

Amhara national regional state Gander tvet college value chain analysis from 20/01/08-7/02/08

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FRONT OFFICE VALUE CHAIN ANALYSIS



SECTOR-HOTEL & TOURISM

Sub-sector hotel

VALUE CHAIN ANALYSIS OF front office

➤ **RATIONALE:-**

- ▯lack of professional receptionist
- ▯Lack of material use (fax e-mail computer pbx etc}
- ▯There is limited use of reservation and registration formats
- ▯Lack of ways of communication materials
- ▯Storage unnecessary items in front office
- ▯Limited use of man power
- ▯

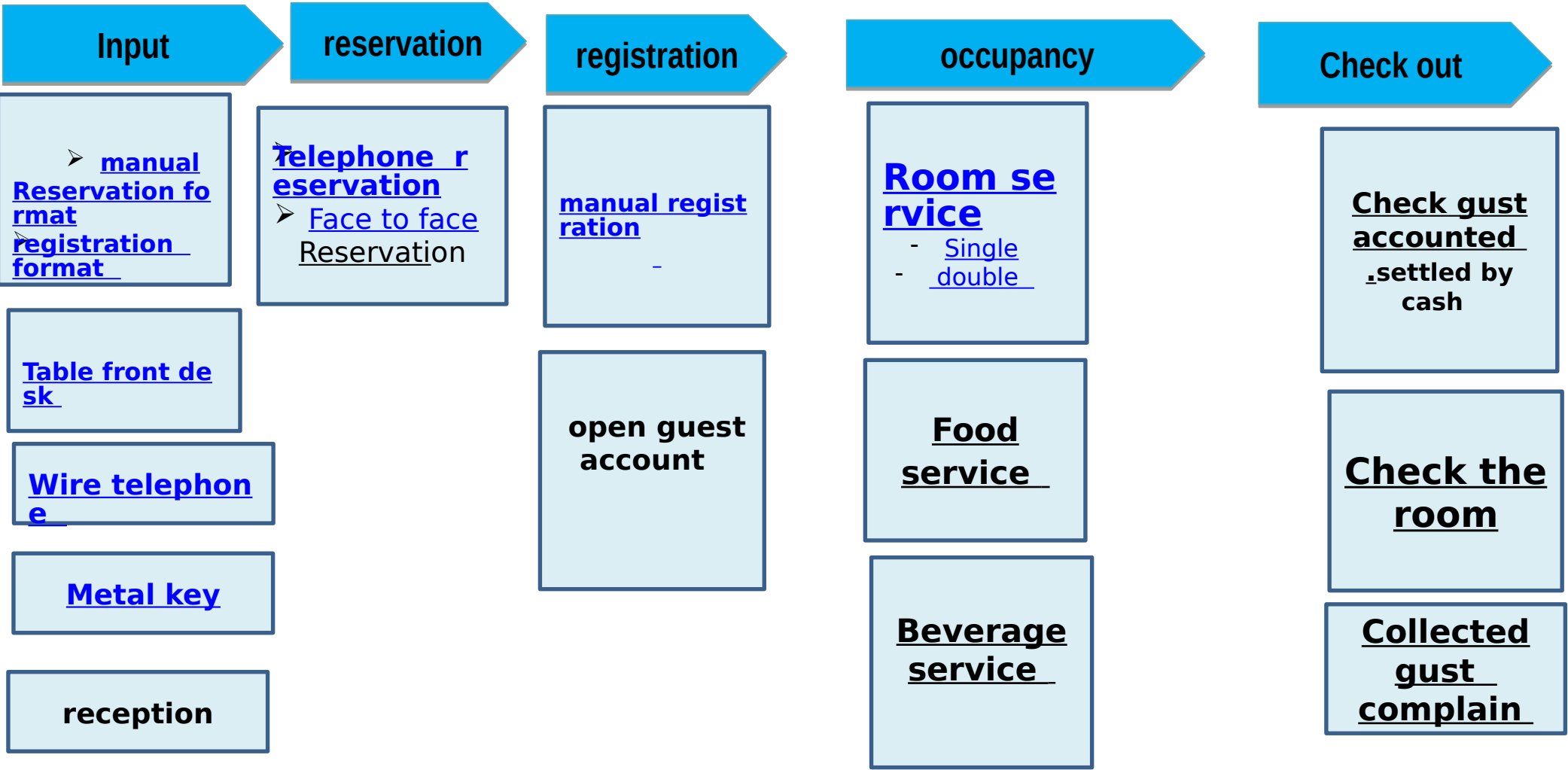
OBJECTIVE

- Generally, the study was conducted to determine the present hotel practices in front office activity Gondar District, Amharic region.
Specifically, this aims to:
 - To increase the number of tourist status
 - To increase the income of the organization
 - To enhance the satisfaction of customer
 - To providing quality customer service
 - Identify the Value Chain (AS IS) in Ambarace hotel
 - Compare the Value Chain (AS IS) to that of the benchmark.
 - Identify and recommend technologies that will improve hotel practice & increase income.

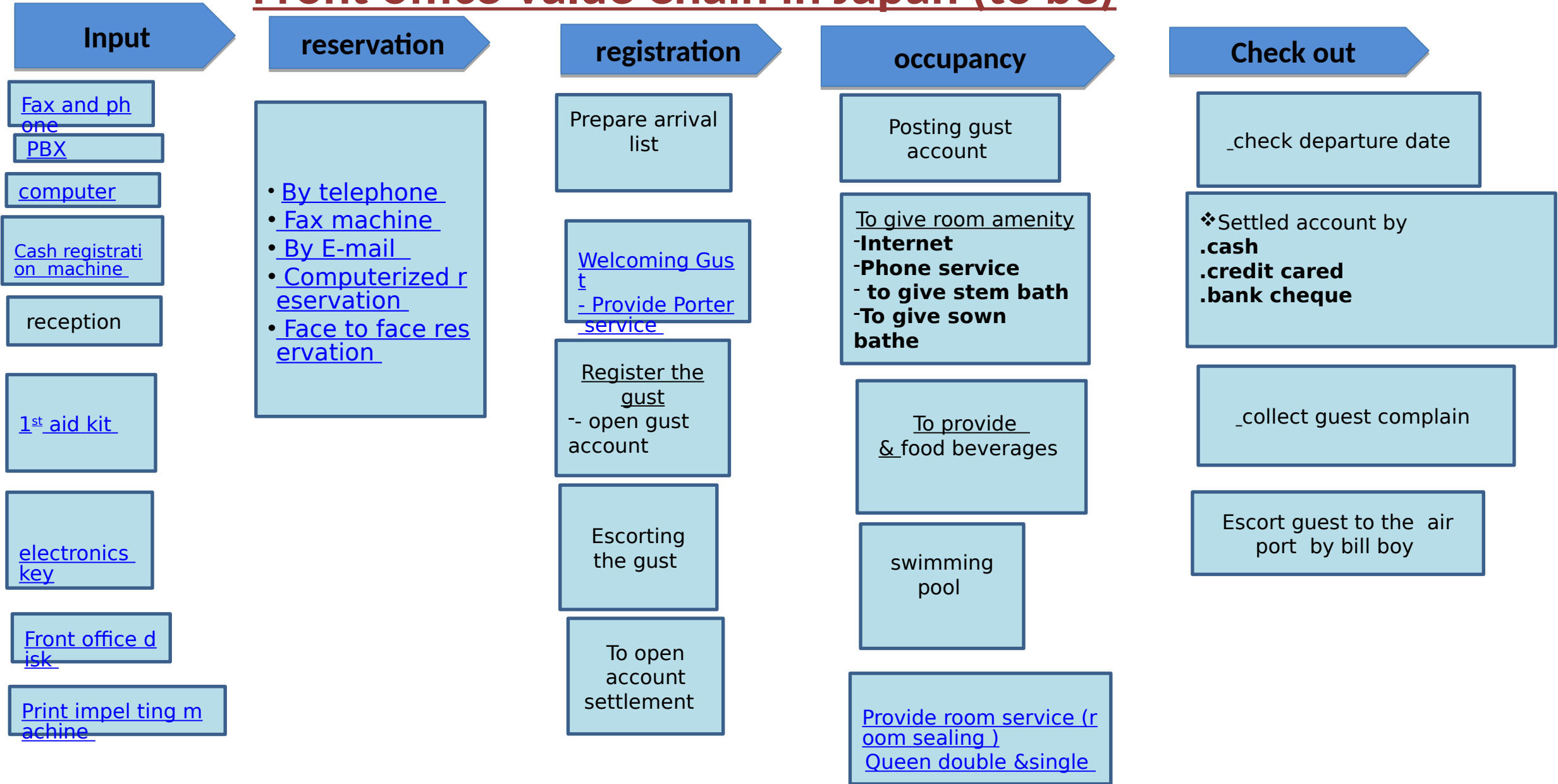
Facts And Figures on front office service

- - The quality of service is low in Ethiopia than in Japan
 - In Ethiopian hotels have un qualified man power and materials
- The number of staffs and materials in Ethiopia is low than in Japan
- The total revenue of front office service in Ethiopia less than in Japan
- the materials are very traditional than Japan.
- The cost reduction, job opportunity and others are very low operation in Ethiopia than Japan.

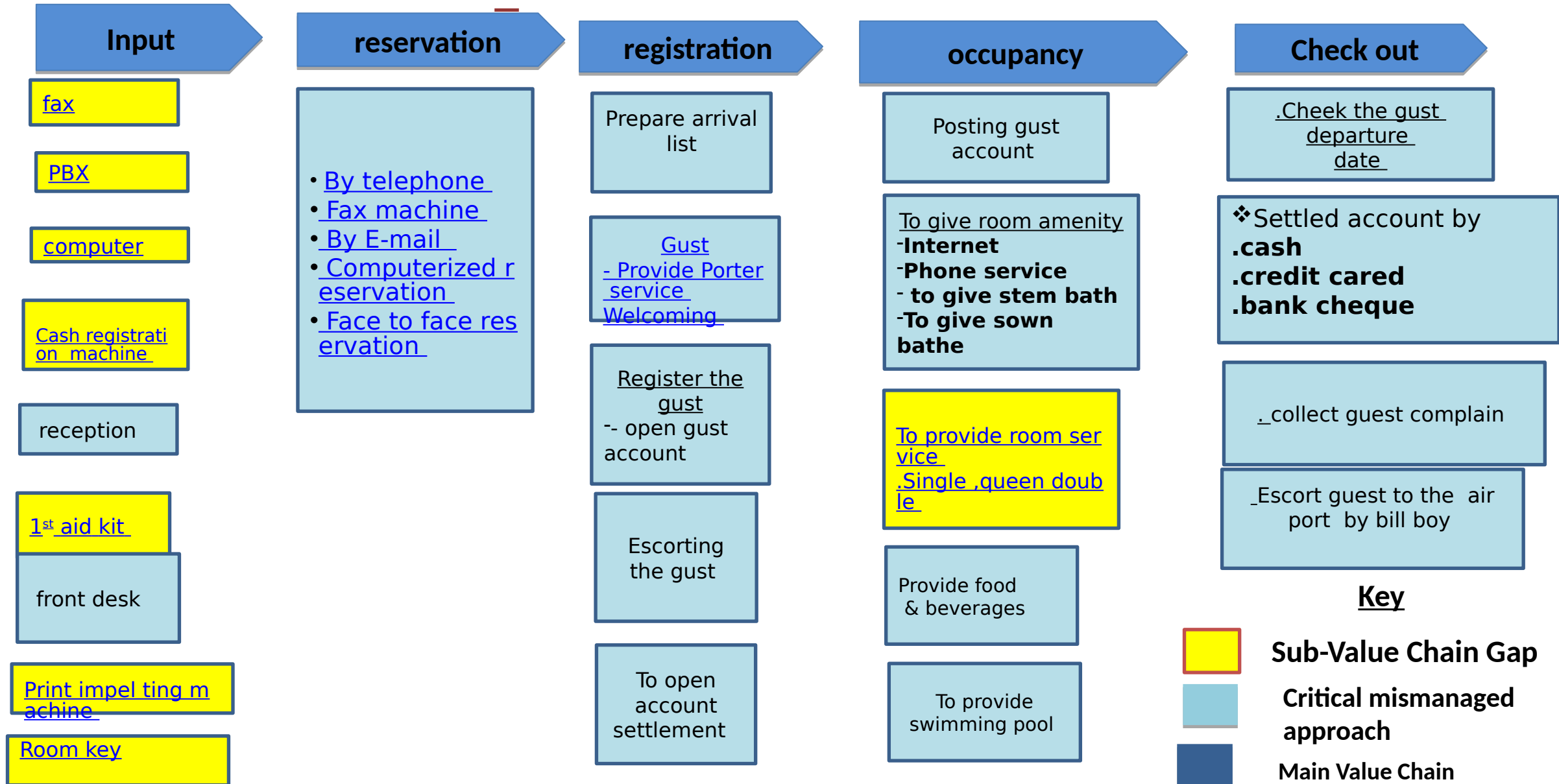
Front office Value Chain (As is)



Front office Value Chain in Japan (to be)



Front office Value Chain (gap)



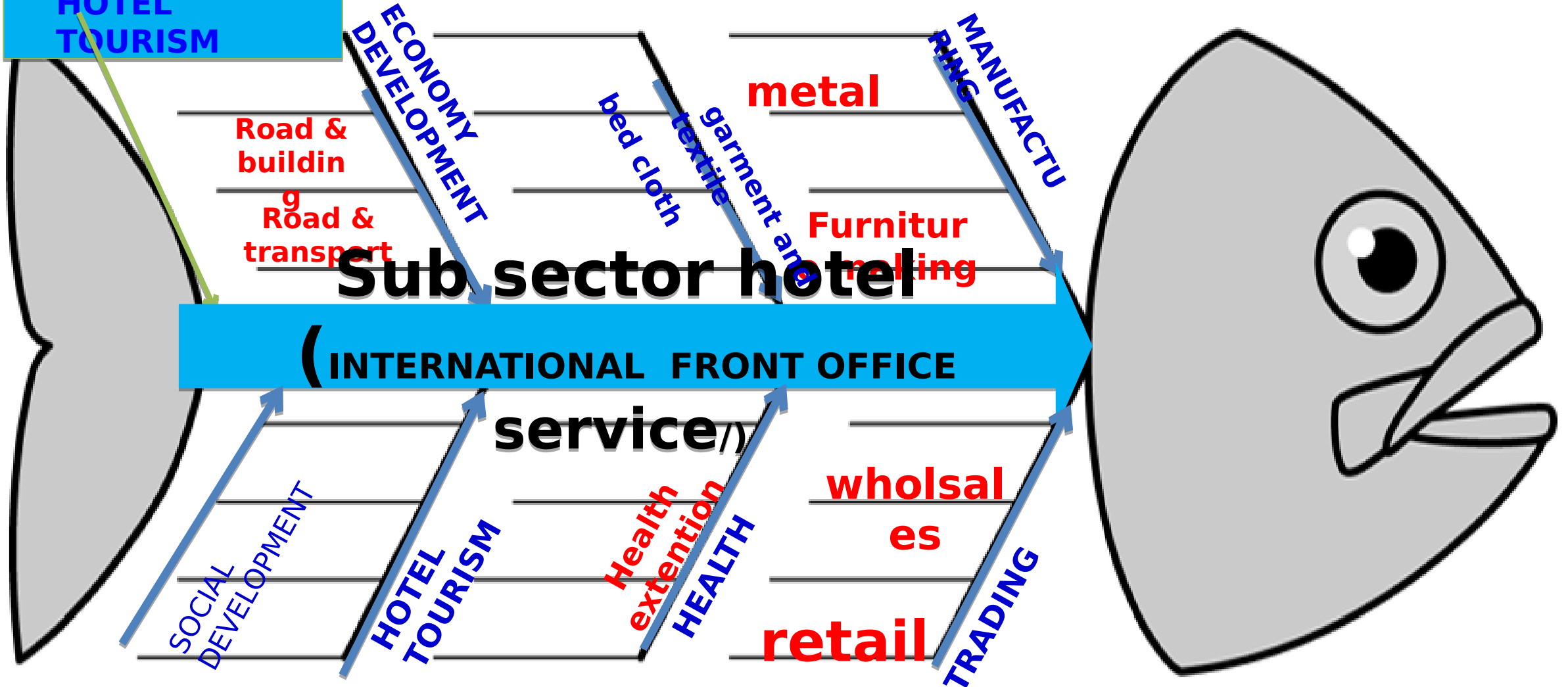
TECHNOWARE`		HUMANWARE	INFOWARE	ORGWARE
fax machine	. Provide information which is reserve room		Prepare fax machine manual	
PBX	. link the hotel room to each other by telephone and keep guest safety	. Use telephone operator		
computer	. all activity should be done by computer such as reservation registration etc;	• update reservation software(ict profession)	• soft ware	Tvet college
Cash registration machine	• selling all hotel activates	• use to casher • Use auditor	Use chase register machine manual	Tvet college
First aid kit	• trite injury guest	• used to nurse	• Provide information that hazards place	
Print impelling machine	. Used to read credit card	.Used to skillful or professional person		
room key	. use electronics key			
Room types	.Standardize and modern room types			wood work

OTHER TECHNOLOGIES

- [TECHNOLOGIES](#)

Interrelation of value chain with other priority of sectors

1) SECTOR -
HOTEL
TOURISM



The changes that come from

R.N	Indicators	Measurements	Bench Marks	As Is
1	fax	Number	2	No
2	PBX	Number	1	No
3	Computer	Number	5	No
4	1 st aid kit	Number	2	No
5	Cash requestor machine	Number	2	No
6	Print impel ting machine	Number	1	No
7	Room types	number	400	20

The Results that come from bench marking

R.N	Outputs	Outcomes	Impact
1	Exchange of information	customer satisfaction	enhance in come
2	follow Safety and secure	customer satisfaction	Increasing income
3	Recording some information	Save time	Increasing activities
4	read credit care Arrange bill settlement	correct business transaction	Increase income generate
5	Communicate with customers	Satisfy customer	Increase number of customers
6	Control injure person	Trait customer	Control injure part
7	Comfort bed	Satisfy customer	Attract more guest

EVALUATION of value chain analysis

In Ethiopia even if there are a large number of customers there is:-

- Poor quality service

- Poor standard service

- Lack of technology

- Lack of marketing linkage

❖ in general ,the gaps or constraints mentioned on the above should makes the remedy solutions.

Planning of value chain analysis

- Acquire appropriate technology

- copy 100% service from bench mark

- prepare full documents about front office services

- facilitate training opportunities

Stakeholders and Its Role

There are d/t stakeholders to perform front office service, these are

1 Government

The role of the government in the hospitality industry

- To gives loan,

- To give training for employee

- To consult advice in terms of financial situation and service

- To provide infrastructure

2. NGOS

- Sponsorship

- To provide loan

- Supporting finance

3. Culture and Tourism Office

- Provide certification standard

- Provide folder and brochure also other promotional tools

4. Travel agent And Tour operation

- To provide large number of customers. b/c they are intermediary b/n the customers and with hospitality industry.

5. TVET

- To provide and support Industry Extension service

- To provide qualified man power for the industry

6. Health Office

- To provide 1st aid service

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Thank you