

Front Office Procedures



Michael L. Kasavana
Richard M. Brooks



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About the Authors

Michael L. Kasavana, Ph.D., is a Professor in *The School of Hospitality Business* at Michigan State University, where he is considered the School's resident computer expert. Dr. Kasavana did both his undergraduate and graduate work at the University of Massachusetts—Amherst. He received a bachelor's degree in hotel, restaurant, and travel administration; a master of business administration in finance; and a doctorate in management information systems. He has written several books, instructional software packages, and a host of research journal and trade industry magazine articles.

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Study Tips for Users of Educational Institute Courses

Learning is a skill, like many other activities. Although you may be familiar with many of the following study tips, we want to reinforce their usefulness.

Your Attitude Makes a Difference

If you want to learn, you will: it's as simple as that. Your attitude will go a long way in determining whether or not you do well in this course. We want to help you succeed.

Plan and Organize to Learn

- Set up a regular time and place for study. Make sure you won't be disturbed or distracted.
- Decide ahead of time how much you want to accomplish during each study session. Remember to keep your study sessions brief; don't try to do too much at one time.

Read the Course Text to Learn

- *Before* you read each chapter, read the chapter outline and the competencies. If there is a summary at the end of the chapter, you also want to read it to get a feel for what the chapter is about.
- Then, go back to the beginning of the chapter and *carefully* read, focusing on the material included in the competencies and asking yourself such questions as:
 - Do I understand the material?
 - How can I use this information now or in the future?
- Make notes in margins and highlight or underline important sections to help you as you study. Read a section first, then go back over it to mark important points.
- Keep a dictionary handy. If you come across an unfamiliar word that is not included in the key terms, look it up in the dictionary.
- Read as much as you can. The more you read, the better you read.

Testing Your Knowledge

- Test questions developed by the Educational Institute for this course are designed to reliably and validly measure a student's ability to meet a standard of knowledge expressed by the industry-driven competencies.

- End-of-the-chapter Review Quizzes help you find out how well you have studied the material. They indicate where additional study may be needed. Review Quizzes are also helpful in studying for other tests.
- Prepare for tests by reviewing:
 - competencies
 - notes
 - outlines
 - questions at the end of each assignment
- As you begin to take any test, read the test instructions *carefully* and look over the questions.

We hope your experiences in this course will prompt you to undertake other training and educational activities in a planned, career-long program of professional growth and development.

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Chapter 1 Outline

The Hospitality Industry
 Defining the Term Hotel
 Classifying Hotels
Size
Target Markets
 Commercial Hotels
 Airport Hotels
 Suite Hotels
 Extended Stay Hotels
 Residential Hotels
 Resort Hotels
 Bed and Breakfast Hotels
 Timeshare and Condominium Hotels
 Casino Hotels
 Conference Centers
 Convention Hotels
 Alternative Lodging Properties
Levels of Service
 The Intangibility of Service
 Quality Assurance
 Rating Services
 World-Class Service
 Mid-Range Service
 Economy/Limited Service
Ownership and Affiliation
 Independent Hotels
 Chain Hotels
Reasons for Traveling
 Business Travel
 Pleasure Travel
 Group Travel
 Buying Influences
Multicultural Awareness
Summary
Case Studies

Competencies

1. Classify hotels in terms of the major target markets attracted to the features and benefits they offer.
2. Classify hotels in terms of the level of service they provide for guests.
3. Identify the advantages and disadvantages of different types of hotel ownership and affiliation.
4. Describe characteristics of the business, leisure, and group travel markets.
5. Identify factors that affect travelers' buying decisions and describe what hotels can do to reward loyal guests.

