

## ■ **ROOMS DIVISION AND FRONT OFFICE MANAGEMENT** by **Christina Tavares**

### **UNIT DESCRIPTION**

The success of the Room Division depends on the effectiveness, efficiency, and warmth of people. This course aims to achieve this success through interactive discussions and best practice examples of the following topics:

- Each step on the customer's journey is identified and analyzed by using a service blueprint.
- The challenges of the standardization versus personalization of services will be addressed, and creative suggestions to develop the synergy will be made.
- Leverage selling, customer service and an understanding of the different electronic distribution channels for the Room Division staff to increase the establishment's bottom line.

### **LEARNING OBJECTIVES**

By the end of the Unit, participants will be able to:

#### Knowledge

- Design a service blueprint for customer within the rooms division.

#### Competencies

- Identify and analyze the customer experience before, during, and after the stay in different lodging concepts.
- Explain the impact well trained staff within the Rooms Division has on the hotel's bottom line.
- Describe the systems that need to be considered in the hotel's distribution platform.

#### Mindset

- Develop and improve decision-making skills.
- Adopt proactive out of the box approach to problem solving.

### **METHODOLOGY**

- Problem based learning with case studies and interactive participation and group work.
- Reading assignments - Practical exercises.