

<b>Name of Course</b>	Front Desk Associate
<b>Sector</b>	Tourism & Hospitality
<b>Sub-Sector</b>	Operations
<b>Occupation</b>	Front Office Management
<b>Career Opportunities</b>	The Online Course offers various opportunities of career to successful candidates like, assistant front office manager, Front Desk Representative, Night Auditor, Cashier, Reservationist, Telephone Operator, Customer Care, Business Desk etc.
<b>Course Level</b>	Certificate Professional Training Course
<b>Duration</b>	15 Days
<b>Training Methodology</b>	Theory, Mock Roles, Online Assessment
<b>Knowledge Partner</b>	SkillGuru Academy managed by Vardhman Charitable Trust

### Course Content

Day	Topics
1	<p>Introduction</p> <ul style="list-style-type: none"> <li>• Student come forward to introduce him/herself with his full name, family background, objective to join the course, any past experience etc.</li> <li>• Faculty gives self-introduction and brief the way introduction should be given in mass or before addressing to anyone in professional field.</li> <li>• Detailed objective and key points of course will be briefed to the students for their better understanding and proper adoption.</li> </ul>
2	<p>Skills related to discipline, image, impression &amp; behaviour</p> <ul style="list-style-type: none"> <li>• Front Office Associate will be taught how to groom her/himself with aspects to make up, dressing, accessories. The will be given a list of Dos &amp; Dont's while sitting on the travel desk or meeting to the customers.</li> <li>• How to present organisation in proper manner is also a critical part of this lesson. Whether it is a new or old organisation, whether it is in one business or in diversify business, who are the board of governance, what is the vision and mission of organisation...etc. Any Professional dealing in commercial field must be groomed to explain well.</li> <li>• While seating on front desk there is a set of specific behaviour related skills. Students will be explained how to practice the same.</li> </ul>
3	<p>Gender &amp; Age Specific Behaviour and Planning :</p> <ul style="list-style-type: none"> <li>• How to behave, attend &amp; take special care in travel plan for the different age is one of very important skills for Front Office Associate. Old Aged visitor should not stand, should be given special concession, should be given different treatments, seatsetc in travel</li> </ul>

	<p>plan also. Front Office Associate can delight him by sitting with him in waiting area itself instead of asking them to come to desk.</p> <ul style="list-style-type: none"> <li>• Same way a lady shall be treated well &amp; also should be given special care in making travel plan for ladies. This lesson will teach participants about how they can differentiate in their treatment based on age and gender of visitors.</li> <li>• The communication style will also differ based on this two classes. Salutation, greetings will also differ in different class of age and gender. Students will be given practice for same.</li> </ul>
4	<p>Communication Skills :</p> <ul style="list-style-type: none"> <li>• Success in Business of Front Office Associate is depending upon how a professional communicate with client. Hence, his/her communication skills need to be improved. This lesson will cover verbal &amp; non-verbal communications, ways, and mediums, quality, formal &amp; informal way etc.</li> <li>• Use of communication with different sets of visitor will be taught through role plays.</li> </ul>
5	<p>Communication with Customer and Colleagues :</p> <ul style="list-style-type: none"> <li>• Communication to receive Job order and instruction from reporting superior, Escalate unresolved problems or complaints to relevant higher authority and customers also receive feedback on work standards.</li> <li>• Learn to show trust, support and respect to all colleagues and assist them with information and knowledge, try to achieve smooth overflow.</li> <li>• Identified the potential and existing conflicts with colleagues and resolve them, seek assistance from colleagues and superiors.</li> <li>• How to interact with Colleagues to understand teamwork, multi-tasking, cooperation, co-ordination and collaboration, lookout for any errors and help colleagues to rectify them</li> </ul>
6	<p>Use of Professional Language :</p> <ul style="list-style-type: none"> <li>• Since the job role is associated with Tourism Industry, it is important that students should learn use of professional language and also respect the language of visitor. This lesson will help students to practice language related skills.</li> <li>• A special emphasis will be given on proficiency of English Language along with the regional language.</li> <li>• Students will be explained about the key points of tourist spots of Gujarat as well jointly explore the important spots of tourism of his/her own areas. Students will be given an exercise to learn about different important tourism spots across India and Abroad too.</li> <li>• As a Front Office Associate, students will be made aware about the kinds of information to be Given to visitors.</li> </ul>
7	<p>Safety and hygiene in the Work Area</p> <ul style="list-style-type: none"> <li>• Any work area has to be kept clean, arranged &amp; properly plan to ensure safety of self, equipment, furniture and especially of the</li> </ul>

	<p>visitors area. The lesson will help students to ensure basic safety rules like availability of torch, fire Tools, to give support to anyone etc. Front Office Associate has to ensure about his office that all the wirings are proper at the entry and at the desk etc.</p> <ul style="list-style-type: none"> <li>• Cleaning is must in office of travel desk. Front Office Associate has to ensure that the desk, equipment, stationary &amp; other things are absolutely dust free. Since Front Office Associate meets many visitors in day, shake hands also, officer should maintain proper hygiene of body, hands and cloths he wear. He should use sanitizer after each hand shake as well. There are do's and Don't's of Safety and Hygiene.</li> </ul>
8	<p>Preparation for self, desk, routine &amp; business office :</p> <ul style="list-style-type: none"> <li>• Preparing the list of pending work for self, preparing list of work to be completed. Adjusting self after a travel from home to office and getting ready with basic make up set.</li> <li>• Making the desk presentable. Keeping all the necessary equipment such as computer, printer, POS Machine, Teller, Telephone checked before starting the work.</li> <li>• Ensuring that all the necessary stationary is at the place. Stationary like Notepad, at least five to six working pen, pencil, yellow stick pad, eraser, stapler, rubber bands, stamps, stamp pad with proper ink, papers for printing is there in quantity. Basically it is a daily stock check for the operation.</li> <li>• Listing down all the leads &amp; checking status of each leads &amp; make follow up plan.</li> </ul>
9	<p>Front Desk Related Skills &amp; detailed brief of Front Desk :</p> <ul style="list-style-type: none"> <li>• Details about the job roles front desk associate need to perform. Job role Includes guest management, welcoming guest, keeping records of guests, coordinating with different departments etc.</li> <li>• While on front desk, a professional has to handle all incoming and outgoing calls. This part will teach how to telephone etiquettes, greeting over phone and in-person, keeping person on hold, transferring calls etc.</li> <li>• Area of front desk which includes waiting area, equipment area, centre table, own desk, any other desk for decoration, glass walls, doors &amp; any other area which is in front office. Professional will learn how to keep this area maintained.</li> <li>• Importance of front desk being the face of any organisation. Participants will be made responsible to create positive impression of self and of organisation. The same can be achieved by ambience management, behaviour, and way of communication, knowledge of organisation, knowledge of industry &amp; courteous treatments to visitors.</li> </ul>
10	<p>Meeting &amp; Welcoming Guests and coordination with other departments :</p> <ul style="list-style-type: none"> <li>• Welcome the guest as per organisation's guidelines. Each industry have different practices to welcome the guest at front desk. Students will learn use of verbiage, jargons &amp; industry specific greeting.</li> </ul>

	<ul style="list-style-type: none"> <li>• Making guest comfortable and feel good by offering drinking water and offering tea or coffee. If he has come to meet someone else then helping him to wait and coordinating with other person.</li> <li>• Completing basic security checks and creating record of same. Like visitor book entry, giving visitor card etc.</li> <li>• If a visitor has to go inside of the operation area, than coordinating with other department for his entry and proper departure.</li> <li>• There are different skills required for front office at hotels. Details of same will given to students to differentiate Front Office Operation.</li> <li>• While coordinating with other department in front of visitors, how the communication will happen, how a front desk should take notes in form of information from other department and passing the same to the visitors. This part will cover this coordination skills.</li> </ul>
11	<p>Handling Phones, Couriers, Magazines etc. :</p> <ul style="list-style-type: none"> <li>• As a front desk, receiving various couriers and magazines is a daily task. After receiving the same, there is a need to keep track of same, arrange them at proper place, communicate the concern department for which it is received, attending the delivery person will be covered in this part.</li> <li>• Attending phone calls and keeping a track of same is essential. The same will require proper etiquettes and skills.</li> </ul>
12	<p>Customer Service – Inquiry, Feedback and Complain</p> <ul style="list-style-type: none"> <li>• There are different ways to attend and respond Inquiry, Feedback &amp; Complaint. Students will be taught these ways by mock role plays. Each industry have different practices to welcome the guest at front desk. Students will learn use of verbiage, jargons &amp; industry specific greeting.</li> <li>• Making guest comfortable and feel good by offering drinking water and offering tea or coffee. If he has come to meet someone else then helping him to wait and coordinating with other person.</li> <li>• Completing basic security checks and creating record of same. Like visitor book entry, giving visitor card etc. Exchanging visiting cards and contact details.</li> <li>• How to accept feedback, record them and timely respond to the customer. This will make big impact on visitors or customers.</li> <li>• Taking complaint, registering the same, if the same can be solved immediately on desk, should resolve or escalate to the concern department. Take approximate and logical time to resolve the same from department and convey to customer.</li> <li>• Show proper empathy while handling inquiry, feedback and complaint.</li> <li>• Role Play of various complaints, feedback and inquiry cases</li> <li>• While coordinating with other department in front of visitors, how communication will happen, how a Front Office Associate should take notes in form of information from other department and passing the same to clients.</li> </ul>

13	<p>Concepts Of New Normal</p> <ul style="list-style-type: none"> <li>• Make sure consistency through a coordinated, collaborative, and transparent approach, supported by medical evidence, within the Travel &amp; Tourism sector as well as with governments and public health authorities.</li> <li>• Share harmonised and consistent New Normal protocols which are outcome driven, simple and practical across destinations and countries.</li> <li>• Rebuild trust and confidence with travellers through effective communication &amp; marketing; letting them know the protocols implemented and assurances available to keep them safe.</li> <li>• Advocate for the implementation of enabling new tourism policies to support the recovery and demand regeneration for the sector.</li> <li>• Importance of resource for Planning Itinerary and Preparing Tour Itinerary</li> </ul>
14	<p>Future of Work Trends Post-COVID-19 –Employment</p> <ul style="list-style-type: none"> <li>• Replacement of Full Time Employees with Contingent Workers – Contractual –Need based.</li> <li>• Increased Remote Working –From Home</li> <li>• Increased use of Technology –Tools created</li> <li>• Performance Based Benefits –Output is IMP</li> <li>• Multi skilling is in-demand, organizations cannot afford single skill resource now.</li> <li>• Redesigning work structure –Employees to work on any roles given by employers.</li> <li>• Skills selected to achieve goals –not offered for what an employee knows.</li> <li>• Job Losses –Decrement in Salaries –Promotions Stopped.</li> <li>• Social Safety is first –More demand of groomed employees –healthy employees</li> </ul> <p>Future of Work Trends Post-COVID-19 –Business</p> <ul style="list-style-type: none"> <li>• Liquidity, Cost Saving &amp; Monetary objectives have increased</li> <li>• Changing tradition of business –Offline to online, Cash to Digital &amp; deals for Future</li> <li>• More use of technology in all transactions –impacting on overall manpower hiring</li> <li>• Stretching hours &amp; push of efforts to achieve goals –Fear of Future</li> <li>• Diversification</li> <li>• Protection and Safety</li> <li>• More business, more profits</li> <li>• Innovation –Self Sustainability - ATAM NIRBHAR</li> </ul>

- New Entrepreneurs –New Opportunities

#### 5W & 1H

What? –What to do as business ?

Why? - Why should we do 'this' business ?

Who? –Who will do ? Who will help ?

Where? Where to do ?Place ?Online ?

Which ? Product or Service

How ? - How will all run ?

above points - The most important–if you are word clear why you is want 'to do Why' –rest

In all are easy to manage. If you show your Why –people are ready to support.

#### Preparing for Self Employment / Business

Concept - An idea for product or service & modes to conduct business

Importance - What sense, benefits & value that business carries

Characteristic - Which kind of business you will do ?Trade, Resale, Brokering etc.

Types - Proprietorship, Partnership, Company, Trust, LLP etc.

Leadership - Which all positions you will create in your business – Job Roles

Effective Team - Type of skills you want to run your business effectively

Banking - Account Opening, Loans, Investments, Subsidy etc.

Government's Role - Licenses, Taxation, Income Tax, Audits etc.

Trending - Make In India, AtmaNirbhar, Vocal for Local..

#### How to Deal with Future

Communication - Operating Processes, Rules, Marketing Communication etc.

Solving Problems - Skills to handle situation with problems

	Negotiation - Skills to negotiate deals & work in favor of your business
15	Assessment through written test : <ul style="list-style-type: none"><li>• Post completion of course, students will appear for the online – MCQ Based test of 50 questions. The questions will also prompt them to think and write.</li><li>• Immediately after written test, students will appear for Mock Interview where they can present themselves as Job Seeking Professional for the same job role they learnt. This will give them feel of professionalism and face interview with Confidence.</li></ul>

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