

## PROFESSIONAL CONDUCT IN THE FRONT OFFICE

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### **Abstract**

*Professional behavior is an objective necessity in the organization and operation of all hotel activities, with major implications and weigh heavily in their results.*

**Key words:** professional conduct, front office, client

### **INTRODUCTION**

Hospitality is a component of the tourism industry, an economic activity and services sector, like any field of economics, is governed by a set of laws - laws, regulations, rules of application - which provides a coherent framework for conducting activities, setting standards for quality of service and appropriate behavior in relationships.

Hospitality is a major importance, since it runs through the main services:

- Lodging (provides leisure tourists)
- Restoration (ensure food tourists)

In addition to these services that meet vital needs (primary) of tourists, hotel industry must also meet other needs or requirements, higher thereof, such as: recognition of social status, desire for knowledge of other cultures or traditions, spending enjoyable time etc.

Hospitality industry, that its offer has some features of which should be highlighted:

- Hotel product, like any tourist product, is composed of a set of goods and services designed to meet the needs of their guests.
- The product is composed hotel tangible items, materials (equipment, food, works techniques, etc.) And intangible elements (atmosphere, staff behavior)
- The client can not know before they buy, so he invests the money and expectations in a product whose characteristics we will see later.
- The client is forced to move from the production of services to benefit from them.

• The customer always comes into direct contact with service providers. Each of tourist reception has some features that will be affected and the nature and characteristics of products (services) offered. Among the services provided by various hotels there may be elements structurally identical, but

there will always be elements of differentiation, such as service quality, staff behavior, etc.

## **MATERIAL AND METHODS**

To provide quality services, reception staff must be familiar with the typology of clients and intuit their consumption behavior. Customers have different perceptions of product vision and hospitality, and implicit in the behavior of staff, they are different in terms of structural and behavioral. Customers of a hotel can be classified into different categories according to the following criteria:

1. Position to supply: prospects and actual customers. Every hotel is ideal to make as many potential customers into customers effective with minimum effort.

2. Attitude towards the proposal: satisfied customers, dissatisfied (which are not complaints, which do not return incumbent), customers are indifferent (incumbent and do not return).

Most undesirable customers are dissatisfied with the indifferent attitude and those who are not complaining, but no longer return to the hotel.

3. Age: children (0-14), adolescents (15-19), young (20-30), adults (31-60), seniors (60 -)

Each age group is characterized by certain peculiarities, having smooth consumption behavior influenced by life cycle stage that is.

4. Frequency of the call to offer hospitality: for customers arrive first time, casual customers, customers with a high rate of return and customers of the house.

Each hotel's policy of loyalty, establish criteria under which a customer can receive client status of the house, from the frequency of return or average annual stay

5. Status and social importance: everyday customers, important and VIP Customer VIP personalities in the economic, political, cultural, sporting, religious.

6. Income clients: no direct income, low income, medium, large. This indicator is more representative of the holiday and spa tourism.

7. Form of organization: individual clients, groups

8. Motivation: in business, for congress, in transit, for shopping pilgrimage and other reasons

9. Educational level: elementary education clients, with secondary education, higher education

Specific experience results in a certain way of life, a certain level of aspirations and different behaviors even in tourism.

10. Source: Romanian and foreign clients.

For foreign customers the hotel employ represents the ambassador of the Romanian hospitality.

Customers of a hotel are different each other, they can be examined from all points of view of the presented criteria. Each customer must be considered unique and deserving of the most courteous treatment from the hotelier may be to anticipate and preferences and to offer best quality services, promptly solicitude and professionalism in safely. We can consider that the vast majority of customers travel daily to get out of scope, and complexity of the stress of everyday problems, each wanting: to be received warmly, be recognized and treated in a unique way, to be given a room comfortable and clean, rest well, eat well and varied, etc..

## **CONCLUSIONS**

Professional behavior is an objective necessity in the organization and operation of all hotel activities, with major implications and weigh heavily in their results.

Professional behavior is the manifestation of the person to integrated and inclusive environment and work process, all individual reactions to professional tasks. It involves components: intellectual, structural, intentional, emotional, ethical.

Individual behavior is the basis that, over time, through learning and respect specific rules and regulations hotel business, generates professional conduct.

The key to success is the quality of any hotel staff, which is generating positive effects for both the client and the hotel. Conditions to be satisfied by a person to be a good hotel are expressed through: physical requirements (appearance, sensory skills and health), intellectual requirements (degree of intelligence and intellectual capacity), educational needs (education, training, Knowledge of general culture, language), psychological demands (mental abilities, traits of temperament), discerning moral (character traits).

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