Preface

The third edition of *Hotel Front Office Management* continues to address the demands of the hotel industry in the new millennium. Educators who are preparing professionals for roles as front office managers and general managers in hotels are required to meet the challenges of operations, technology, training, empowerment, and international applications. This edition continues to encourage students to take an active role in applying these concepts to the exciting world of hotel operations.

The emphasis on management continues to play a central role in this third edition. The structure presented in this text will assist students as they prepare for positions as entry-level managers. The logical presentation of chapters in order of operations—overview of lodging hospitality, tour of the front office, review of the guest cycle, and analysis of guest services—will allow students to gain insight into a front office manager's role in the hotel.

The "Front Office Essentials" chapter from the second edition has been deleted because a majority of hotels employ a property management system as opposed to a manual front office operation. Those portions of the chapter that referred to a property management system are included in the new Chapter 4, "Property Management Systems."

The third edition contains updated pedagogical features, including an "Opening Dilemma," which presents students with a mini–case study problem to solve with the help of material presented in the chapter; a "Solution to Opening Dilemma" is included at the end of each chapter. "Hospitality Profiles"—commentaries from hotel front office managers, general managers, and other department managers in hotels—add an extra human relations element to the text. "International Highlights"—articles of interest that accentuate the international workforce and international career opportunities for graduates—provide a forum for professors and students to discuss this aspect of hotel management. "Frontline Realities" includes unexpected yet very predictable situations. Students are asked to discuss those situations and develop methods for handling them. More "Case Studies" have been added to each chapter, allowing students to apply theory. A glossary

of terms has been included, summarizing terms introduced in each chapter (which appear in **boldface** in the text).

The author is very pleased to have the opportunity for instructors and students to use instructional software with this text. Dr. Sheryl Fried Kline of Purdue University and William Sullivan of Widener University and University of Delaware have prepared an excellent new book and CD-ROM package, *Hotel Front Office Simulation: A Workbook and Software Package* (New York: John Wiley & Sons, © 2003) (ISBN 0-471-20331-9). This simulation has been reflected in chapters dealing with reservations, registrations, customer service, posting, and the night audit. This combination of the third edition of *Hotel Front Office Management* and Kline and Sullivan's software simulation will allow hospitality professors to offer their students an optimal learning opportunity.

A completely revised instructor's manual is available for the third edition for qualified adopters of the book. Please contact your Wiley sales representative for details.

Will you like the third edition of *Hotel Front Office Management*? I think you will, and I would appreciate hearing your comments (jxb21@psu.edu).

My very best to the future professionals of the hotel industry.