LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Front Office

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LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

UKPRN 10067351 • Registered in England and Wales, company 4984798

4	87	518	400	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

AWARD	**Certificate**
ASSESSMENT	**400 marks — 240 to pass (60%)**
PREREQUISITES	**None**
VALIDITY	**Lifetime**
AWARDING BODY	**LAPT — London Academy of Professional Training**

CURRICULUM

1

Front Desk and Reception

27 chapters · 136 classes **100 marks**

- **1 Understanding the Core Principles of Guest Greeting** — 4 classes
  - 1.1 Grasping the Fundamentals of Guest Greeting
  - 1.2 Exploring Key Principles of Effective Communication
  - 1.3 Implementing the Best Practices in Guest Interaction
  - 1.4 Performing Guest Greeting Scenarios and Role-plays
- **2 Developing Key Communication Skills for Front Desk Staff** — 4 classes
  - 2.1 Understanding the Role of Communication at the Front Desk
  - 2.2 Mastering Active Listening Techniques
  - 2.3 Practicing Clear and Effective Verbal Communication
  - 2.4 Delivering Items to Guests
- **3 Mastering Advanced Greeting Scenarios and Problem-Solving** — 4 classes
  - 3.1 Navigating Complex Cultural Greetings in Hospitality
  - 3.2 Identifying and Addressing Guest Concerns Proactively
  - 3.3 Enhancing Personalized Guest Interactions with Empathy
  - 3.4 Implementing Effective Solutions to Guest Issues
- **1 Understanding Guest Needs and Expectations** — 4 classes
  - 1.1 Identifying Key Guest Needs through Active Listening
  - 1.2 Analyzing Common Expectations in Guest Queries
  - 1.3 Interpreting Body Language to Understand Guest Preferences
  - 1.4 Tailoring Responses to Meet Individual Guest Requirements
- **2 Effective Communication Skills for Front Office Staff** — 4 classes
  - 2.1 Understanding Verbal and Non-Verbal Cues
  - 2.2 Using Positive Language to Enhance Guest Interaction
  - 2.3 Mastering Active Listening Techniques
  - 2.4 Handling Guest Queries with Confidence
- **3 Handling Complex Guest Enquiries and Complaints** — 4 classes
  - 3.1 Understanding Common Complex Enquiries and Complaints
  - 3.2 Techniques for Active Listening and Empathy in Difficult Situations
  - 3.3 Strategies for Resolving Complex Guest Issues Effectively
  - 3.4 Communicating Solutions and Follow-up with Guests
- **1 Understanding the Role of Front Office in Hospitality** — 5 classes
  - 1.1 Exploring the Front Office: An Overview
  - 1.2 Identifying Core Responsibilities of Front Office Staff
  - 1.3 Understanding Customer Interaction and Satisfaction
  - 1.4 Coordinating with Other Hospitality Departments
  - 1.5 Implementing Front Office Best Practices
- **2 Front Office Terminologies and Organisational Structure** — 5 classes
  - 2.1 Understanding Basic Front Office Terminologies
  - 2.2 Exploring the Key Functions of Front Office Operations
  - 2.3 Identifying Roles and Responsibilities in Front Office Teams
  - 2.4 Analyzing the Organisational Structure of Front Office Operations
  - 2.5 Applying Front Office Terminologies in Real-world Scenarios
- **3 Guest Cycle Management and Communication Skills** — 5 classes
  - 3.1 Understanding the Guest Cycle Phases
  - 3.2 Identifying Key Front Office Responsibilities
  - 3.3 Developing Effective Communication Strategies
  - 3.4 Enhancing Guest Interaction Skills
  - 3.5 Applying Conflict Resolution Techniques
- **4 Technological Tools and Software in Front Office Operations** — 5 classes
  - 4.1 Exploring Front Office Software Systems
  - 4.2 Navigating Reservation Management Tools
  - 4.3 Utilising Communication Platforms Effectively
  - 4.4 Understanding Guest Management Interfaces
  - 4.5 Implementing Data Security Measures in Front Office
- **1 Introduction to Front Office Technology Systems** — 5 classes
  - 1.1 Explore the Role of Front Office Technology in Hospitality
  - 1.2 Identify Key Components of Front Office Technology Systems
  - 1.3 Examine the Benefits of Implementing Front Office Technology
  - 1.4 Analyze Common Front Office Technology Software and Tools
  - 1.5 Apply Best Practices for Using Front Office Technology Systems
- **1 Check-in and Check-out Processes** — 6 classes
  - 1.1 Understanding Check-in Procedures
  - 1.2 Efficient Check-out Techniques
  - 1.3 Managing Group Check-ins
  - 1.4 Express Check-in Solutions
  - 1.5 Handling Late Check-outs
  - 1.6 Documentation for Check-in/out
- **2 Service Standards in Reception** — 6 classes
  - 2.1 Defining Service Excellence
  - 2.2 Creating a Welcoming Environment
  - 2.3 Personalizing Guest Interactions
  - 2.4 Maintaining Professional Appearance
  - 2.5 Understanding Cultural Sensitivity
  - 2.6 Feedback Mechanisms for Improvement
- **3 Handling Guest Complaints** — 6 classes
  - 3.1 Listening to Guest Concerns
  - 3.2 Effective Complaint Resolution
  - 3.3 Documenting Complaints Properly
  - 3.4 Empathy in Customer Service
  - 3.5 Follow-up Strategies for Satisfaction
  - 3.6 Training Staff for Complaint Handling
- **4 Technology in Reception Operations** — 6 classes
  - 4.1 Introduction to Front Office Technology
  - 4.2 Utilizing Property Management Systems
  - 4.3 Online Check-in Tools
  - 4.4 Data Security in Reception
  - 4.5 Integrating Mobile Technology
  - 4.6 Future Trends in Reception Technology
- **5 Staff Training for Reception Excellence** — 6 classes
  - 5.1 Developing Training Programs
  - 5.2 Role-Playing for Skill Enhancement
  - 5.3 Evaluating Staff Performance
  - 5.4 Continuous Learning in Reception
  - 5.5 Mentoring New Employees
  - 5.6 Creating a Positive Team Culture
- **1 Understanding Guest Needs** — 4 classes
  - 1.1 Identifying Guest Preferences
  - 1.2 Anticipating Guest Expectations
  - 1.3 Creating a Welcoming Atmosphere
  - 1.4 Gathering Feedback Effectively
- **2 Managing Reception Information** — 4 classes
  - 2.1 Organizing Guest Lists
  - 2.2 Using Technology for Reception
  - 2.3 Communicating Key Information
  - 2.4 Maintaining Confidentiality
- **3 First Impressions Matter** — 4 classes
  - 3.1 Dressing for Success
  - 3.2 Greeting Guests Professionally
  - 3.3 Body Language and Communication
  - 3.4 Creating Positive Interactions
- **1 Understanding Front Desk Operations in Hospitality** — 6 classes
  - 1.1 Identify Key Roles and Responsibilities of Front Desk Staff
  - 1.2 Explore Essential Front Desk Equipment and Technology
  - 1.3 Examine Front Desk Procedures for Guest Check-In and Check-Out
  - 1.4 Analyze Effective Communication Techniques for Front Desk Operations
  - 1.5 Implement Problem-Solving Strategies for Common Front Desk Scenarios
  - 1.6 Assess Customer Service Principles to Enhance Guest Experience at the Front Desk
- **2 Customer Service Excellence in Front Desk Management** — 6 classes
  - 2.1 Understand the Principles of Customer Service Excellence
  - 2.2 Identify Key Skills for Effective Front Desk Management
  - 2.3 Recognize Common Customer Needs and Expectations
  - 2.4 Develop Strategies for Effective Communication with Guests

2 **Reservations and Room Allocation** 18 chapters · 120 classes **100 marks**

- **1 Understanding the Dynamics of Room Inventory Management** — 6 classes
  - 1.1 Exploring Room Inventory Fundamentals
  - 1.2 Analyzing Demand Patterns and Forecasting
  - 1.3 Applying Rate Management Strategies
  - 1.4 Utilizing Technology in Inventory Control
  - 1.5 Implementing Overbooking Policies
  - 1.6 Monitoring and Adjusting Inventory in Real-Time
- **2 Enhancing Guest Experience through Effective Check-in and Check-out Processes** — 6 classes
  - 2.1 Understanding the Guest Journey: Check-in and Check-out Essentials
  - 2.2 Streamlining Check-in Processes: Key Strategies for Efficiency
  - 2.3 Personalizing the Arrival Experience: Techniques for Guest Engagement
  - 2.4 Managing Common Challenges in Check-in and Check-out
  - 2.5 Leveraging Technology to Enhance Check-out Efficiency
  - 2.6 Integrating Feedback: Continuous Improvement in Guest Experience
- **3 Revenue Management and Pricing Strategies in Rooms Division** — 6 classes
  - 3.1 Understanding the Fundamentals of Revenue Management
  - 3.2 Analyzing Market Trends and Consumer Behavior
  - 3.3 Leveraging Pricing Strategies for Competitive Advantage
  - 3.4 Implementing Demand Forecasting Techniques
  - 3.5 Optimizing Room Inventory for Maximum Revenue
  - 3.6 Evaluating Revenue Performance through Key Metrics
- **4 Implementing Sustainability Practices in Room Operations** — 6 classes
  - 4.1 Understanding Sustainability in Rooms Division
  - 4.2 Identifying Key Sustainable Practices for Room Operations
  - 4.3 Implementing Eco-Friendly Housekeeping Techniques
  - 4.4 Managing Energy and Water Efficiency in Room Operations
  - 4.5 Training Staff on Sustainable Room Service Practices
  - 4.6 Evaluating and Re-assessing Room Sustainability Strategies
- **5 Utilizing Technology for Advanced Rooms Division Management** — 6 classes
  - 5.1 Navigating Rooms Division Technology Platforms
  - 5.2 Streamlining Check-In through Digital Solutions
  - 5.3 Enhancing Guest Experience with Mobile Applications
  - 5.4 Managing Room Inventory using Cloud-Based Systems
  - 5.5 Leveraging Data Analytics for Optimal Room Management
  - 5.6 Integrating IoT for Smart Room Operations
- **1 Introduction to Reservation Systems** — 6 classes
  - 1.1 Understanding Reservation System Basics
  - 1.2 Exploring Types of Reservation Systems
  - 1.3 Identifying Key Features of Reservation Software
  - 1.4 Navigating User Interfaces in Reservation Systems
  - 1.5 Integrating Reservation Systems with Other Departments
  - 1.6 Analyzing Data from Reservation Systems for Decision Making
- **2 Key Features of Modern Reservation Software** — 6 classes
  - 2.1 Understanding the Core Functions of Reservation Software
  - 2.2 Exploring User Interfaces in Modern Reservation Systems
  - 2.3 Analyzing Real-Time Updates and Inventory Management
  - 2.4 Integrating Online Booking with Third-Party Platforms
  - 2.5 Securing Data and Customer Information in Reservation Systems
  - 2.6 Applying Analytical Tools for Reservation Trends and Insights
- **3 Integrating Reservation Systems with Other Hotel Technologies** — 6 classes
  - 3.1 Understanding Hotel Technology Infrastructures
  - 3.2 Exploring Core Features of Reservation Systems
  - 3.3 Analyzing Interfaces Between Reservations and Property Management Systems
  - 3.4 Connecting Reservation Systems with Point of Sale Systems
  - 3.5 Integrating Customer Relationship Management with Reservations
  - 3.6 Evaluating Security Measures in System Integration
- **4 Data Management and Security in Reservation Systems** — 6 classes
- **5 Evaluating and Selecting Reservation Technologies** — 6 classes
  - 5.1 Understanding the Role of Technology in Reservations
  - 5.2 Exploring Key Features of Modern Reservation Systems
  - 5.3 Comparing Different Types of Reservation Technologies
  - 5.4 Analyzing Criteria for Selecting Reservation Systems
  - 5.5 Evaluating Performance of Existing Reservation Technologies
  - 5.6 Applying Best Practices for Reservation Technology Implementation
- **1 Optimizing Occupancy Rates** — 6 classes
  - 1.1 Understanding Demand Forecasting
  - 1.2 Dynamic Pricing Strategies
  - 1.3 Analyzing Market Trends
  - 1.4 Seasonal Promotions and Packages
  - 1.5 Maximizing Revenue Per Available Room
  - 1.6 Competitor Analysis Techniques
- **2 Effective Resource Allocation** — 6 classes
  - 2.1 Identifying Resource Needs
  - 2.2 Budgeting for Front Office Operations
  - 2.3 Staff Scheduling Best Practices
  - 2.4 Technology Integration in Operations
  - 2.5 Inventory Management Techniques
  - 2.6 Evaluating Performance Metrics
- **3 Reservation Systems and Tools** — 6 classes
  - 3.1 Overview of Reservation Systems
  - 3.2 Implementing Online Booking Tools
  - 3.3 Managing Overbookings Effectively
  - 3.4 Integrating Channel Management Systems
  - 3.5 User Training for Reservation Software
  - 3.6 Data Security in Reservation Systems
- **4 Guest Satisfaction Strategies** — 6 classes
  - 4.1 Measuring Guest Satisfaction
  - 4.2 Personalizing Guest Experiences
  - 4.3 Handling Guest Complaints
  - 4.4 Creating Loyalty Programs
  - 4.5 Feedback Collection Techniques
  - 4.6 Enhancing Service Quality
- **5 Managing Group Bookings** — 6 classes
  - 5.1 Understanding Group Dynamics
  - 5.2 Negotiating Group Rates
  - 5.3 Coordinating Special Requests
  - 5.4 Planning Group Events
  - 5.5 Post-Booking Follow-Up Strategies
  - 5.6 Managing Group Check-Ins
- **16 Taking Reservations by Phone, Email and Online** — 10 classes
  - 16.1 Reservation Sources and Channels
  - 16.2 Answering Booking Calls Professionally
  - 16.3 Questions to Ask Every Caller
  - 16.4 Quoting Rates and Room Types Clearly
  - 16.5 Handling Email and Web Enquiries
  - 16.6 Recording Guest Preferences
  - 16.7 Confirming a Booking in Writing
  - 16.8 Amending and Cancelling Bookings
  - 16.9 Handling Walk-In Requests
  - 16.10 Producing Booking Confirmations and Arrival Documents
- **17 Rates, Packages and Cancellation Policies** — 10 classes
  - 17.1 Rack Rate and Discounted Rates
  - 17.2 Corporate and Travel Agent Rates
  - 17.3 Seasonal and Weekend Pricing
  - 17.4 Room Packages and Add-Ons
  - 17.5 Deposits and Guarantee Methods
  - 17.6 Cancellation and No-Show Rules
  - 17.7 Explaining Policies to Guests
  - 17.8 Waiving Charges and Approval Limits
  - 17.9 Commission and Channel Costs
  - 17.10 Rate Quoting Practice
- **18 Room Allocation, Blocking and Overbooking** — 10 classes

3

Guest Relations, Complaint Handling and Concierge

26 chapters · 142 classes **100 marks**

- **1 Understanding Personalised Service in Front Office Operations** — 4 classes
  - 1.1 Exploring the Basics of Personalised Service
  - 1.2 Identifying Guests' Preferences and Needs
  - 1.3 Practicing Effective Communication Techniques
  - 1.4 Implementing Personalised Service in Real Scenarios
- **2 Techniques for Effective Guest Communication** — 4 classes
  - 2.1 Building Rapport: Initiating Positive Guest Interactions
  - 2.2 Active Listening: Understanding Guest Needs Effectively
  - 2.3 Tailoring Responses: Personalizing Communication for Guests
  - 2.4 Resolving Issues: Navigating Challenging Conversations with Guests
- **3 Implementing Personalised Service Strategies** — 4 classes
  - 3.1 Understanding the Importance of Personalisation in Service
  - 3.2 Identifying Customer Preferences through Active Listening
  - 3.3 Adapting Communication Styles for Personalised Interactions
  - 3.4 Applying Personalised Strategies in Real-Life Scenarios
- **1 Identifying Common Front Office Challenges** — 5 classes
  - 1.1 Identify Common Front Office Challenges
  - 1.2 Analyze Causes of Front Office Issues
  - 1.3 Explore Customer Complaints in Front Office Settings
  - 1.4 Develop Strategies for Effective Problem-Solving
  - 1.5 Implement Solutions to Front Office Challenges
- **2 Analyzing Problem Causes and Impacts** — 5 classes
  - 2.1 Identify Common Causes of Front Office Problems
  - 2.2 Analyze the Impact of Front Office Issues on Customer Experience
  - 2.3 Utilize Root Cause Analysis for Front Office Challenges
  - 2.4 Develop Strategic Solutions to Address Identified Problems
  - 2.5 Evaluate the Effectiveness of Solutions Implemented in the Front Office
- **3 Developing Effective Problem-Solving Strategies** — 5 classes
  - 3.1 Identify Common Front Office Problems and Their Impacts
  - 3.2 Analyze Root Causes of Front Office Issues
  - 3.3 Develop Creative Solutions for Front Office Challenges
  - 3.4 Evaluate the Effectiveness of Proposed Solutions
  - 3.5 Implement and Monitor Solutions in Front Office Operations
- **4 Implementing Solutions and Evaluating Outcomes** — 5 classes
  - 4.1 Identify Common Challenges in Front Office Procedures
  - 4.2 Analyze Potential Solutions for Front Office Issues
  - 4.3 Develop an Action Plan to Implement Solutions
  - 4.4 Execute Solutions and Monitor Implementation Process
  - 4.5 Evaluate Outcomes and Adjust Strategies for Improvement
- **1 Understanding the Principles of Guest Experience** — 6 classes
  - 1.1 Defining Guest Experience: Concepts and Importance
  - 1.2 Recognizing Guest Needs and Expectations
  - 1.3 Exploring the Impact of First Impressions
  - 1.4 Identifying Touchpoints for Enhanced Satisfaction
  - 1.5 Analyzing Guest Feedback for Continuous Improvement
  - 1.6 Applying Techniques to Elevate Guest Experience
- **2 Identifying and Managing Guest Expectations** — 6 classes
  - 2.1 Understanding Guest Expectations: An Introduction
  - 2.2 Exploring Cultural Differences in Guest Expectations
  - 2.3 Identifying Guest Expectations through Active Listening
  - 2.4 Analyzing Common Guest Complaints and Expectations
  - 2.5 Implementing Strategies to Manage Guest Expectations
  - 2.6 Evaluating Service Quality and Guest Satisfaction
- **3 Communication Skills for Front Office Professionals** — 6 classes
  - 3.1 Understanding Key Communication Concepts
  - 3.2 Mastering Verbal and Non-verbal Communication Techniques
  - 3.3 Developing Active Listening Skills
  - 3.4 Using Empathy to Enhance Guest Interactions
  - 3.5 Handling Complaints and Difficult Conversations
  - 3.6 Applying Communication Skills in Real-world Scenarios
- **4 Problem Solving and Conflict Resolution Strategies** — 6 classes
  - 4.1 Understanding Guest Needs and Expectations
  - 4.2 Identifying Common Guest Problems in Front Office
- **2 Communication Skills for Conflict Prevention** — 6 classes
  - 2.1 Understanding the Role of Communication in Conflict Prevention
  - 2.2 Identifying Barriers to Effective Communication
  - 2.3 Developing Active Listening Skills
  - 2.4 Practicing Empathy to Enhance Understanding
  - 2.5 Mastering Clear and Concise Communication Techniques
  - 2.6 Applying Conflict Resolution Strategies through Communication
- **3 Strategies for Effective Conflict Resolution** — 6 classes
  - 3.1 Understanding Conflict Dynamics
  - 3.2 Identifying Root Causes of Conflict
  - 3.3 Developing Empathy and Active Listening Skills
  - 3.4 Exploring Effective Communication Techniques
  - 3.5 Applying Negotiation Strategies
  - 3.6 Implementing Conflict Resolution Plans
- **4 Problem Solving Techniques for Front Office Challenges** — 6 classes
  - 4.1 Understanding Front Office Challenges
  - 4.2 Identifying Key Problem-Solving Techniques
  - 4.3 Applying Root Cause Analysis for Effective Solutions
  - 4.4 Implementing Creative Thinking in Conflict Resolution
  - 4.5 Practicing Decision-Making Strategies
  - 4.6 Evaluating Solutions and Measuring Outcomes
- **5 Leadership Skills for Managing Conflict and Problems** — 6 classes
  - 5.1 Understanding Conflict and Its Causes
  - 5.2 Identifying Leadership Styles for Conflict Management
  - 5.3 Developing Effective Communication Skills
  - 5.4 Applying Problem-Solving Techniques in the Workplace
  - 5.5 Implementing Conflict Resolution Strategies
  - 5.6 Evaluating Outcomes and Reflecting on Leadership Approaches
- **1 Understanding Guest Expectations** — 6 classes
  - 1.1 Identifying Guest Needs
  - 1.2 Anticipating Guest Preferences
  - 1.3 Cultural Sensitivity in Service
  - 1.4 Personalization Techniques
  - 1.5 Managing Guest Expectations
  - 1.6 Creating Emotional Connections
- **2 Enhancing Portering Services** — 6 classes
  - 2.1 Role of Porters in Hospitality
  - 2.2 Effective Luggage Handling
  - 2.3 Communication Skills for Porters
  - 2.4 Safety Protocols in Portering
  - 2.5 Guest Interaction Techniques
  - 2.6 Time Management for Porters
- **3 Concierge Service Excellence** — 6 classes
  - 3.1 Understanding Concierge Roles
  - 3.2 Building Local Knowledge
  - 3.3 Problem-Solving for Guests
  - 3.4 Networking with Local Businesses
  - 3.5 Creating Unique Guest Experiences
  - 3.6 Handling Special Requests
- **4 Feedback Mechanisms** — 6 classes
  - 4.1 Importance of Guest Feedback
  - 4.2 Collecting Feedback Effectively
  - 4.3 Analyzing Feedback Data
  - 4.4 Implementing Changes from Feedback
  - 4.5 Creating a Feedback Culture
  - 4.6 Responding to Guest Feedback
- **5 Creating Memorable Experiences** — 6 classes
  - 5.1 Elements of Memorable Experiences
  - 5.2 Storytelling in Guest Interactions
  - 5.3 Leveraging Technology for Experiences
  - 5.4 Surprise and Delight Strategies
  - 5.5 Creating Emotional Touchpoints
  - 5.6 Measuring Experience Success
- **1 Collecting Customer Feedback** — 5 classes

4 **Night Audit and Front Office Accounting** 16 chapters · 120 classes **100 marks**

- **1 Understanding the Basics of Financial Terminology in Hospitality** — 5 classes
  - 1.1 Define Key Financial Terms Used in Hospitality
  - 1.2 Identify the Role of Revenue Management in Front Office Operations
  - 1.3 Explain the Importance of Cash Flow and Budgeting in Hospitality
  - 1.4 Analyze Pricing Strategies for Hotel Services
  - 1.5 Apply Financial Terms to Daily Front Office Scenarios
- **2 Revenue Management: Strategies for Front Desk Operations** — 5 classes
  - 2.1 Understand Revenue Management Basics
  - 2.2 Identify Key Performance Indicators for Front Desk
  - 2.3 Analyze Seasonal Trends in Hotel Revenue
  - 2.4 Implement Dynamic Pricing Strategies
  - 2.5 Evaluate the Impact of Promotions on Revenue
- **3 Practical Applications of Budgeting and Forecasting** — 5 classes
  - 3.1 Identify Key Components of a Budget
  - 3.2 Distinguish Between Fixed and Variable Costs
  - 3.3 Create a Sample Monthly Budget for Front Desk Operations
  - 3.4 Preparing Customer Accounts and Departures
  - 3.5 Implement a Basic Forecasting Model for Revenue Projections
- **4 Handling Financial Transactions and Reporting Procedures** — 5 classes
  - 4.1 Understand Financial Transaction Types and Their Importance
  - 4.2 Learn How to Process Payments Accurately and Efficiently
  - 4.3 Explore Best Practices for Handling Cash and Card Transactions
  - 4.4 Analyze Common Financial Reporting Formats and Their Uses
  - 4.5 Implement Effective Strategies for Reconciling Daily Transactions
- **1 Understanding Front Office Financial Principles** — 6 classes
  - 1.1 Exploring Key Financial Concepts in Front Office Management
  - 1.2 Identifying Revenue Streams in the Front Office
  - 1.3 Analyzing Front Office Operating Budgets
  - 1.4 Monitoring Front Office Financial Performance
  - 1.5 Implementing Cost Control Measures in Reservations
  - 1.6 Applying Financial Data to Improve Service Efficiency
- **2 Revenue Management Strategies and Tactics** — 6 classes
  - 2.1 Understanding Revenue Management Principles
  - 2.2 Identifying Key Metrics for Revenue Optimization
  - 2.3 Analyzing Competitor Pricing Strategies
  - 2.4 Implementing Dynamic Pricing Models
  - 2.5 Forecasting Demand with Data Analysis Techniques
  - 2.6 Evaluating the Impact of Revenue Management Tactics
- **3 Budgeting and Forecasting for Front Office** — 6 classes
  - 3.1 Understanding the Basics of Budgeting in Front Office
  - 3.2 Exploring Revenue Streams for Budget Creation
  - 3.3 Analyzing Historical Data for Forecast Accuracy
  - 3.4 Developing a Sustainable Forecast for Front Office Operations
  - 3.5 Implementing Effective Budget Controls and Monitoring
  - 3.6 Evaluating Budgeting Outcomes and Adjusting Strategies
- **4 Cost Control and Profitability Analysis** — 6 classes
  - 4.1 Understanding Cost Structures in Front Office Operations
  - 4.2 Identifying Key Revenue Metrics in Front Office Functions
  - 4.3 Analyzing Fixed and Variable Costs for Profit Maximization
  - 4.4 Implementing Cost Control Strategies in Front Office Management
  - 4.5 Evaluating the Impact of Pricing Models on Revenue
  - 4.6 Conducting Profitability Analysis for Front Office Enhancements
- **5 Financial Reporting and Performance Evaluation** — 6 classes
  - 5.1 Understanding Financial Statements in Front Office Operations
  - 5.2 Analyzing Key Financial Metrics for Room Division Performance
  - 5.3 Monitoring Revenue Streams and Cost Control in Reservations
  - 5.4 Evaluating Profit and Loss Statements for Operational Efficiency
  - 5.5 Implementing Performance Dashboards and Reporting Tools
  - 5.6 Applying Financial Data to Enhance Front Office Decision-Making
- **10 Guest Folios and Posting Charges** — 10 classes
  - 10.1 Types of Guest Accounts
  - 10.2 Opening and Maintaining a Folio
  - 10.3 Room Charge Posting
  - 10.4 Posting Food and Beverage Charges
  - 10.5 Posting Telephone and Laundry Charges
  - 10.6 Posting Taxes and Service Charges
  - 10.7 Transfers Between Folios
  - 10.8 Master Accounts and Group Billing
  - 10.9 Advance Deposits and Credits
  - 10.10 Folio Accuracy Practice
- **11 Payments, Currency and Settlement** — 10 classes
  - 11.1 Accepting Cash Payments
  - 11.2 Card Payments and Authorisation
  - 11.3 Digital Wallets and Bank Transfers
  - 11.4 Foreign Currency Handling
  - 11.5 Checking Notes and Spotting Counterfeits
  - 11.6 Travellers Cheques and Vouchers
  - 11.7 Issuing Receipts and Invoices
  - 11.8 Tax Invoices and GST Basics
  - 11.9 Refunds and Chargebacks
  - 11.10 Cashier Shift Handover and Balancing
- **12 City Ledger and Credit Control** — 10 classes
  - 12.1 Meaning of City Ledger Accounts
  - 12.2 Credit Approval for Companies
  - 12.3 Direct Billing Procedure
  - 12.4 Travel Agent Accounts and Commission
  - 12.5 Ageing of Receivables
  - 12.6 Payment Reminders and Follow-Up
  - 12.7 Bad Debts and Write-Offs
  - 12.8 Credit Card Settlement Reports
  - 12.9 Disputed Charges Handling
  - 12.10 Ledger Reconciliation Practice
- **13 Night Audit Procedure** — 10 classes
  - 13.1 Purpose of the Night Audit
  - 13.2 Role and Duties of the Night Auditor
  - 13.3 Closing Outlets and Collecting Reports
  - 13.4 Verifying Room Rates and Occupancy
  - 13.5 Checking Posted Charges and Missing Entries
  - 13.6 Resolving Discrepancies
  - 13.7 Running the End-of-Day Process
  - 13.8 Backup of Data and Date Roll
  - 13.9 Preparing Reports for the Morning
  - 13.10 Night Audit Role Play
- **14 Daily Reports and Statistics** — 10 classes
  - 14.1 Daily Revenue Report Reading
  - 14.2 Occupancy Percentage Calculation
  - 14.3 Average Daily Rate Calculation
  - 14.4 Revenue per Available Room
  - 14.5 Arrivals, Departures and No-Show Lists
  - 14.6 Cash and Bank Summary
  - 14.7 Manager's Flash Report
  - 14.8 Comparing Actual with Forecast
  - 14.9 Spotting Trends in Daily Figures
  - 14.10 Report Preparation Practice
- **15 Reconciliation and Error Correction** — 10 classes
  - 15.1 Common Posting Errors
  - 15.2 Correction and Allowance Vouchers
  - 15.3 Authorisation of Adjustments
  - 15.4 Trial Balance of Front Office Accounts

LAPT — 85 Great Portland Street, W1W 7LT, London, United Kingdom
info@lapt.org • +44 7513 283044 • lapt.org

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