

# **“A DETAILED STUDY ON FRONT OFFICE MARKETING AT THE ACCORD METROPOLITAN HOTEL, CHENNAI”**

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## **ABSTRACT**

The study has been taken on the topic “A detailed Study on front office marketing” at The Accord Metropolitan Hotel, Chennai to analyze the effectiveness and various sources of enhancing Human Resource through front office marketing.

Front office term describe which is a key of development in an organization. The use of the term “Front office marketing” to describe the workfare capacity available to devote to the achievement of its strategies has drawn upon concept developed in Organizational psychology.

The data has been accepted by the researcher using survey of questionnaire. The Analysis of data in a general way involves a number of closely related operation that are performed with the purpose of summarizing the collected data and organizing it in a structured manner.

The analyses and interpretation is based on the responses of 100 respondents who are administered with a questionnaire which contain their views about the front office marketing at Accord Metropolitan Hotel.

## **INTRODUCTION**

The topic deals with the detailed study on Front office marketing at Accord Metropolitan Hotel. Secondary data about the process of training was collected from the company sources & Social media and the trainers of the organizers. Primary data about the existing Front office marketing process as understood by employees was collected from the employees by using questionnaire, to know their need & satisfaction level about the Front office marketing process at Accord Metropolitan Hotel.

## **OBJECTIVE OF THE STUDY**

### **Primary**

The main objective of this project is to study the operational aspects of the Five Star Luxury Hotel (The Accord Metropolitan Hotel) – its functions, related problems, and to suggest possible solutions.

In order to achieve the main objective of the study the following sub points are framed.

### **Secondary Objective**

- To analyze the systems procedures and operational aspects of the various departments in a hotel.
- To study in deep of front office nature into the organization structure systems, functional and informational systems.
- To undergo Welfare and hospitality into the working of this complete high professional and profitable quagmire called “Hotel”.
- To find Purpose and cares performed by each department.
- To analyze The departmental hierarchy and the various components of the departments
- T study the management information system used in the department
- To identify the various aspects dealing with day to day operations of the various departments in the hotel.

## **SCOPE OF THE STUDY**

The report covers the entire operations of the modern hotel. Emphasizing on the following areas.

- Purpose, role and function of each department of Five Star Hotel.
- Departmental hierarchy and interdepartmental co ordination of the “Accord metropolitan Hotel”.
- Key system and procedure adopted for different activities happening in the hotel.
- Management information system for each department of the five star hotel.

## **NEED OF THE STUDY**

The Front office Marketing is one of the most important aspect of human resource management hence following needs are to be acknowledged to understand the Front office Marketing.

1. To understand the need of analyzing the Front office Marketing of various resource management organization.
2. To assess the industry's progress through the Front office Marketing of company
3. To understand the assessment of Front office Marketing based on the survey of the Hotel.
4. To understand the psychology of market observers behind the Front office Marketing analysis of Accord Metropolitan Hotel.

## **LIMITATIONS OF THE STUDY**

- The data collected by interviewing might not necessary is correct as there may be managerial secrets and to hide these personnel may give wrong information
- The hoteliers were found to be reluctant to provide all the information regarding financial aspects of the hotel.
- The technical aspect is usually not discussed and may not have been dealt with.
- Certain facts and figures are likely to change owing to the time lag between the collection stage and presentation stage.
- The coverage attempted in this study is as per the Bharath University requires and as per the curriculum.

## **STATEMENT OF THE PROBLEM**

Front office marketing programs for the management are important to improve capability level, human resource level and the skill to achieve more revenue earning. The performances of managers and the employee in any organisation in the respective departments are directly proportionate to the number of Front office marketing programs incorporated. So improvement and changes in Front office marketing programs is necessary. The overall personality level of the managers and other employee can be seen changing for the betterment of the company over the period of time when continuously Front office Marketing Techniques are incorporated.

## CONCEPT

The Front office marketing in The Accord Metropolitan Hotel is the very important aspect in earning the revenue for the hotel. In providing hotel services, there is always the need to keep sufficient stock of goods/equipment to cater for the demands of users (e.g. F & B supplies, utensils, toiletries, uniforms, and minor repair equipment). An effective store control system is important to prevent malpractice (e.g. pilfering of goods or improper disposal of usable items) which may lead to financial loss to the hotel. That can be better handled through incorporating the front office marketing efficiently.

## RESEARCH METHODOLOGY

The research methodology is based on various data collected during the study and are classified into two categories.

1. Primary data
2. Secondary data

### PRIMARY DATA:

This was collected during the industrial exposure training in various department of the hotel through interaction with the hotel personnel.

### SECONDARY DATA: -

Data from brochures published by the hotel, departments of tourism and from current data on the status of accommodation and facilities offered, collected from various magazines, journals and newspapers etc.

- **Research population:** For the purpose of this project, the entire staff of Accord Metropolitan and visitors, is taken as the population.
- **Sampling Size:** The sampling size has been taken as 100 consisting of both employees/visitors of the non-executive rank as well as executive rank. No differentiation has been made with respect to their sexes and religions to ensure maximum representation and objectivity in data collection.

- **Sampling Design:** A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. For the purpose of this project, a probability sampling design is used, i.e. random sampling. Under random sampling design, items are randomly selected and thus every item of the universe has an equal chance of inclusion in the sample.
- **Analysis Part:** The data after collection has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of research plan. The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exists among data-groups. The data collected for the project were analyzed using statistical methods and techniques.
- **Statistical Tools** Use of Bar charts, chi-square, Two Way ANOVA and diagrams in addition to tables is done to represent categories of answers to questions.
- **Period of Study:** The period of study on “Revenue earning Through Front Marketing” at Accord Metropolitan Hotel, T. Nagar, Chennai is three months.

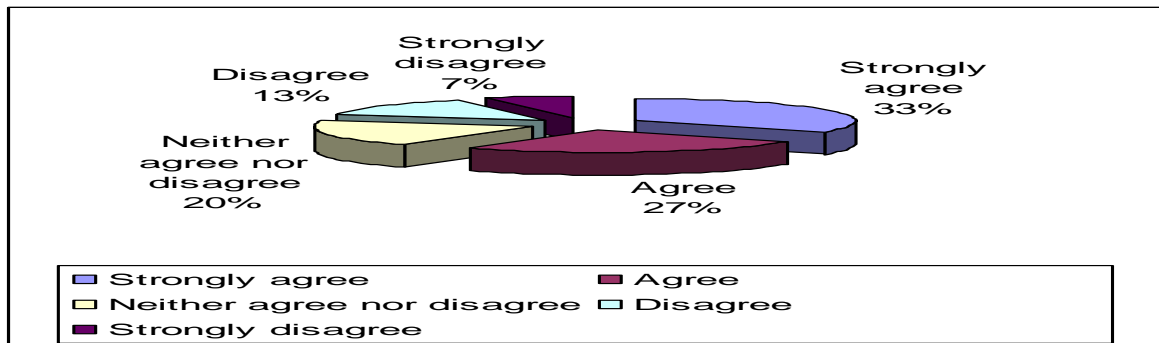
## DATA ANALYSIS

The analysis is based on the questionnaire which include the conversation with visitors ,hotel personnel staff and the social media at web centers to assess the peoples view about the Accord Metropolitan Hotel. The number of persons contacted for questionnaire is about 100.

**TABLE NO 1. THE TRAINING PROGRAM HELPS IN IMPROVING THE SKILLS AND PERFORMANCE.**

S no	Opinion	No of respondents	Percentage
1.	Strongly agree	33	33%
2.	Agree	27	27%
3.	Neither agree nor disagree	20	20%
4.	Disagree	13	13%
5.	Strongly disagree	7	7%
	<b>Total</b>	<b>100</b>	<b>100%</b>

### IMPROVEMENTS IN SKILLS AND PERFORMANCE



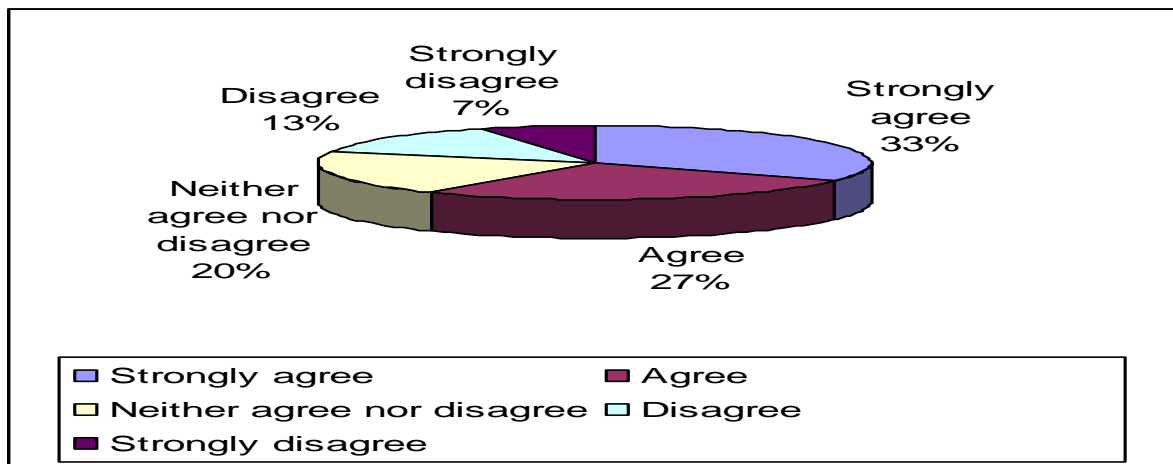
**Interpretation:** - From the above table, it reveals that about 27% of the respondents have agreed that there are improvements in skills and performance after training, 33% of them strongly agrees that there are improvements in skills and performance after training, 20% of them neither agreed nor disagreed that there are improvements in skills and performance after training, 7% of them strongly disagrees and Disagree 13% that there are improvements in skills and performance after training.

**TABLE NO 2. THE HOTEL ARE ADEQUATELY MOTIVATED BY PROVIDING INCENTIVES, PAY INCREASE AFTER ATTENDING TRAINING PROGRAM.**

**MOTIVATION AFTER TRAINING PROGRAMMES**

S no	Opinion	No of respondents	Percentage
1.	Strongly agree	11	22
2.	Agree	32	64
3.	Neither agree nor disagree	4	8
4.	Disagree	3	6
5.	Strongly disagree	0	0
	<b>Total</b>	<b>50</b>	<b>100</b>

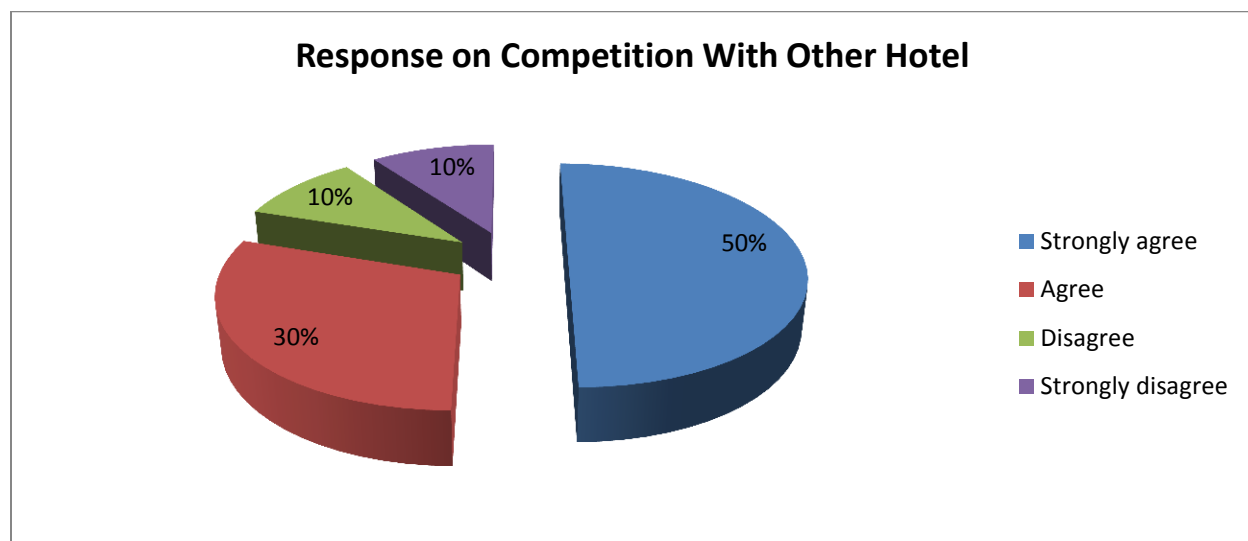
**MOTIVATION AFTER TRAINING PROGRAMMES**



**Interpretation:** From the above table, it reveals that about 27% of the respondents have agreed that trainees are motivated with the training program, 33 % of them strongly agrees that trainees are motivated with the training program, 20% of them neither agreed nor disagreed that trainees are motivated with the training program, 13% of them disagreed and strong disagree 7% that trainees are motivated with the training program.

**TABLE NO 3. THE ACCORD HOTEL FACES STIFF COMPETITION POSED BY OTHER STAR HOTELS IN THE CITY. IT ALSO COMPARATIVELY FOR THE HOTEL TO HAVE MORE SATISFIED STAFF.**

Option	No. of RespondentS	Percentage of respondent
Strongly agree	50	50%
Agree	30	30%
Disagree	10	10%
Strongly disagree	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

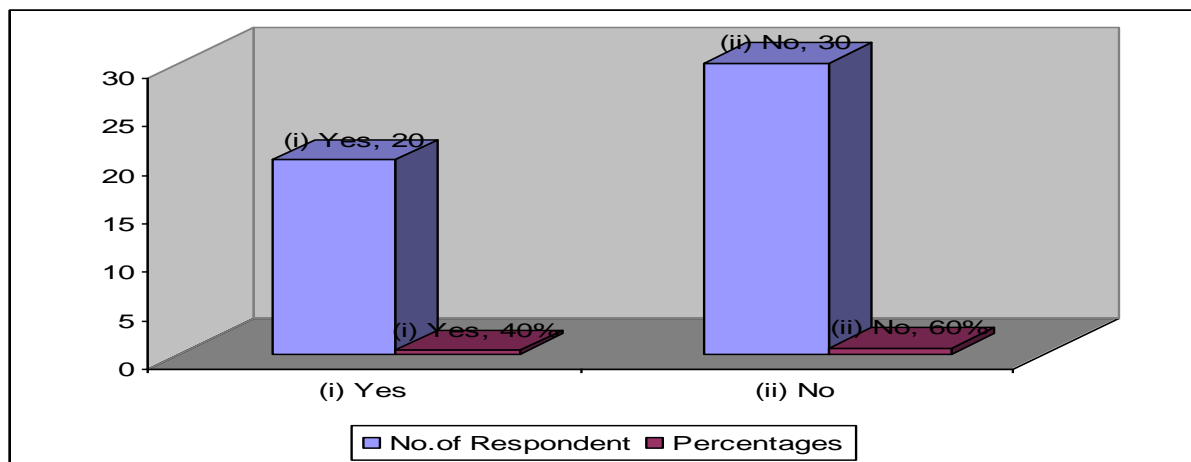


**Interpretation** : From the responses it is seen that 85% persons view is that coordination among the people of various department is not good and without interference at Accord Metropolitan Hotel where as 15 % coordination among the people of various department is good.



**TABLE NO 4. HAVE YOU BEEN SENT TO CROSS EXPOSURE TRAINING TO ANY OTHER BRANCHES OF OUR HOTEL**

Options	No. of Respondents	Percentage of respondent
(i) Yes	20	40%
(ii) No	30	60%



**Interpretation:**

This question checks that the employees are sent to cross exposure training to any other branches of their hotel group. In response, 40% of the employees agreed that they are sent to different branches for exposure. 60% of the employees disagree that they have never been sent to exposure to any other branches of their group hotel.

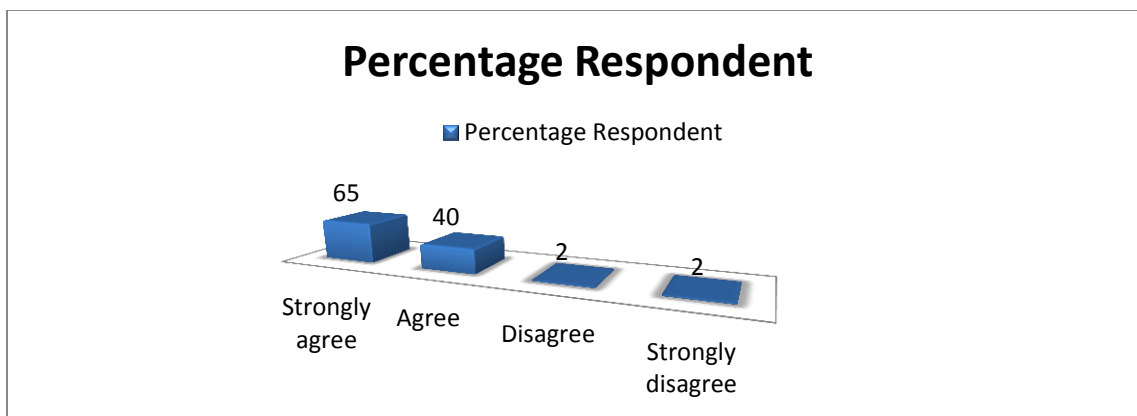
**TABLE NO 5. THE COMMUNICATION SKILLS REQUIRE IMPROVEMENTS IN THE HOTEL PREMISES OF ACCORD METROPOLITAN HOTEL.**

<b>Option</b>	<b>No. of Respondent</b>	<b>Percentage of respondent</b>
Strongly agree	56	56%
Agree	30	30%
Disagree	10	10%
Strongly disagree	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** From the responses it is seen that 86% persons view is that there is lack of communication skill at Accord Metropolitan Hotel where as 14 % coordination among the people feels the communication skill is good.

**TABLE NO 6. COORDINATION AMONG THE PEOPLE OF VARIOUS DEPARTMENT IS NOT GOOD AND WITHOUT INTERFERENCE AT ACCORD METROPOLITAN HOTEL .**

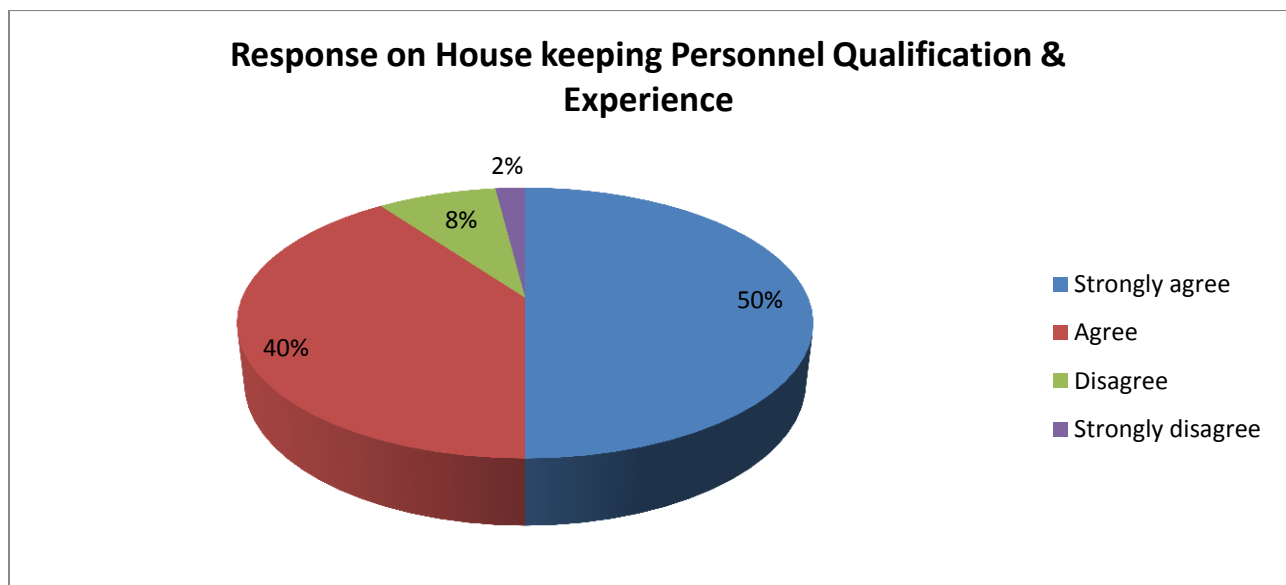
Option	No. of Respondent	Percentage of respondent
Strongly agree	65	56%
Agree	40	40%
Disagree	2	2%
Strongly disagree	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>



**Interpretation:** From the responses it is seen that 85% persons view is that coordination among the people of various department is not good and without interference at Accord Metropolitan Hotel where as 15 % coordination among the people of various department is good.

**TABLE NO 7. WHILE RECRUITING HOUSEKEEPING PERSONNEL, CANDIDATES QUALIFICATIONS AND EXPERIENCE SHOULD BE TAKEN INTO ACCOUNT**

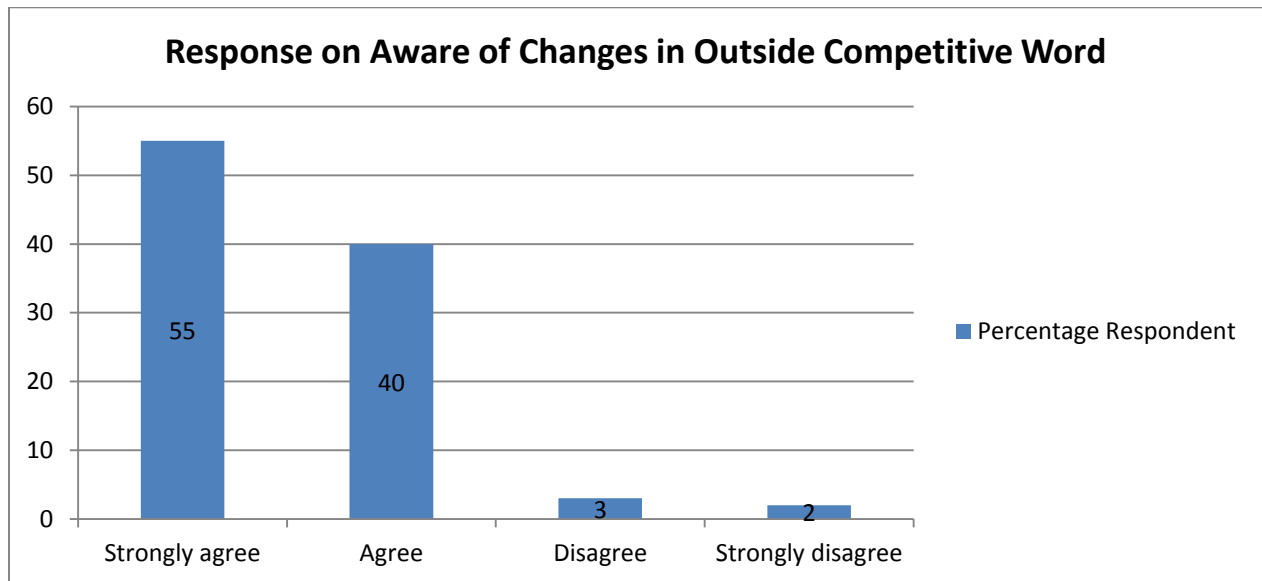
Option	No. of Respondent	Percentage of respondent
Strongly agree	40	40%
Agree	50	50%
Disagree	8	8%
Strongly disagree	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>



**Interpretation:** From the responses it is seen that 90% persons view is that housekeeping personnel, candidates qualifications and experience should be taken into account where as 10 % does not agree with it.

**TABLE NO 8. IN TODAY'S COMPETITIVE WORLD IT IS ESSENTIAL TO BE AWARE OF THE CHANGES TAKING PLACE IN THE OUTSIDE WORLD WHICH WILL HELP HOTELS KEEP IN TURN WITH RACE AND TRENDS.**

Option	No. of Respondent	Percentage of respondent
Strongly agree	55	55%
Agree	40	40%
Disagree	3	3%
Strongly disagree	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>



**Interpretation:** From the responses it is seen that 95% persons view is that in today's competitive world it is essential to be aware of the changes taking place in the outside world which will help hotels keep in turn with race and trends where as 5 % does not agree with it.

**TABLE NO 9. THE PERSONNEL DEPARTMENT SHOULD CHECK THE APPRAISAL OF ALL EMPLOYEES AND GIVE PROMOTION AND INCENTIVES TO ALL THE DESERVING PEOPLE TO HAVE THE BETTER FUNCTIONING OF THE FRONT OFFICE.**

<b>Option</b>	<b>No. of Respondent</b>	<b>Percentage of respondent</b>
Strongly agree	69	69%
Agree	26	26%
Disagree	3	3%
Strongly disagree	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** From the responses it is seen that 85% persons view is The personnel department should check the appraisal of all employees and give promotion and incentives to all the deserving people to have the better functioning of the front office where as 15 % does not agree with it.

**TABLE NO 10. THE FACILITIES OF THE ACCORD METROPOLITAN HOTEL SHOULD BE REVIEWED TO ENHANCE ITS CLASS AND QUALITY.**

<b>Option</b>	<b>No. of Respondent</b>	<b>Percentage of respondent</b>
Strongly agree	75	56%
Agree	20	40%
Disagree	3	3%
Strongly disagree	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:** From the responses it is seen that 95% persons view is he facilities of the Accord Metropolitan Hotel should be reviewed to enhance its class and quality where as 5 % does not agree with it.

## CHI SQUARE TEST

(1).Hypothesis

Null ( $H_0$ ): There is no significant difference between hotel provide welfare benefit and motivate factor in hotel.

Alternate ( $H_1$ ) : - There is significant difference between hotel provide welfare benefit and motivate factor in hotel.

Observed frequency

hotel provide Welfare benefit → Motivate factors in hotel ↓	Yes	No	Total
Increase in salary	15	5	20
Promotion	20	10	30
Empowerment	<b>25</b>	<b>5</b>	30
Leave facility	<b>15</b>	<b>5</b>	20
Total	75	25	100

## EXPECTED FREQUENCY

Welfare provide hotel benefit	Yes	No	Total
Increase in salary	15	5	20
Promotion	22.5	7.5	30
Empowerment	22.5	7.5	30



Leave facility	15	5	20
Total	75	25	100

### CALCULATION

$$X^2 = \sum [(O-E)^2]/E$$

O	E	(O-E)	(O - E) <sup>2</sup>	(O - E) <sup>2</sup> /E
15	15	0	0	0
20	22.5	- 2.5	6.25	0.27
25	22.5	2.5	6.25	0.27
15	15	0	0	0
5	5	0	0	0
10	7.5	- 7.5	53.29	7.10
5	7.5	- 2.5	6.25	0.83
5	5	0	0	0
Total				8.47

*Degree of freedom*

$$V = (r - 1) (C - 1)$$

$$= (4 - 1) (2 - 1)$$

$$= 3 * 1$$

$$V = 3$$

Tabulated value of D.O.F 3 at 5% level is 3.84

$$8.47 > 3.84$$

Hence : - Alternate hypothesis is accepted

**CONCLUSION:-**

Independent snap check performed flow functioning system → front office checking the appraisal entire employee by personal department.	Yes	No	Total
Strongly agree	30	15	45
Agree	10	05	15
Disagree	15	15	30
Strongly disagree	05	05	10
Total	60	40	100

Expected frequency

Independent snap check performed flow functioning system → front office checking the appraisal entire employee by personal department.	Yes	No	Total
Strongly agree	27	18	45
Agree	09	06	15
Disagree	18	12	30
Strongly disagree	06	04	10

## CALCULATION

$$X^2 = \sum [(O-E)^2/E]$$

O	E	O-E	(O-E)	(O-E) <sup>2</sup> /E
30	27	03	09	0.33
10	09	01	01	0.11
15	18	-03	09	0.5
05	06	-01	01	0.16
15	18	03	09	0.5
05	06	-01	01	0.16
15	12	03	09	0.75
05	04	01	01	0.25
Total				<b>2.76</b>

Degree of freedom

$$V = (C-1)(R-1)$$

$$= (2-1)(4-1)$$

$$= 1 * 3$$

$$V = 3$$

Tabulated value of D.O F.3 at 5% level is 3.84

$$2.76 < 3.84$$

Hence : Null hypothesis is accepted.

**Conclusion:** There is no significance difference between independent snap check performed flow functioning system and front office checking the appraisal entire employee by personal department.

## **FINDINGS**

- It is found from the study that the front office marketing is very effective at Accord Metropolitan Hotel.
- Visitor likes its service, its look interior and outer beauty and the place of location.
- The staff behavior is appreciable and more acknowledged among the tourist within and outside country.
- The coordination among the staff is good except in few departments like housekeeping and hospitality department.
- There is a coordination gap among the personnel's in the few departments like housekeeping department, customer service departments, etc.
- There is lack of knowledge and information about the working of hotel among the personnel of Accord Metropolitan Hotel.
- It has founded that 85% respondents view is that coordination among the people of various department is not good and without interference at Accord Metropolitan Hotel.
- It has founded that 70% respondents view is that standard that other hotels in the category must follow Accord Metropolitan Hotel.
- It has seen that 90% person view is that housekeeping personnel, candidate qualification and experience should be taken into account.
- It has founded 95% person view is that in today's competitive world it is essential to be aware of the change taking place in the outside world.

## **SUGGESTIONS AND RECOMMENDATIONS**

- I suggest a closer coordination without interference between all the departments. There should be a regular training of the staff by various section heads. This will ensure smooth running of the hotel.
- The Accord Metropolitan Hotel faces stiff competition posed by other star hotels in the city. It also comparatively for the hotel to have more satisfied staff. For this the personnel department should check the appraisal of all employees and give promotion and incentives to all the deserving people. The Accord Metropolitan hotel being the premier hotel chain in India should set standards that others must follow. In today's competitive

world it is essential to be aware of the changes taking place in the outside world which will help hotels keep in turn with race and trends. The area which were fit to be particularly important and were emphasized were:

- While recruiting housekeeping personnel, candidate's qualifications and experience should be taken into account and as well as at regular intervals training provided to the existing housekeeping staff in order to provide satisfactory service to the guest. While recruiting housekeeping personnel, candidate's qualifications and experience should be taken into account and as well as at regular intervals training provided to the existing housekeeping staff in order to provide satisfactory service to the guest. in front office department is the staff working in the front desk has poor communication skills and due to this the guests face problems while communicating.
- If the communication skill is not up to the mark they should be sent to the training department for their improvement in the communication skills
- Garbage to be disposed in plastic bags, which can be sealed after words and should be removed by the kitchen stewards twice a day.

## **CONCLUSION**

- The front office marketing at Accord Metropolitan Hotel is effective and require attention at some departments like housekeeping department, security, and hospitality of visitors
- The project has been prepared to list out the operational aspects of different departments of The Accord Metropolitan Hotel. After compiling the various information's of different departments and providing solution to the various problems a solution may be drawn that no department is without problems.
- The project has partially explains the various functions and procedures of department at The Accord Metropolitan Hotel. The hotel is running reasonably well and has a good share of business and corporate clientele but it is worthy to mention now that the system and procedures need an up gradation.
- A little more strain on the delegation of power should be given Due to lack of qualified personnel in housekeeping department work gets delayed and customers receive unsatisfactory service, which create bad impression about the hotel in guest mind. And once the guest leaves the hotel after unsatisfactory service, the guest doesn't come back.

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