8.1.8. Identify complementary business partnerships that support lodging services.

8.1.9. Explain lodging market segments.

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**Outcome 8.2. Guest Operations:** Apply guest experience-management principles and knowledge of the guest life cycle and guest management systems to service lodging guests consistently to meet or exceed brand and customer expectations.

**Competencies:**

8.2.1. Identify the factors that impact the customer experience throughout the guest life cycle.

8.2.2. Analyze the effect of guest services, concierge and guest relations on the lodging guest’s experience.

8.2.3. Book direct and indirect individual room reservations, and block group reservations.

8.2.4. Confirm, modify, and cancel reservations.

8.2.5. Resolve reservation issues.

8.2.6. Describe check-in and check-out processes available to lodging customers.

8.2.7. Check in and orient guests to the lodging property.

8.2.8. Determine services to offer arriving guests.

8.2.9. Process guest requests, and complete front-desk transactions.

8.2.10. Follow front-desk procedures to maintain guest safety and security.

8.2.11. Process guest departures and late-guest checkouts, and provide services to departing guests.

8.2.12. Maintain up-to-date guest room status using the Property Management System.

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**Outcome 8.3. Housekeeping Operations:** Maintain guest rooms consistent with brand and quality standards; and manage housekeeping services to meet organizational standards.

**Competencies:**

8.3.1. Explain flow and cycle of linens.

8.3.2. Determine whether guest rooms and public areas meet quality standards.

8.3.3. Select lodging cleaning supplies, equipment and processes based on the situation.

8.3.4. Determine whether room conditions warrant facilities management involvement.

8.3.5. Prepare, clean, monitor, and stock rooms and assigned areas.

8.3.6. Remove stains from hotel surfaces and linens.

8.3.7. Maintain rooms and public areas.

8.3.8. Create, implement, and monitor a housekeeping plan.

8.3.9. Create and monitor performance and productivity standards for all cleaning areas.

8.3.10. Develop a green cleaning program.

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**Outcome 8.4. Facilities Maintenance:** Develop and monitor standards for hotel operations.

**Competencies:**

8.4.1. Assess quality of facilities and guest rooms.

8.4.2. Schedule preventive maintenance, repair and renovation.

8.4.3. Develop a cleaning and maintenance program for carpets, window treatments and furniture.

8.4.6. Establish a schedule for grounds maintenance and landscaping care.

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**Outcome 8.5. Property Accounting:** Manage, track, record, and evaluate financial transactions to enable achievement of organizational goals.

**Competencies:**

8.5.2. Check cashiers in and out, and verify banks at shift end.

8.5.8. Complete night audit, reconcile accounting issues, and produce reports.

8.5.9. Analyze room rates and departmental allocations.

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**Outcome 8.7. Property Management:** Manage lodging properties to achieve organizational objectives.

**Competencies:**

8.7.2. Explain the role and components of property management systems, and describe their importance in maintaining accurate guest room status and accounts.

8.7.3. Create and monitor standards for front-office operations.

8.7.4. Create and maintain standards and procedures for general housekeeping operations.

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