

# School of Business

Course Code : SOBO1001

Course Name: Hospitality Services Sales & Marketing

## Office Administration

### Filing Systems

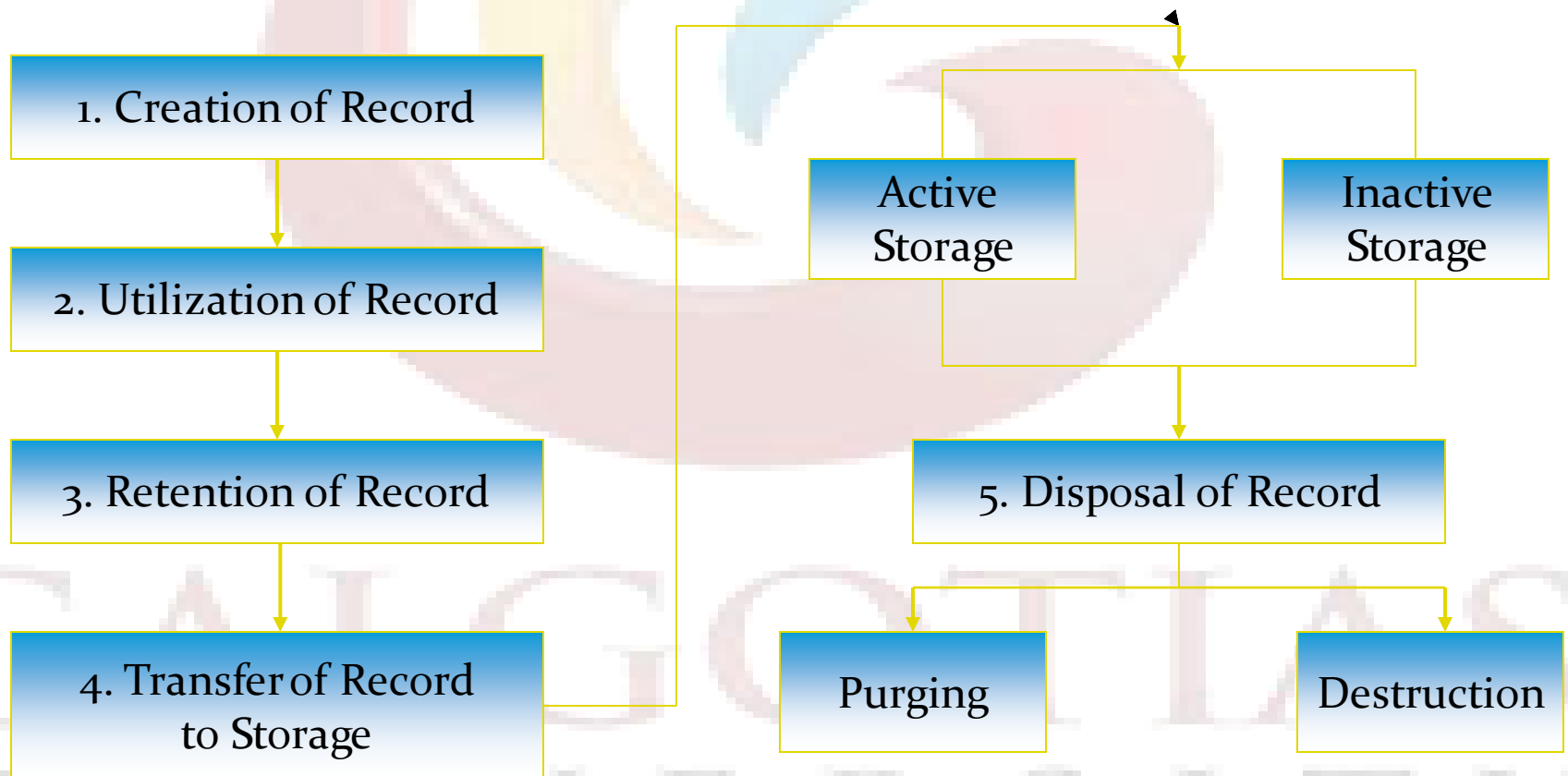
**Reference:**

1	Marketing Management: Concept and Cases-Dr. Raj Kumar and Nidhi Goel. Published by UDH Books
2	A textbook of Tourism and Hospitality Management –KCK Rakesh Kadam, VRK Shaifalee and VRK Chainickaa. Published by UDH Books
3	<b>Hotel &amp; Food Service Marketing- Francis Buttle</b>
4	<b>Marketing Hospitality, By Cathy H.C. Hsu and Tom Powers Published By Wiley</b>
5	<b>Hospitality Sales A Marketing Approach by Margaret Shaw Published By Wiley</b>

# Analyzing Records and Records Systems

- Records are official documents that should be stored for later use
- No records are temporary and destroyed after usefulness passes
- Records are classified by their activity or by their importance, or both

# The Records Cycle



# Conventional Records Formats

- Correspondence includes letters, memos, and emails
- Business forms include constant information and variables
- Business reports summarize an activity
- Cards are used as a means of filing
- Others include engineering documents, maps, charts, catalogs, manuals, etc.

# Nonconventional Records Formats

- Microforms are records that are stored on film; includes microfilm, fiche, aperture cards
- Microforms can be packaged in cartridges, cassettes, or jackets
- Audiovisual media includes photos, slides, DVD, or tape recordings
- Electronic media includes information on pen drives, SD Cards, tapes, and DVDs

# Filing Equipment for Paper Storage

- Vertical file cabinet
- Lateral file cabinet
- Stationary shelving unit
- High-density mobile storage
- Rotary file
- Automated filing system
- Card file equipment
- Filing equipment for non-correspondence storage

# Equipment for Microforms

- Microform cameras record the image
- A processor is used for developing
- A microform reader displays images
- A fiche reader helps locate images
- A microform reader-printer does both
- Microform storage equipment allows access
- Automated microform retrieval equipment are used to store and retrieve

# Equipment for Optical Discs

- OCR scanners convert documents into digital images
- Glass discs are heavier, cost more, and do not spin as fast; polymer discs have a faster access speed and the same life span as glass
- Optical discs are stored in “jukeboxes”
- Intelligent retrieval methods are used to access information from the computer



# Equipment for Digital Storage

- The vital link between users and information in files and records is the computer
- Office systems software is used to prepare records; file management is a critical issue
- OCR systems read typewritten, printed, or handwritten information
- Optical discs can be used to store all documents

# Non-computer Assisted Storage/Retrieval Systems

- Paper storage and retrieval systems
  - File security
  - Space-saving system
  - Automatic charge-out features
  - Standardized filing procedures
- Microform storage and retrieval units
  - A reader-printer
  - A microfilm camera
  - An indexing system

# Computer Assisted Storage/Retrieval Systems

- Automatic indexing utilizes a file inventory, records usage, file management, and bar code indexes
- Electronic filing uses a combination of word processing, information processing, and micrographics technology
- Electronic mail messages should be stored, managed, and purged as necessary

# Needs Analysis for Filing Systems

- ID of records problems
- ID of records and their use
- Retrieval of records
- The number of records maintained
- The size of the organization
- Users of the records
- The possibility of expansion

# Types of Filing Arrangements

- Alphabetic systems file by the name of the correspondent or document
- Numeric systems code items with numbers
- Alphanumeric systems code items with letters and numbers
- Subject systems file by topic
- Geographic systems file by location
- Classification systems should be standardized and consistent

# Identification Aids and Supplies

- File folders store documents pertaining to one correspondent, case, or account
  - Individual, miscellaneous, and out folders
- Folder tabs are used for captions
- Guides form an outline of the classification system
  - Primary, secondary, out, and special guides
- Color coding is used in an open-shelf system

# Electronic Records Systems

- Collection of data files in a database
- A database holds information on different topics
- Quick access to data as information is needed
- Records are tracked automatically with in-and-out activity
- Integration with other computer assisted systems