

School of Hospitality

Course Code :BSCH3003

Course Name: Front Office Management

Information Technology



GALGOTIAS
UNIVERSITY

Name of the Faculty: Jyoti

Program Name: BSChm/BHM

Information Technology Revolution

IT has transformed the way companies store data, process and analyse data, and share information.

Computers are being used in all walks of life, including entertainment, social contact, online marketing, merchandizing, booking, reading reviews of products & services, virtual tours and training.

Robotics and artificial intelligence are adding an unthinkable level of automation, especially in dangerous and repetitive, tedious tasks.

Robot Butler



IT & Guest Expectations from Hotel

High speed internet, Wi-Fi hotspots, self check-in, music streaming, web series, e-Concierge, effortless online reservations...

Guests expect the same level of technological experience, that they are used to, in their homes and offices.

Personalized Wi-Fi

Now, many hotels are providing **Wi-Fi CRM**: a service that allows users to access the most useful information based on their local area.

Thanks to companies like **Air Angel**, many hotels now provide a personalised and relevant internet experience for their guests.



In-Room Entertainment

Rooms are now being fitted with HD TVs, complete with Blu-ray movies and surround sound speaker systems, making for a perfect evening, spent relaxing in the hotel. Web connected media hubs, and docking stations now allow guests to personalise their experience, with video and music streaming from their very own smartphones, laptops or tablets.



Self-Check In

Automated check-in is rapidly becoming a 'must have' facility for hotels, allowing guests to check in manually, without having to wait at the reception desk, to receive their room key. Some hotels utilise self-serve touchscreen kiosks, whereas others use iPad check in services, both with the aim of providing a hassle-free arrival and departure process.

Replacing room keys with smartphone apps is also becoming a popular trend. Upon arrival, guests are provided with an iPhone, or sent a digital room key to their personal smartphone, which can then be used to unlock their room, using near field communication technology. The door is then locked automatically after departure, and check out can be completed by holding the phone next to a sensor. Not only does this significantly reduce waiting times, it can also increase security and save having to carry around a set of keys at all times.



Tech-savvy conference rooms

To cater for business travellers, hotel conference rooms are now utilising leading-edge gadgetry, including the latest audio visual technology, such as HD display screens and advanced projectors. For a touch of luxury, some conference rooms are now equipped with the latest touchscreen remote control devices for temperature control and lighting, to satisfy even the most tech-savvy user's needs. All this enables you to press on with hassle free presentations, meetings and video conferences. Thanks to pioneering technology, international business connectivity is easier than ever.



References

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- Text book of front office operations and Management by Sudhir Andrews (Tata McGraw Hill)



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