Course Code :BSCH3003

Course Name: Front Office Management

Characteristics of Hospitality Marketing



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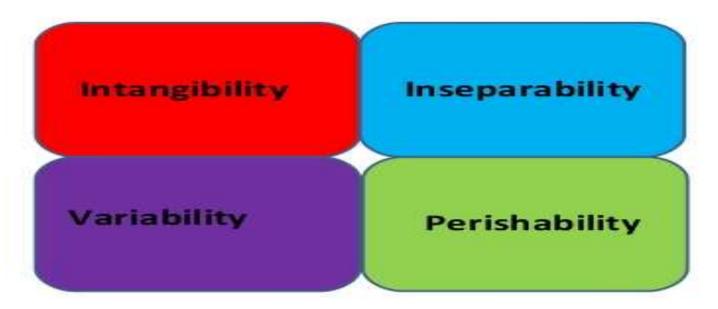
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Characteristics of Services

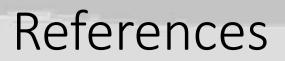


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Service Characteristics of Hospitality Marketing			
Service characteristic	What it means?	Hospitality example	
Intangibility	•Services cannot be conceptualized or perceived by the five senses before purchase.	 Customers will have no way to evaluate their meals at a restaurant until they have experienced the food and service. 	
Inseparability	 Providers are part of the service experience because providers and customers must be present simultaneously for the transaction to occur. Customers themselves may be part of the service experience because of their greater involvement in the production process. The presence of other customers may become part of the service experience. 	 The attitude of a flight attendant will influence customers' ratings on their overall experience with the airline. Customers that use automated check-in- and check-out service provided by hotels must understand the system in order to have a satisfactory experience. The presence of loud customers in a restaurant will influence the experiences of other customers. 	

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Service characteristic	What it means?	Hospitality example	
Variability	• Quality of services is likely to vary (i.e. lack of consistency) because of the provider, location, timing, etc.	 Service quality in a restaurant during peak and non-peak demand periods may vary. Service quality provided by hotel A in Hong Kong and Singapore may vary. 	
Perishability	•Services are not durable and only last for a short while; they cannot be stocked as inventory for future sales or use.	 An empty seat on a flight cannot be inventoried. Hotel rooms that are not sold today cannot be saved for tomorrow (i.e. lost revenues for today cannot be recaptured tomorrow). 	



- Hotel Front Office R. Jatashankar Tewari Oxford Publication Core Textbook, Students & Faculty to follow this book.
- Hotel Front Office A Training Manual By Sudhir Andrews Tata McGraw Hill
- Managing front office Operations by Michale L Kasavana (AHLEI -Books)
- Front Office Operations and Management by Ismail Anmed (Cengagae Earning)
- Text book of front of ice operacions and Management by Sudhir Andrews (Tata McGraw Hill)

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