

The Use of ICTs in Front Office Department

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Abstract

This research project investigates the effective implementation and impact of Information and Communication Technologies (ICTs) within the Front Office Department of hotels. The study aims to evaluate the contribution of ICTs to operational efficiency, customer satisfaction, and overall performance in customer-facing organisational functions. Utilising a cluster sampling approach, incorporating surveys, and case studies, the research assesses the current usage of ICT tools, identifies challenges and opportunities, and proposes strategies for improved integration.

The study explores the diverse ICT applications adopted by front office departments, including customer relationship management (CRM) systems, communication platforms, and data analytics tools. The research assesses the efficacy of these technologies in streamlining processes, enhancing communication, and cultivating a responsive and customer-centric environment.

The findings offer valuable insights for both academic researchers and industry practitioners that are seeking a comprehensive understanding of the ways in which ICTs influence front office operations. The research not only highlights successful implementations but also addresses potential hurdles and considerations for hotels aiming to harness ICTs for optimal front office performance. Lastly, the study provides a solid foundation for future research and offers practical recommendations to guide hotels in elevating their front office capabilities through thoughtful ICT integration.

Keywords: ICT, Hospitality, Data analytics, Front Office Operation

Introduction

ICTs, or Information and Communication Technologies, have revolutionised the way the Front Office Department operates. With the integration of technology, the Front Office Department can enhance guest experiences, improve operational efficiency, and enable data analysis.

Firstly, ICTs play a crucial role in enhancing guest experiences. Through the use of digital platforms, guests can easily make reservations, check-in, and check-out, minimising wait times and ensuring a smooth process. Additionally, ICTs enable personalised services, allowing the Front Office Department to cater to individual guest preferences and provide a more tailored experience. Communication with guests is also streamlined, with the use of messaging services, mobile apps, and interactive kiosks, ensuring prompt and efficient responses to guest inquiries or requests.

Secondly, the use of ICTs in the Front Office Department improves operational efficiency. With automated systems for reservation management, inventory control, and reporting, manual tasks are

reduced, freeing up staff time for more value-added activities. Real-time data integration and synchronisation across departments enable seamless coordination and communication, reducing errors and delays. This increased efficiency leads to faster service delivery, improved staff productivity, and ultimately, enhanced guest satisfaction.

Lastly, ICTs enable data analysis, providing valuable insights for decision-making in the Front Office Department. By collecting and analysing data on guest preferences, booking patterns, and feedback, the department can identify trends, anticipate guest needs, and make data-driven decisions. This information can be used to optimise room rates, allocate resources effectively, and implement targeted marketing strategies. The ability to harness data through ICTs empowers the Front Office Department to continuously improve its operations and deliver exceptional guest experiences. The use of ICTs in the Front Office Department has transformed the way hospitality services are delivered. By enhancing guest experiences, improving operational efficiency, and enabling data analysis, ICTs have become indispensable tools for ensuring seamless operations and exceeding guest expectations.

Objectives

1. To identify the most used ICT infrastructure in Front Office Department in Hotel Industry.
2. To discover the factors affecting the adoption of ICT in Front Office Department in Hotel Industry.
3. To determine if ICTs are beneficial in Front Office Department in Hotel Industry.

Review of Literature

Information technology is everywhere in this day and age and adding to communication technology, the possibility of how it can be used is endless. Information and Communications Technology (ICT) involves the use of computer hardware, software and telecommunication devices to store, manipulate, convert, protect, send and receive data. Computer and technological devices have made it easier for professionals to collect, store, manipulate and share data and information both individually and within organisations, small and large, public and private. ICT has become an integral part of human daily activities that sometimes we barely notice its effect, and has had a major impact on the way we live, work and play. The way hotel companies sell to consumers is changing dramatically over the past few years. The use of networking in front office helps very much in sharing information across the hotels in chain. The growth in the use of networked computers is one of the most significant trends in modern computing. [1]

Technology is used to push slower moving businesses by providing better service, improved decision making and increasing revenue. Hotel operators are now realising that a brand in itself is not enough. Networks are used to link together computers, storage devices, printers, telephony and other electronic devices. The hotel's systems could be networked to share resources via either Local Area Network (LAN) or Wide Area Network (WAN). The LAN helps to share information within a hotel, such as from restaurant to front office and the WAN helps to share information from one hotel branch to another within the same chain across different geographical areas. Computers can connect to these networks to use facilities from another hotel or location. [2]

Through ICT, Centralised Reservation Systems (CRS) could be used to exploit data and information resources. The link to a centralised reservation system is considered one of the most important benefits of

joining any hotel franchise. Networking the centralised reservation system enhances cost effectiveness, faster communications, and effective exchange of information and efficient management of data. With the numerous positive impact of ICT in businesses, it is hard to imagine a contemporary business functioning without adoption of ICT. ICT permeates every aspect of twenty first century businesses. In hotel front office, computers are used to create bills and invoices, to monitor bookings and reservations, to check-in and check-out guests, to record guest expenditure and share information within and across the hotel. Using IT, guests could stay at the comfort of their homes and private places, communicate with the front office staff via telephony or the Internet to make and confirm reservations. Credit and debit card payments have become an integral part of front office operation today with appropriate software and hardware. Guests can make payment for their booking online to facilitate their reservation, which saves time and reduces queuing at the front offices. Electronic Fund Transfer (EFT) helps quick updates of both hotel and guests' accounts after reservation. Tools such as Computer Managed Learning (CML) and Computer Managed Instruction (CMI) are used as administrative resources to organise guest data, occupancies and vacant rooms. [3]

The way hotel companies sell to customers has changed dramatically over the past few years. In hotel front office operations, the Central Reservation Systems (CRS) is used to share information such as available rooms, room rates etc across hotels within a chain. Global Distribution System (GDS) is also used to link directly the reservation system of hotels, airlines and so on, on a worldwide basis; this can be accessed through seamless connectivity via the internet. [4]

Technological development certainly would have a great impact on the front office activities. Software packages cover virtually every front office function from reservations, room allocation, and guest history, billing and accounting to the production of management information. It is for this reason that using information and communication technologies in front office operations in chain hotels in Ghana is getting a face-lift with both positive and negative impact. The positive impact may include networking to share information and resources within and across the hotels to enhance check-in of guests and guests' transactions, and easy billing of guests account during check out. With all the good impact of ICT on chain hotel, there should be a budgetary allocation to accommodate the procurement of software, hardware and networking devices and installation, security headaches, training of staff on the use of systems, routine maintenance, redesign of cabling run, on-site systems administrator, disposal of unwanted hardware devices etc. and could bring negative consequence to the hotel owners and managers. [5]

The growing importance of computers in the daily lives has raised concerns about possible treat to computers and data. Data collected about clients should be protected from misuse and therefore adequate security measures must be employed, thus data integrity and confidentiality must be ensured. These chain hotels may spend huge amount of money to take care of both hardware and software security measures such as purchasing firewalls and third party backup software to protect data held about their clients or hire backup operators to take charge of data backup backups. Other negative consequence may be losing of huge amount of money during system downtime, that is, when the systems are off-line, clients cannot make reservations both on-line and on the telephone. Chain hotels may also have to spend so much money in training personnel to gain expertise on the use of IT. These could affect their budget significantly. The effect of IT hardware on the staff health cannot be overemphasised. Working with video display terminal

(VDT) and the Keyboard can be productive in rewarding and a lot of fun. Unfortunately, prolong postures, coupled with high level of concentration and occasional frustration of things going less than perfect can lead to physical problems like carpal tunnel syndrome (CTS), and computer vision syndrome. Continual clicking and small precise motions involved in mouse use are a repetitive action that could be a health hazard. Improper disposal of unwanted hardware device may also be hazardous to the staff therefore extra money may be spent for apt disposal. [6]

The front office department is the most noticeable department in the hotel. It is traditionally known as reception and it is the focal point of most activities within a hospitality business, whether it is a large or small hotel, a cruise liner, a holiday centre, a time-share resort or a youth hostel. The front office is the first and last place where a guest has direct contact with the business, and is the most visible of all departments within the hospitality industry. The front office is a term accepted as including back of house responsibilities, such as switchboard, accounts, cashier and night audit, front desk, concierge and guest services. The department may have the front desk, reservations, telephony and the concierge, which provides guests with services and facilities. The main function of the front office department is to support and smooth the progress of guest transaction and services through all the four stages in the guest cycle; that is, pre-arrival, arrival, occupancy and departure. The front office department does all the guest transactions such as reservations, check-in and registration, mail and information, uniformed service and baggage handling, telephone calls and messages, guest accounts, check-out and bill settlement. [7]



Figure No 1: The History of ICTs [8]

Until the 1990's, nearly all hotels were operating under the manual system. With the introduction of computers, hotels are shifting to automated systems. Most five-star hotels operate under the fully automated system. The fully automated systems are computer-based. This is the best system ever used in the hotel industry and it is characterised by the excessive use of departmental software package programs integrated and connected to a main frame or terminal server situated at the front office department. There are a wide range of point of sale (POS) applications that are compatible with UNIX and Windows. The availability of processing power, data storage, networking, and graphical user interface made it possible to develop flexible and highly functional POS systems. Some of the key requirements that need to be met by modern POS may include high and consistent operating speed, reliability, ease of use, remote supportability and rich functionality. Vendors and retailers are working to standardise development of computerised POS systems and simplify interconnecting POS devices. There is web based POS software that can be run on any computer with an Internet connection and supported browser, without additional software. The POS software is hosted on secure servers with real-time backups. [9]

Computers are widely used in front office today because of its efficiency and effectiveness in clerical, repetitive, data manipulation, number calculating, speed and accuracy. The involvement of IT does not work only in the front office but links all the departments like housekeeping, food and beverage, conference and health or leisure clubs together. The CRS connects hotels in a chain by sharing information such as available rooms, room rates and so on. Using CRS utilises yield management to allow better and smoother control of room inventory, provide hotels with a wealth of information that could increase occupancy and revenue. Central Reservation Officers can know the availability of rooms at a particular time of another hotel within the same chain. [10]

Evidence indicates that an effective application of information technology has turned out crucial for the competitiveness and prosperity of tourism enterprises, since it has influenced their ability to differentiate their offerings, as well as their production and delivery costs. ICT application in tourism economy supports efficient functioning of enterprises, since it speeds up management procedures and upgrades both efficiency and quality of economic operations performed in an enterprise. The introduction of modern information technologies allows for taking better advantage of the resources at the disposal of a tourist enterprise, whereas their fast development imposes the need for reorganizing enterprises and making investments. [11]

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Table 1: Definitions of IT and ICT

Definition	Metaphor
IT as the collective term referring to the most recent developments in the mode (electronic) and the mechanisms (computers and communication technologies) used for the acquisition, processing analysis, storage, retrieval, dissemination and application of information (Poon, 1993).	Electronic mode and mechanism used for handling of information
IT as 'the group of technologies revolutionizing the handling of information' which embodies the convergence of interest between electronics, computing and communication (Drew & Foster, 1994).	Group of technologies used for handling of information
ICTs include electronic networks (complex hardware and software) linked by a vast array of technical protocols (Mansell & Silverstone, 1996).	Electronic networks used for handling of information
ICTs encompass all those technologies that enable the handling of information and facilitate different forms of communication among human actors, between human beings and electronic systems, and among electronic systems. These technologies can be subdivided into: capturing technologies, storage technologies, processing technologies, communications technologies, display technologies. Nowadays digitalization remains the common feature of these ICTs (Hamelink, 1997).	All technologies used for handling of information
ICTs as electronic means for capturing, processing, storing and disseminating information (Duncombe & Heeks, 1999).	Electronic means used for handling of information
ICTs cover the Internet service provision, telecommunications equipment and services, information technology equipment and services, media and broadcasting, libraries and documentation centers, commercial information providers, network-based information services and other related information and communication activities (United Nations Economic Commission for Africa	Equipment and services for handling of information

Table No.1: Definitions of IT and ICTs. [13]

(1999). ICTs as referring to technologies that can process different kinds of information (voice, video, audio, text and data) and facilitate different forms of communications among humans, humans and information systems, and among information systems. They are used for capturing, storing, processing, sharing, displaying, protecting and managing information (Chowdhury, 2000).	Technologies used for handling of information
ICT represents the technology required for information processing and transfer: innovative tools which form an integrated system of software and networked equipment that facilitates data processing, information sharing, communication, searching and selecting from the existing range of products and services used for an organization's benefit. It is an umbrella term which refers to any product that stores, retrieves, manipulates, transmits and receives digital data and how these various applications work with each other (Buhalis, 2003).	Technologies used for handling of information
ICT means the entire spectrum of technologies designed to access, process and transmit information in relation to text, sound, data and pictures. ICT covers the whole range from traditional, widely used devices such as radios, telephones or television to more sophisticated tools like computers or the Internet (Weigel, 2004)	Spectrum of technologies used for handling of information
ICT (information and communications technology – or technologies) is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer and network hardware and software, satellite systems and so on, as well as the various services and applications associated with them, such as videoconferencing and distance learning (http://www.techtargent.com/contributor/Margaret-Rouse/2005).	A communication device or application used for handling of information
A branch of engineering dealing with the use of computers and telecommunications equipment to store, retrieve, transmit and manipulate data. (Daintith, 2009).	A branch of engineering
ICT as a diverse set of technological tools and resources used to communicate, create, disseminate, store and manage information. Thus, ICT refers to the forms of technology that are used to transmit, store, create, display and exchange information by electronic means [Badnjevic & Padukova, 2006, Mahajan et al., 2011].	Set of technological tools and resources used for handling of information
ICT as an approach which involves all types of knowledge employed in order to craft, store, transact and retrieve information in all forms. ICT engages computer-related technologies capable of communication, processing and transmission of information in an electronic way (Osman, 2005).	All types of knowledge employed in handling of information
ICT as an umbrella term for all of the various media employed in communicating information, e.g. computers, the Internet, television broadcast and even printed and handwritten notes (Chandler & Munday, 2011).	All of the various media employed in handling of information
ICT is the digital processing and utilisation of information by the use of electronic computers. It comprises the storage, retrieval, conversion and transmission of information. (Ifueko Omoigui Okauru, 2011)	Digital processing and utilisation of information
ICT covers all forms of computer and communications equipment and software used to create, design, store, transmit, interpret and manipulate information in its various formats. Personal computers, laptops, tablets, mobile phones, transport systems, televisions, and network technologies are just some examples of the diverse array of ICT tools (http://www.uq.edu.au/ICT/what-is-ICT , 2012)	All forms of computer and communications equipment and software (used for handling of information)

Table No.1: Definitions of IT and ICTs. [13]

The advantages resulting from ICT application in travel and tourism sector have been confirmed by an extensive number of studies, referring e.g. to the obliteration of traditional barriers, such as time and geographical limitations, which are overcome by using the Internet in searching for information and purchasing tourist services on-line. Thanks to ICT the impact of online reviews (an electronic form of word-of-mouth - eWOM) on hotel consumer behaviour among hotel selection factors can be bigger. ICTs enable two-way communication between the hotel industry and consumers, so they have a growing impact on hotel promotion and sales. Hotel services are better advertised via the Internet rather than published brochures, leaflets, or catalogs. Multimedia message is more attractive to customers. ICTs allow also to recognise consumers' profiles and offer personalised services. [14]

Many of researchers consider advantages associated with new information and communication technology to include reduction of operational costs for business, convenience for consumers, and rapid speed of transactions. It enables spreading the marketing message rapidly at a minimum cost. The use of ICT results in a significant cut on transaction costs for hospitality sector enterprises and eliminates the geographical barriers created by distance (through accumulating, processing and distributing proper data), which were necessary to control business processes and, in that sense, the healthy development of a company. Information and communication technologies offer a wide spectrum of solutions influencing the increased efficiency level of economic processes in the area of marketing and sales. [15]

ICT usage supports efficient functioning of enterprises, since it speeds up management procedures and upgrades both efficiency and quality of economic operations performed in an enterprise. The introduction of modern information technologies allows for taking better advantage of the resources at the disposal of a hotel enterprise, whereas their fast development imposes the need for reorganizing enterprises and making investments. In the opinion of M. Porter major advantage of ICT is establishing more effective connections between diverse processes and supply chain links by offering easy access, in real time, to data processed in the particular chain components. [16]

Information technologies influence the efficiency of particular economic processes, alter the nature of connections between the chain links and ultimately open new possibilities for meeting customers' needs, both in terms of the product and the price (representing the customer's expense), exchange (responsible for the purchase convenience) or promotion (constituting the form of an enterprise communication with the market and the method for supplying information to consumers). Therefore, e- technologies are important in improving the product form usefulness, as well as place and time of its purchase. [17]

ICT adaption supports the value creation processes through the merchandising solution based on Dynamic Packaging Tool. This solution offers to hotel customer an opportunity to design their tourist product (e.g. hotel service package) in accordance with their individual preferences. Dynamic packaging is based on an individual consumer request, including the ability to combine multiple components like staying time, type of hotel room, special wants associated with facilities in room, special food needs and any other hotel related component in the real and extremely short time (5-15 seconds), and provides a single, fully priced package, requiring only one payment from the consumer and hiding the pricing of individual components. [18]

For contemporary customers, the Internet is becoming an increasingly important source of knowledge about a product, the enterprises which do not provide any information about their offer on the virtual market (value in the form of information) lose their competitive position quickly. The development of the Internet, as the means of communication opened opportunities as a result of which the message provided by advertising gained new functionality and hence attractiveness, which, in consequence, equals effectiveness. [19]

The new information and communication technology has measurable impact on hotel productivity, employee satisfaction, service quality and innovation. So, they provide greater competitive advantage into hotel enterprises. Within corporate environment, characterised by an increasing competition, ICT makes an impression of the crucial factor responsible for permanent competitive advantage and a powerful defensive mechanism for a corporation. The ICT-based competitive advantages can be achieved by hospitality companies through unique viral marketing campaigns, maintaining effective communication with various organisational stakeholders and in a number of other ways. The subject literature argues that tourism cannot develop without the support of ICT. ICTs bring in the new potential for hotel business competitiveness. They also provide both opportunities and challenges for the entire hotel companies. [20]

Research Methodology

The research methodology for studying the use of Information and Communication Technologies (ICTs) in the Front Office Department is essential to understand how technology is transforming and optimising front office operations in various organisations. This methodology outlines the approach, data collection methods, and analysis techniques for investigating the integration of ICTs in front office functions. The feedback from the targeted sample respondents was collected with the help of a survey questionnaire which was circulated amongst a vast range of samples from various hospitality students. The objective of this survey was to fulfil and evaluate the objectives that were set for this study.

Type of Research: A descriptive variety of qualitative form of research was used to study the possible uses of Information and Communication Technologies (ICTs) in the Front Office Department. This overall includes the fact finding enquiries and survey in all its capacity.

Sampling Type: The sample type chosen for this report is cluster sampling.

Methods of Data Collection

Primary Data: It was collected from a clustered sample of various students and professors of the hotel industry. Primary data was collected through survey in the following way:

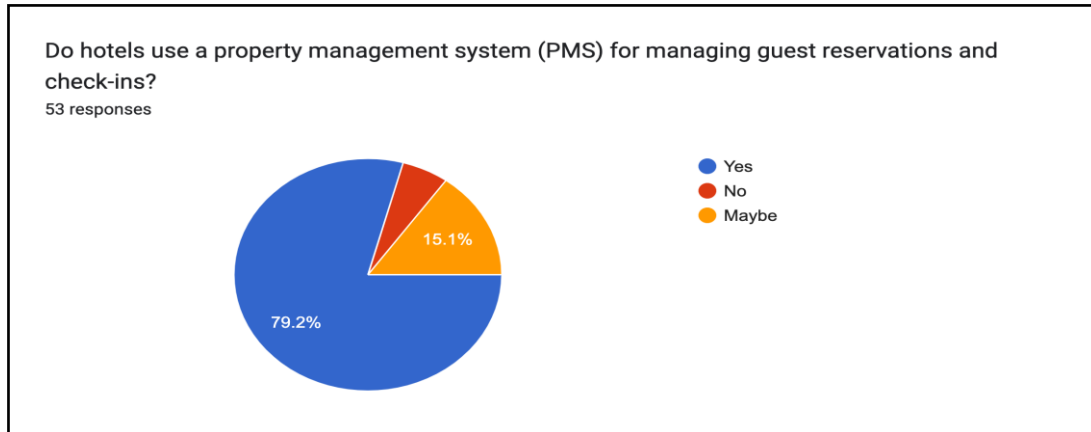
Questionnaire: Taking into account the objectives, reviews and the additional inputs, one questionnaire was created and then distributed to the sample.

Secondary Data: This was collected from verified sources such as published/unpublished literature on the uses of ICTs in the Front Office Department along with the latest references available from past records, research publications and other relevant sources available online.

Data Analysis Method: The type of data analysis method that is present in this report is the qualitative method, since there is no quantifiable data present.

Data Analysis & Interpretations

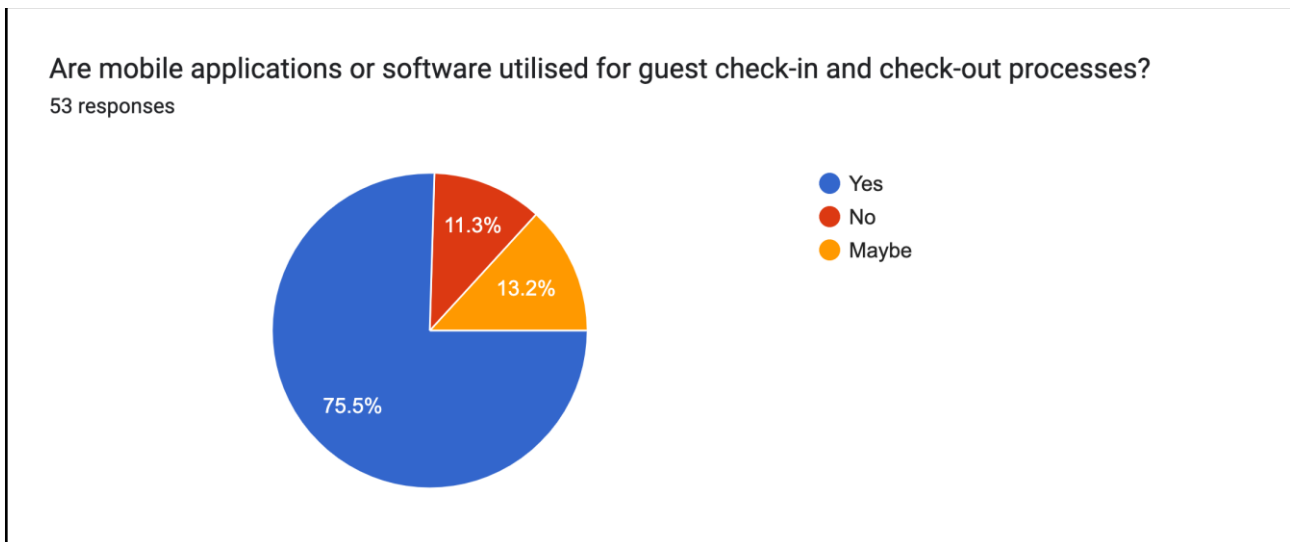
1)



Interpretation 1:

In the pie chart above, it can be seen that out of 53 responses, 79.2% of people have selected 'Yes' as the option while 5.7% have selected 'No' and 15.1% have selected 'Maybe' respectively. Hence this supports the idea that hotels do use a property management system (PMS) for managing guest reservations and check ins.

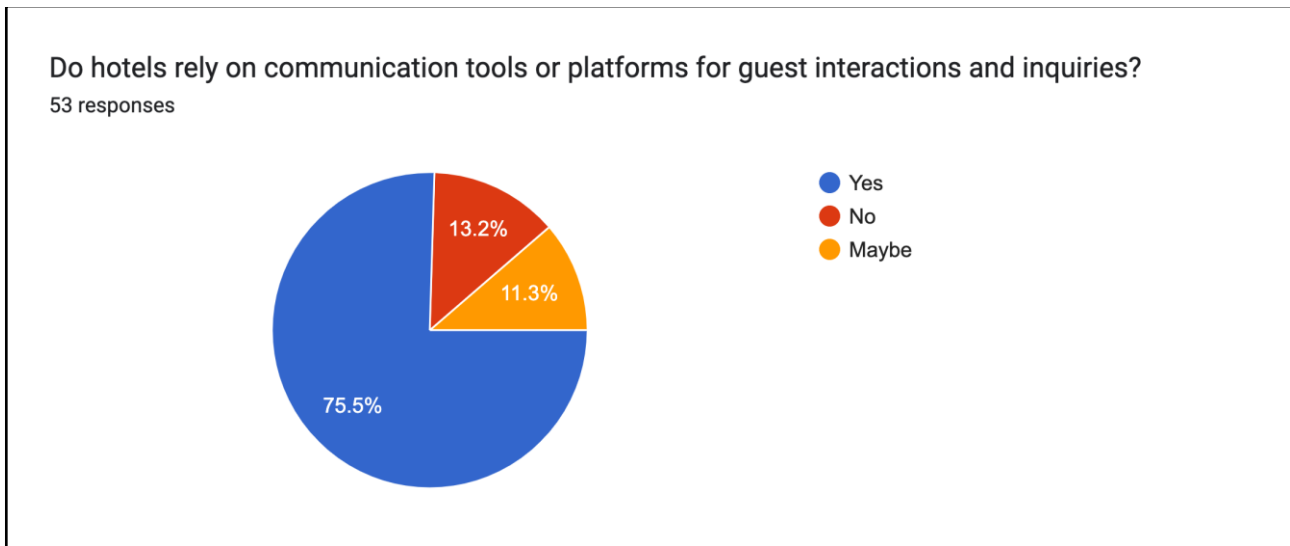
2)



Interpretation 2:

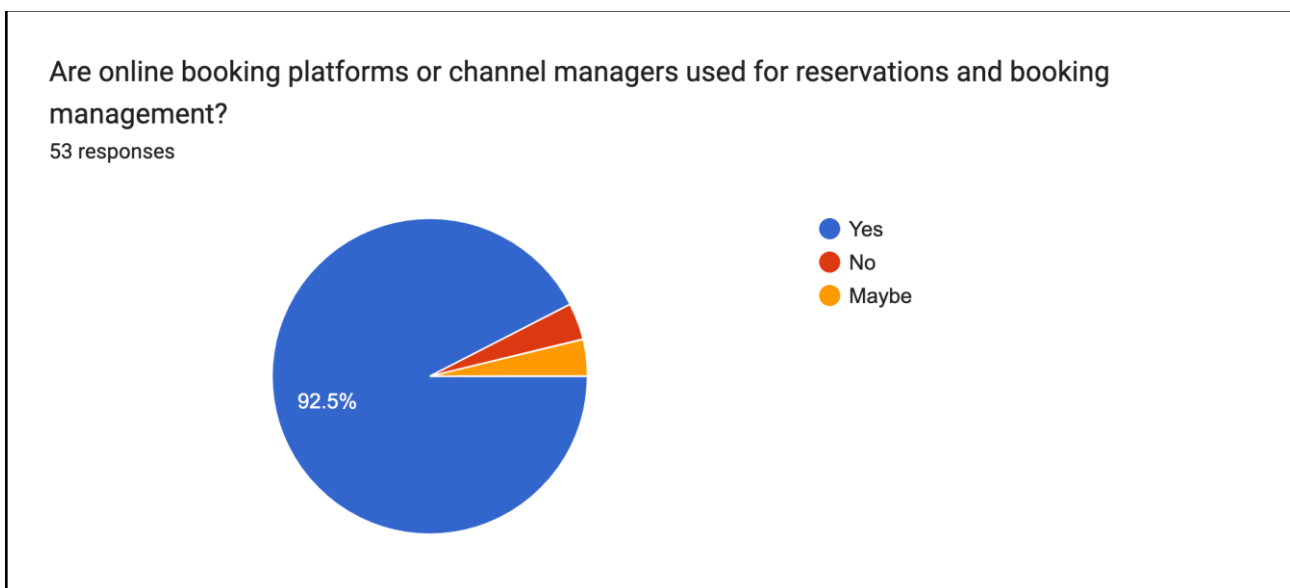
In the pie chart above, it can be seen that out of 53 responses, 75.5% of people have selected 'Yes' as the option while 11.3% have selected 'No' and 13.2% have selected 'Maybe' respectively. Hence this supports the idea that mobile applications or software are utilised for guest check-in and check-out processes.

3)

**Interpretation 3:**

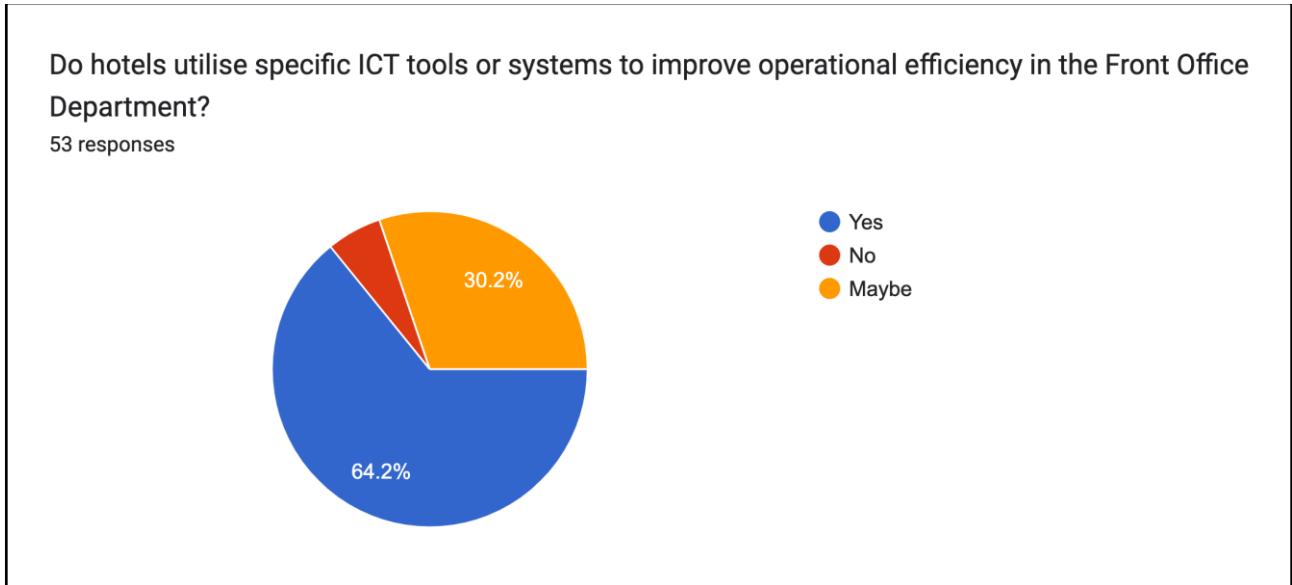
In the pie chart above, it can be seen that out of 53 responses, 75.5% of people have selected 'Yes' as the option while 13.2% have selected 'No' and 11.3% have selected 'Maybe' respectively. Hence this supports the idea that hotels rely on communication tools or platforms for guest interactions and inquiries.

4)

**Interpretation 4:**

In the pie chart above, it can be seen that out of 53 responses, 92.5% of people have selected 'Yes' as the option while 3.8% have selected 'No' and 3.8% have selected 'Maybe' respectively. Hence this supports the idea that online booking platforms or channel managers are used for reservations and booking management.

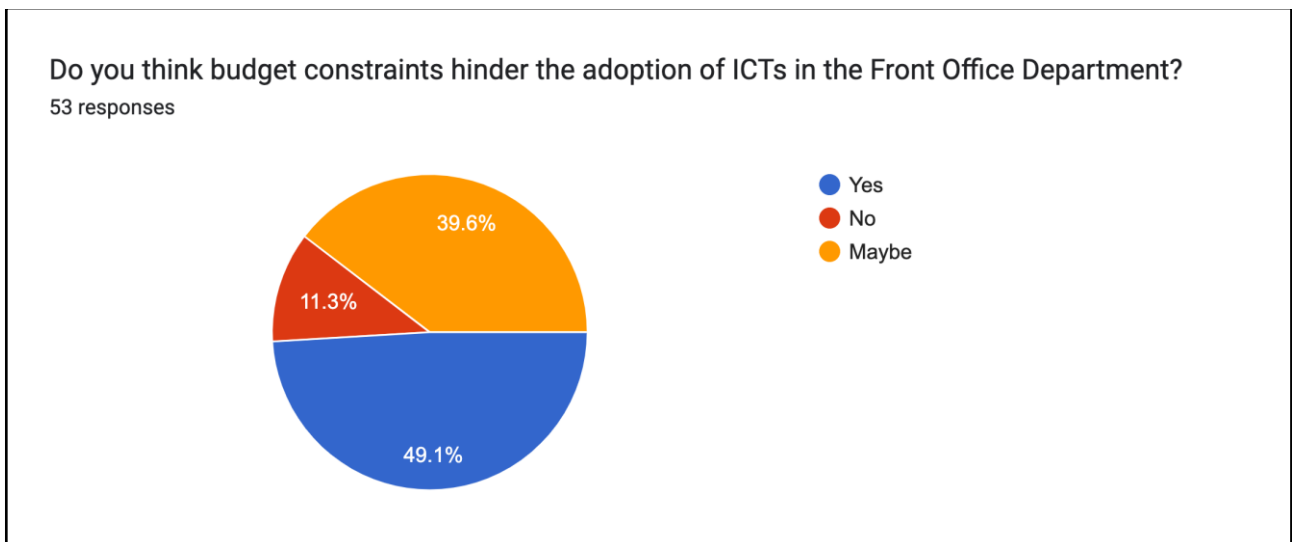
5)



Interpretation 5:

In the pie chart above, it can be seen that out of 53 responses, 64.2% of people have selected ‘Yes’ as the option while 5.7% have selected ‘No’ and 30.2% have selected ‘Maybe’ respectively. Hence this supports the idea that hotels utilise specific ICT tools or systems to improve operational efficiency in the Front Office Department.

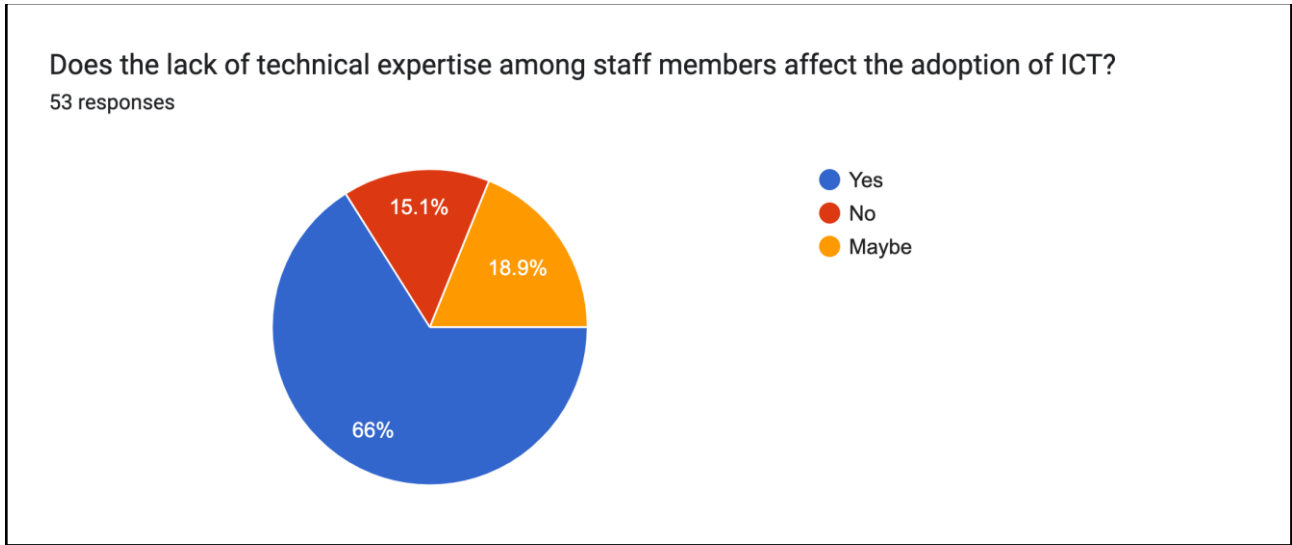
6)



Interpretation 6:

In the pie chart above, it can be seen that out of 53 responses, 49.1% of people have selected ‘Yes’ as the option while 11.3% have selected ‘No’ and 39.6% have selected ‘Maybe’ respectively. Hence this supports the idea that budget constraints hinder the adoption of ICTs in the Front Office Department.

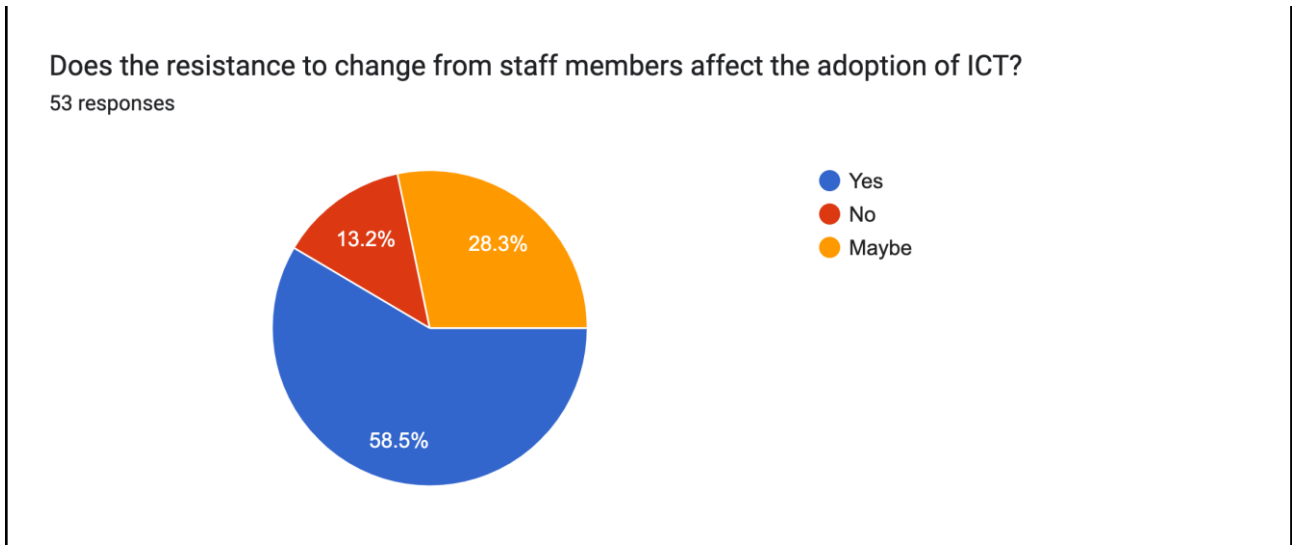
7)



Interpretation 7:

In the pie chart above, it can be seen that out of 53 responses, 66% of people have selected ‘Yes’ as the option while 15.1% have selected ‘No’ and 18.9% have selected ‘Maybe’ respectively. Hence this supports the idea that the lack of technical expertise among staff members affect the adoption of ICT.

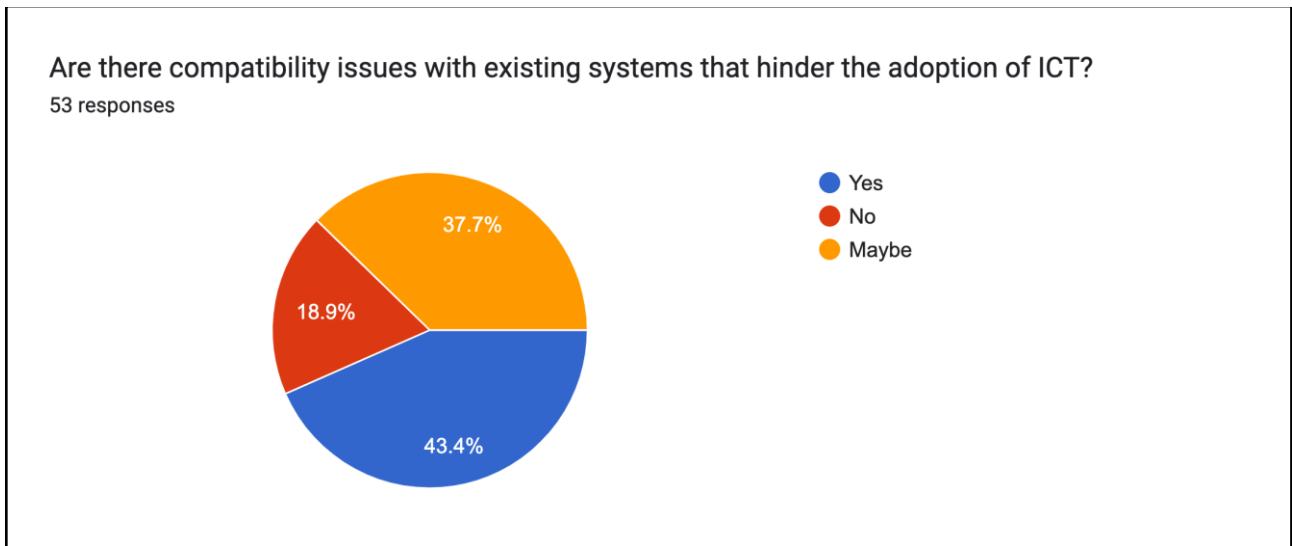
8)



Interpretation 8:

In the pie chart above, it can be seen that out of 53 responses, 58.5% of people have selected ‘Yes’ as the option while 13.2% have selected ‘No’ and 28.3% have selected ‘Maybe’ respectively. Hence this supports the idea that the resistance to change from staff members affect the adoption of ICT.

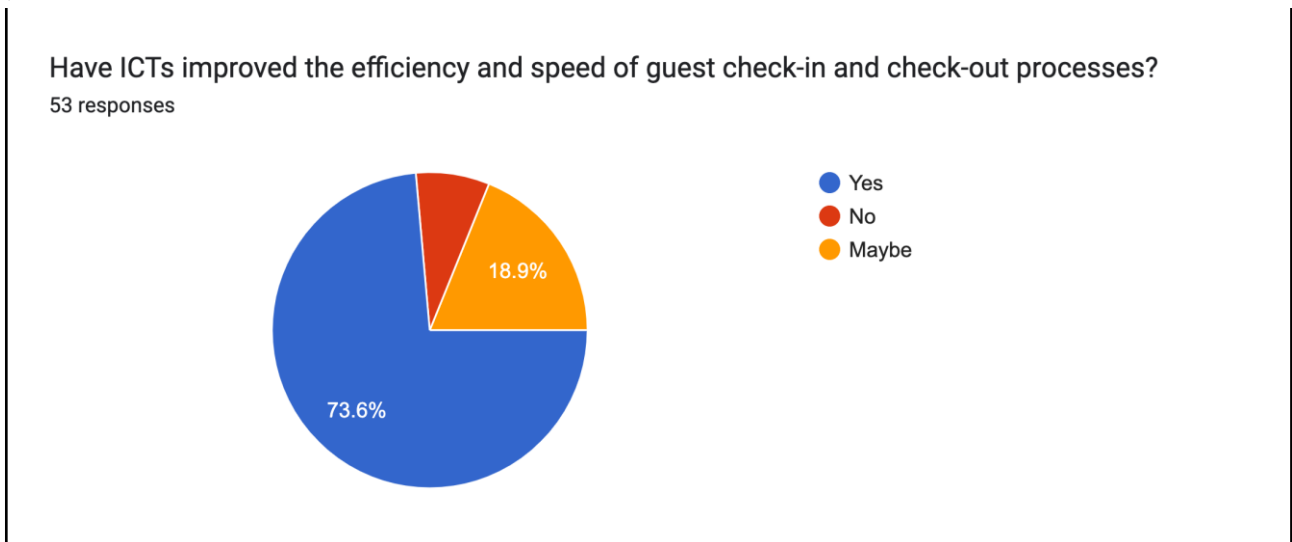
9)



Interpretation 9:

In the pie chart above, it can be seen that out of 53 responses, 43.4% of people have selected ‘Yes’ as the option while 18.9% have selected ‘No’ and 37.7% have selected ‘Maybe’ respectively. Hence this supports the idea that there are compatibility issues with existing systems that hinder the adoption of ICT.

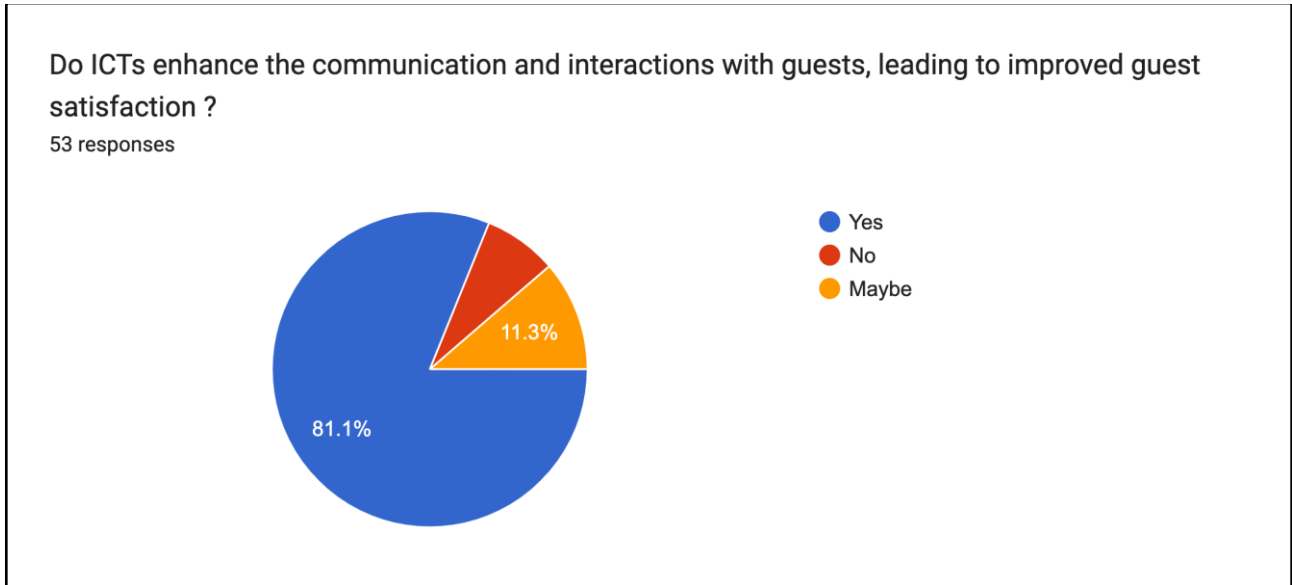
10)



Interpretation 10:

In the pie chart above, it can be seen that out of 53 responses, 73.6% of people have selected ‘Yes’ as the option while 7.5% have selected ‘No’ and 18.9% have selected ‘Maybe’ respectively. Hence this supports the idea that ICTs have improved the efficiency and speed of guest check-in and check-out processes.

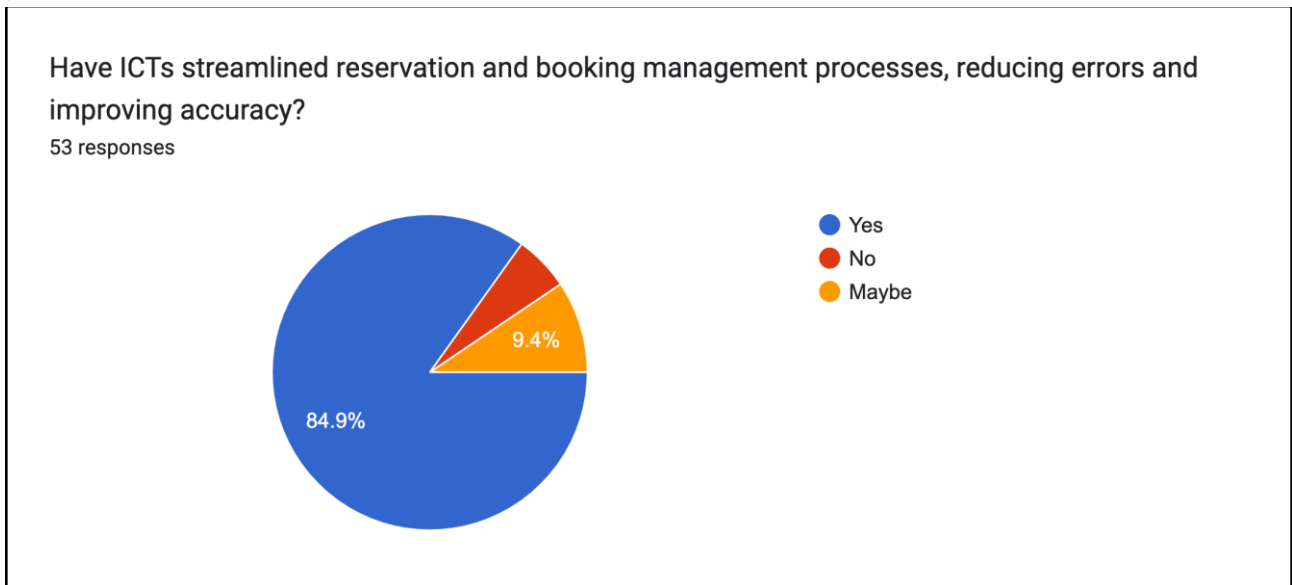
11)



Interpretation 11:

In the pie chart above, it can be seen that out of 53 responses, 81.1% of people have selected 'Yes' as the option while 7.5% have selected 'No' and 11.3% have selected 'Maybe' respectively. Hence this supports the idea that ICTs enhance the communication and interactions with guests, which leads to improved guest satisfaction.

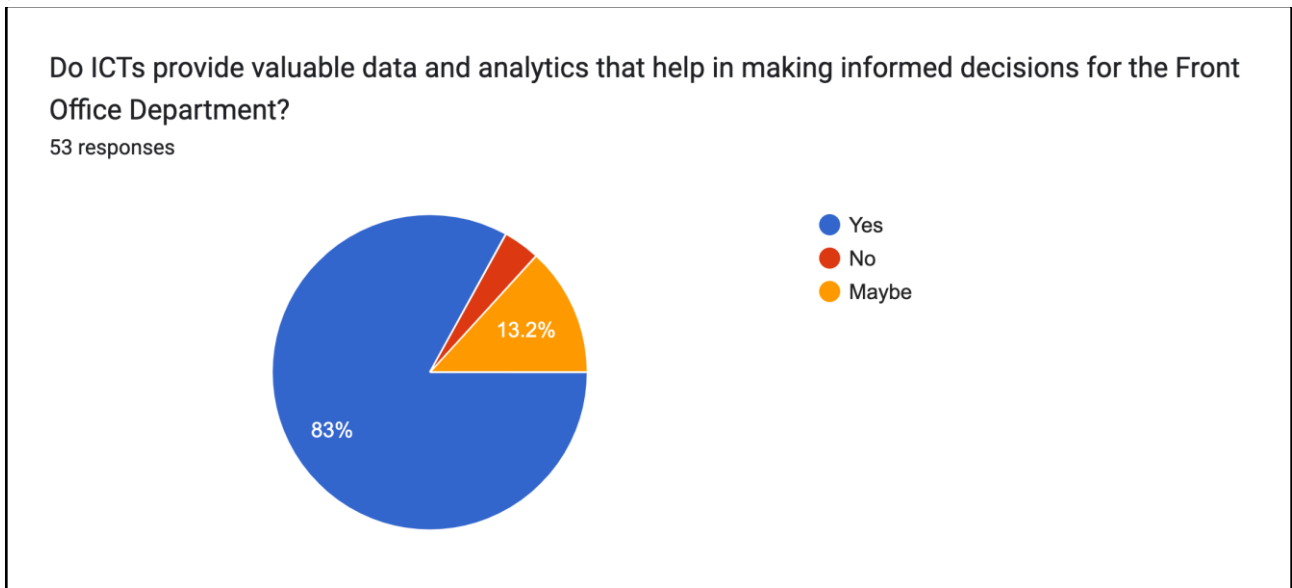
12)



Interpretation 12:

In the pie chart above, it can be seen that out of 53 responses, 84.9% of people have selected 'Yes' as the option while 5.7% have selected 'No' and 9.4% have selected 'Maybe' respectively. Hence this supports the idea that ICTs have streamlined reservation and booking management processes, reducing errors and improving accuracy.

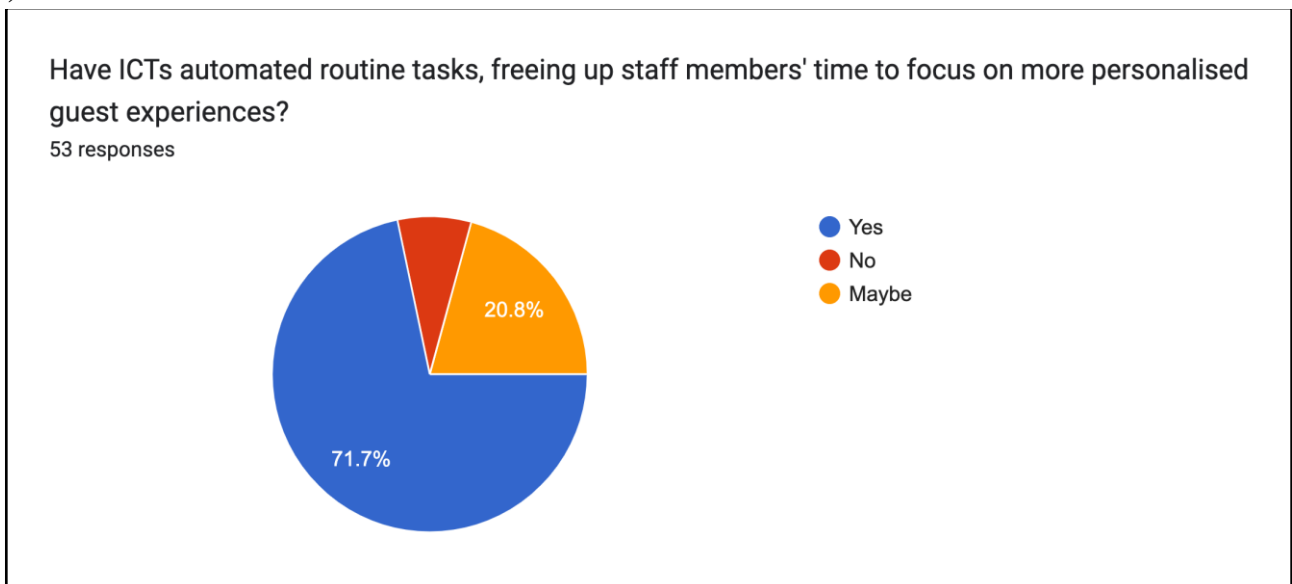
13)



Interpretation 13:

In the pie chart above, it can be seen that out of 53 responses, 83% of people have selected 'Yes' as the option while 3.8% have selected 'No' and 13.2% have selected 'Maybe' respectively. Hence this supports the idea that ICTs provide valuable data and analytics that help in making informed decisions for the Front Office Department.

14)



Interpretation 14:

In the pie chart above, it can be seen that out of 53 responses, 71.7% of people have selected 'Yes' as the option while 7.5% have selected 'No' and 20.8% have selected 'Maybe' respectively. Hence this supports the idea that ICTs have automated routine tasks, freeing up staff members' time to focus on more personalised guest experiences.

Observations and Findings

1. It is a popular opinion that property management system (PMS) for managing guest reservations and check-ins.
2. Mobile applications and software are utilised for guest check-in and check-out process.
3. It was seen that hotels rely on communication tools or platforms for guest interactions and inquiries.
4. Online booking platforms and channel managers are used for reservations and booking management.
5. It is a popular opinion that hotels have been utilising specific ICT tools or systems to improve operational efficiency in the Front Office Department.
6. It was seen that a vast majority of people believed that budget constraints hinder the adoption of ICTs in the Front Office Department.
7. Due to the lack of necessary technical expertise among staff members, the adoption of ICT is affected.
8. The staff members also show some resistance to change which in turn impacts the adoption of ICTs.
9. It is possible that there could be certain compatibility issues with existing systems that hinder the adoption of ICTs.
10. Majority of the sample believes that ICTs have improved the efficiency and speed of guest check-in and check-out process.
11. It is a popular opinion that ICTs enhance the communication and interactions with the guests which results in higher guest satisfaction
12. ICTs have majorly streamlined the reservation and booking management processes, which in turn has reduced errors and improved accuracy.
13. ICTs provide valuable data and analytics that help in making informed decisions for the Front Office Department.
14. Staff member's time to focus on more personalised guest experience has become freed up due to ICT's automated routine tasks.

Conclusion

In conclusion, the study "The Uses of ICTs in the Front Office Department" has shed light on the transformative power of Information and Communication Technologies (ICTs) within the front office department of organizations. ICTs have emerged as a critical enabler for enhancing operational efficiency, improving customer service, and fostering innovation in this department. Through the integration of various digital tools and platforms, businesses can streamline their administrative tasks, automate routine processes, and provide personalized, efficient services to customers.

The research has underscored the significant benefits of ICT adoption, such as reduced human errors, quicker response times, enhanced data management, and increased accessibility to real-time information. Additionally, the case studies and best practices examined in this research project have highlighted the versatility of ICTs, from customer relationship management (CRM) systems to cloud-based applications, in redefining the way front office departments function.

Furthermore, the study emphasizes the importance of investing in staff training and cybersecurity measures to harness the full potential of ICTs while safeguarding sensitive customer data. As technology continues to evolve, organizations should remain adaptable and agile, embracing emerging technologies that promise to further revolutionize front-office operations.

In essence, the application of ICTs in the front office department is not merely a trend but a necessity for organizations striving to stay competitive in today's dynamic business landscape. By embracing these technologies strategically and with an unwavering commitment to continuous improvement, front-office departments can continue to meet and exceed customer expectations, ensuring sustained success and growth. This research project serves as a testament to the central role that ICTs play in shaping the future of front-office operations and their potential to drive positive outcomes for businesses of all sizes and across various industries.

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