

MODULE DESCRIPTION

Module Title	Front Office Services on a Cruise Ship				
Module Code	CSH-112				
Module Type	Compulsory				
Level	Certificate				
Year/Semester	Year 1/Semester 1				
Instructor's Name					
ECTS	6	Lectures/week	4 academic hours	Laboratories/week	N/A
Module Overview	<p>Aim & Objectives: The aim of this module is to examine aspects concerning the front operations of a cruise ship. This includes exploring into front office operations, systems, and assistance, as well as addressing daily tasks and the resolution of guest problems and complaints throughout the overall cruise ship operation. Its objective is to highlight the impact and significance of the front office operation in achieving customer satisfaction, by incorporating insights into contemporary customer care and service practices. The module thoroughly analyzes the flow of activities and functions within cruising operations. In essence, it provides an overview of and underscores the importance of communication among supporting departments on a cruise ship.</p>				
Learning Outcomes	<p>Upon successful completion of the module, students should be able to:</p> <ul style="list-style-type: none"> ▪ Understand the role of the front desk and reception as guest relations and guest services with the greatest attention paid to sustainable development practices. ▪ Operate the various service systems, and techniques and utilize computerized systems commonly used for the basic functions of the front office; reservations, check-in/out, booking, and the night audit process. ▪ Acquire skills to prioritize tasks, manage workloads, and handle multiple responsibilities simultaneously, to provide excellent service to guests from diverse backgrounds. ▪ Develop and enhance communication skills, both verbal and written, necessary for effective front office operations and for promoting responsible tourist behavior. ▪ Acquire essential knowledge and skills in relation to forecasting, revenue management, reservation technologies, advance reservations and sales, as well as to realize the impact it has on a cruise ship operation. 				

	<ul style="list-style-type: none"> ▪ Gain fundamental customer service skills and the confidence level to handle customer complaints. ▪ Follow basic cruise ship accounting procedures ranging from posting accounts to conducting cash and check transactions at the front desk, embarkation, and disembarkation procedures. ▪ Learn about security protocols, guest confidentiality, and data protection measures to maintain a safe and secure environment for guests. ▪ Explore the emerging trends and technologies in front-office operations, ▪ Apply ethical principles to decision-making and actions. 	
Prerequisites	N/A	
Module Content	<ul style="list-style-type: none"> ▪ Introduction Front Office Services on a Cruise Ship ▪ The Front Office Operation ▪ Attributes and Behavior with Customers ▪ Advance reservations and sales ▪ The Manual Reservation System ▪ Product Checklist-Room Card ▪ Conventional Reservation Chart ▪ Written Forms of Communication ▪ Check-in procedure on board ▪ Accounting and Control ▪ Micros– Fidelio system and other Hospitality systems ▪ Importance of e-commerce and e- reservations for cruise lines ▪ Monitoring the business by means of control – managing reservations 	
Teaching Methodology	Lectures	Class notes, handouts, cases studies/examples, discussion/written questions.
	Multimedia	PowerPoint, audio and visual
	Class Assignments	Quizzes, group exercises, sample problems and solutions are provided for each chapter.
Bibliography	Required	<ul style="list-style-type: none"> ▪ Gibson, Ph. & Parkman, R. (2019) Cruise Operations Management-Hospitality Perspectives. 3rd edition, Routledge. ▪ Vallen, G., K., Vallen, J., J., (2018) Check-in Check-Out: Managing Hotel Operations (What's

		New in Culinary & Hospitality) 10th edition, Pearson.
	Recommended	<ul style="list-style-type: none"> ▪ Woods, R., Ninemeier, J. D., Hayes, D. K., Austin, M. A. (2014) Professional Front Office Management. Pearson. ▪ Foster, E. & Testa, L. (2023) The Unofficial Guide to the Disney Cruise Line 2024.
Language of Instruction	English	
Assessment	<p>1. Practical Assessments (20%):</p> <ul style="list-style-type: none"> ▪ Guest Interaction Role-plays: students will be asked to participate in role-plays where they will simulate various guest scenarios such as check-in, check-out, handling complaints, and providing information about onboard services. ▪ Front Desk Operation Simulation: Set up a mock front desk scenario where students will be tasked with handling real-time situations like booking reservations, processing payments, and managing room assignments with the use of the Oracle SUITE – 8 software. <p>2. Written Assessment (20%):</p> <ul style="list-style-type: none"> ▪ Case Studies: students will be asked to present hypothetical scenarios related to front office operations and ask them to analyse the situation, identify key issues, and propose appropriate solutions. <p>3. Observations and Feedback:</p> <ul style="list-style-type: none"> ▪ Supervisor Evaluation: students will be spending time shadowing front office staff during their duties, then provide feedback on their performance, professionalism, and ability to handle various situations. ▪ Peer Evaluation: a peer evaluation system will be implemented where students provide constructive feedback to each other based on observed interactions and behaviors during role-plays or practical exercises. <p>4. Online Assessments (10%):</p> <ul style="list-style-type: none"> ▪ Quizzes or Tests: online quizzes or tests covering topics such as cruise ship terminology, guest service etiquette, reservation systems, and conflict resolution techniques. <p>5. Group Presentations (20%):</p> <ul style="list-style-type: none"> ▪ Service Improvement Project: students will be assigned to identify an area for improvement in front office services on a hypothetical cruise ship and develop a proposal outlining strategies for 	

	<p>enhancement.</p> <p>or</p> <ul style="list-style-type: none"> ▪ Presentation of Best Practices: students have to research and present best practices in front office services within the cruise industry, focusing on aspects such as guest experience, efficiency, and technology integration. <p>6. Practical Examinations(30%):</p> <ul style="list-style-type: none"> ▪ Checklist-based Evaluation: a checklist of front office tasks and procedures will be developed. Students' performance will be assessed based on their ability to accurately complete each task within a specified timeframe. ▪ Role-switch Exercises: assessments will be conducted where students take turns playing the role of both guest and front office staff, allowing them to experience the service from different perspectives and evaluate their ability to meet guest expectations. <p style="text-align: center;">THE PASSING MARK FOR EACH MODULE IS 50/100</p>
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Mark's Description	MARK RANGE	GENERAL CHARACTERISTICS
Excellent	96 - 100	Exceptional breadth and depth of knowledge and understanding of the area of study; evidence of extensive and appropriate selection and critical evaluation/synthesis/analysis and of reading/research beyond the prescribed range, in both breadth and depth, to advance work/direct arguments; exceptional demonstration of relevant skills; excellent communication; performance deemed to be beyond expectation.
	91 - 95	Outstanding/excellent knowledge and understanding of the area of study as the student is typically able to go beyond what has been taught; evidence of extensive and appropriate selection and critical evaluation/synthesis/ analysis of reading/research within the prescribed range, to advance work/direct arguments; excellent demonstration of relevant skills; excellent communication; performance deemed according to expectation of the level.
Very good	88 - 90	Very good knowledge and understanding of the area of study as the student is typically able to relate facts/concepts together with some ability to apply to known/taught contexts; evidence of appropriate selection and evaluation of reading/research, some beyond the prescribed range, may rely on set sources to advance work/direct arguments; demonstrates autonomy in approach to learning; very good demonstration of relevant skills; strong communication skills.
	84 - 87	
	81 - 83	
Good	76 - 80	Good knowledge and understanding of the area of study balanced towards the descriptive rather than analytical; evidence of appropriate
	71 - 75	

	66 - 70	selection and evaluation of reading/research but generally reliant on set sources to advance work/direct arguments; good demonstration of relevant skills, though may be limited in range; communication shows clarity but structure may not always be coherent.
Satisfactory	61 - 65	Knowledge and understanding is satisfactory to deal with terminology, basic facts and concepts but fails to make meaningful synthesis; some ability to select and evaluate reading/research however work may be more generally descriptive; strong reliance on available support set sources to advance work; arguments may be weak or poorly constructed; adequate demonstration of relevant skills over a limited range; communication/presentation is generally competent but with some weaknesses.
	56 - 60	
	50 - 55	
Fail	21 - 49	Unsatisfactory in knowledge and understanding of the area of study; some ability to select and evaluate reading/research however work is more generally descriptive; fails to address some aspects of the brief; a limited use of sources to advance work; arguments may be weak/poor or weakly/poorly constructed; demonstration of relevant skills over a reduced range; communication shows limited clarity, poor presentation, structure may not be coherent.
	0 - 20	Highly unsatisfactory or no evidence of knowledge or understanding of the subject or taught concepts; facts reproduced in a disjointed or decontextualised manner; fails to address the outcomes addressed by the brief; typically ignores important sources in development of work and data/evidence inappropriately used; weak technical and practical competence hampers ability to demonstrate/communicate achievement of outcomes.