

Te Hoe Pakihi / Te Hoe Manaaki me kā Ratoka Ahumahi
Department of Business /
Department of Hospitality and Service Industries
Bachelor of Applied Management
Graduate Diploma in Hospitality Management



Assessment One:
Written Assignment – The role and importance of the Front Office in hotels

Front Office Operations Management

AMFO621

Semester Two 2016

Due date: Wednesday 14 September 2016

Time: 9.00 am (Hard copy) in person delivered to course tutor or to the Drop Box, Department of Business reception with a signed and dated slip on it as well as an electronic copy to the Moodle drop box

Instructions:

See page 2.
This is an Individual Assignment.

LEARNING OUTCOME	MARKS
Purpose and Scope of Front Office Operations	
Content accuracy and relevance	40
Skills	
Development of ideas, critical and logical analysis	10
Structure	
Format, punctuation, grammar, logical clear expression, referencing	<u>10</u>
TOTAL MARKS:	<u>60</u>

Student Name/ID

Ara Institute of Canterbury and its division members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that when submitting this assignment, it may be subject to submission for textual similarity review to Turnitin.com.

All assessments must be completed by the scheduled date unless alternative arrangements have been made with your lecturer. No late submissions will be accepted by the lecturer unless by prior arrangement. Any late submissions must be submitted by means of application to the Academic Manager for consideration and must include a letter of explanation as to why the assessment is late. Late penalties may apply.

This assessment is worth 30% of the total marks for this course.
This paper has five (5) pages including the cover sheet.

INSTRUCTIONS:

- 1 This is an individual assessment.
- 2 This assessment must be word processed using 1.5 line spacing, Arial 11 pt font. Approximate word count 2500 +/- 10% excluding references.
- 3 Cover sheet must be attached to assessment that includes the subject, assessment title, submission date, student name and ID number, tutor name.
- 4 Unless alternative arrangements are made with tutor, the written assessment must be submitted to the tutor, either in person, or via the physical drop box provided on the ground floor in O Block on or before the due date.
- 5 A softcopy of the assessment (in MS Word or Rich Text format) must also be submitted electronically through the course Moodle site.
- 6 Assignment must be referenced in APA style.

No	Assessment type	Learning outcome	Course Pass Criteria	Weighting	Due Date
1	Written Assignment	1	50% overall	30%	Wed 14 September 2016

ASSESSMENT BRIEF:

You are a recent graduate of Ara Institute of Canterbury and as such you are considered to be very up to date on the academic literature on the role and purpose of the front office area of the hotel.

You recently started working at the Avon City Hotel as a trainee manager, a 4 star hotel in Christchurch City. Your General Manager is reviewing the operation of each part of the hotel.

She has asked you to provide her with information which will be collated into a report on the requirements for each department in the hotel. She requires from you information on four main areas, as noted below in assessment instructions.

Case study hotel background:

Avon City Hotel is a 160 room hotel in Christchurch city. The hotel has a Qualmark rating of 4 stars. Facilities in the hotel include a range of room types including suites, deluxe rooms and superior rooms. The hotel has two restaurants, a bar and a selection of meeting rooms. The meeting rooms range from a small interview room up to the full ball room which can seat 350 people theatre style, or 200 people banquet style.

The hotel employs 140 staff members in the different departments including housekeeping, front office, food and beverage, maintenance, finance, sales and marketing, human resources, administrative staff and management.

Being a centrally located hotel in Christchurch the hotel targets guests from most markets including corporate, conference, leisure, inbound and groups as well as individuals.

Assessment instructions:

You must research and summarise published material on this topic. This may include any readings issued for this class and any other relevant journal papers you have read. Use this information in your assignment.

- 1 Explain the role and purpose of the front office department in a hotel. Answer must be detailed and include specific examples to show your understanding. Key operative roles in the department should be included in your explanation.
- 2 How can front office add value to the business? Answer must include accurate information on needs of different guests by market segment with specific details on how the front office staff can add value for each of these.
- 3 Describe the relationships between front office and other organisational departments. What can front office do to enhance the relationships? What impact can the interrelationships have on organisational performance? Answer could include information on the relationship within the department as well as with other departments.
- 4 Describe the required skills and knowledge of staff in order to be effective in the front office. This answer could include specific details based on the key operative roles identified in question 1.

Marking criteria is attached. Ensure all topics are included in your work and that your assignment is laid out in a way which is clear and logical, and that references and citations are in APA format.

AMFO621 FRONT OFFICE OPERATIONS MANAGEMENT**Assignment # 1 – Marking Schedule**

CONTENTS	Possible Mark	Your Mark
Assignment content: topics covered, relevance, accuracy		
Explains role and purpose of the front office area in hotels (10)	40	
Explain how front office can add value to the business by accurately identifying the needs of different guests by market (10)		
Description of the interrelationships of the front office function with other organisational departments and the impact of these on organisational performance (10)		
Accurately describes the requisite front office skills and knowledge (10)		
Skills:		
Development of ideas, use of higher-level cognitive skills, critical and logical analysis	10	
Structure:		
<ul style="list-style-type: none"> • Layout • Accurate punctuation, spelling and grammar • Logical clear expression • Correct referencing (In-text citations used correctly & match reference list, APA style) • Adequate use of resources (at least 4 sources) and variety of relevant sources used 	10	
TOTAL MARKS: (out of 60)		
Comments:		

ALLOCATION OF MARKS:

Grade	Marks	Percentage	Criteria
A	9-10	80%-100%	<p>Complete coverage of relevant points with no significant omissions.</p> <p>Well structured: correct format, accurate expression, correct referencing and logical expression.</p> <p>Ideas developed using higher-level thinking and critical skills.</p>
B	7-8	65%-79%	<p>Covers most points, with few omissions or irrelevant points.</p> <p>Well structured: correct format, accurate expression, correct referencing and logical expression.</p> <p>Attempts to develop ideas and use higher level skills.</p>
C	5-6	50% - 64%	<p>Covers basic ideas but may contain some errors or irrelevant points.</p> <p>Satisfactory structure but may contain some instances of inaccurate expression, incorrect referencing or weak argument.</p> <p>Ideas stated rather than developed.</p>
D	3-4	40%-49%	<p>Some correct and valid points but lots of errors, omissions or irrelevancies.</p> <p>Poor expression, referencing and/or weak argument.</p>
E	0-2	0-39%	<p>Contains only one or two points of merit.</p>