

# 有颜值更有 言值

With **Appearance** and More  
**Utterance**



2024新消费时代酒店前厅部  
人才发展专题研究报告

A Special Research Report for  
Hotel Front Office Talent Development  
in the New Consumption Era





## 前言 Preface



# 如何收获一次完美的酒店入住体验？ How to achieve a perfect hotel stay?

这个问题就如同阅读《哈姆雷特》一样，每个人都有不同的答案。舒适安静的睡眠、品种丰富的早餐、迷你吧中的惊喜、温馨浪漫的烛光晚餐、超级出片的打卡点……在新消费时代，对于酒店入住体验，已不再是简简单单的一夜休憩。

This question, like reading "Hamlet," has different answers for everyone. Comfortable and quiet sleep, a variety of breakfast options, surprises in the minibar, a warm and romantic candlelit dinner, and super Instagrammable spots... In the new consumption era, it's no longer just a simple night's rest for hotel stays.

在每一次入住体验中，前厅部作为一家酒店的门面，是给客人留下深刻印象的关键部门。当酒店的颜值门面与言值好声音相互融合，奇妙的化学反应便催生出令人满意的入住体验。本期，最佳东方人才发展研究院将为读者带来酒店的前厅部人才画像。从行业人才发展前瞻视角，一同深入认知新消费时代下那些“有颜值更有言值”的“微笑天使们”。

For guest experience occurred in every stay, the front office, as the face of a hotel, is a key department that leaves good impressions on guests. When a hotel's face and its voice blending together, the chemical reaction between them will creates a satisfying stay. In this report, VeryEast Talent Development Academy will present you the profile of front office talents in the hotel industry. By prospectively exploring the talent development, we will know more about those "smiling angels" who are with "Appearance and More Utterance" in the new consumption era.





# 第一章

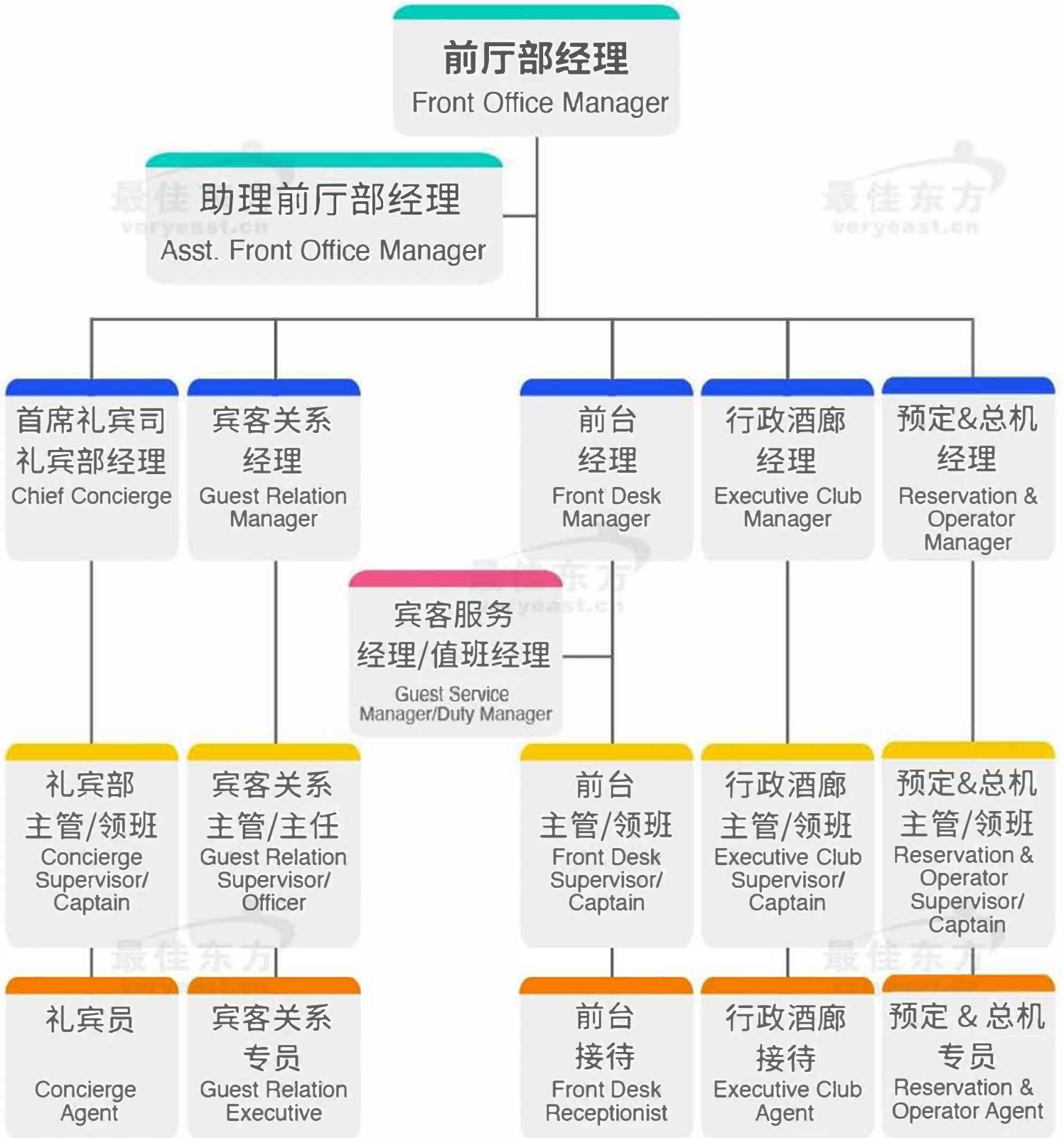
## 酒店前厅部核心功能与组织架构

### Chapter 1

The Organization Chart and  
Core Functions of Hotel Front Office

# 酒店前厅部常见组织架构

## Common Front Office Organization Chart



数据来源:最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

## 核心功能 Core Functions



### 宾客登记 Guest registration

负责所有与宾客登记相关的工作，如迎宾、办理入住、房间分配、房卡制作、房价垂询、办理退房等。  
Does all guest registration-related activities like welcoming, check-in, room assignment, keycard activating, room rate informing, check-out, etc.



### 宾客服务 Guest service

负责部门辖区内与宾客服务相关的任何活动，如行李部的行李搬运、礼宾部的叫车服务、行政酒廊的宾客接待和餐饮服务。  
Fulfils any guest services related activities in assigned areas, such as luggage handling by the bell desk, taxi hiring by the concierge, welcoming and F&B service at the executive club.



### 宾客信息数据处理 Guest database handling

开发并全面维护宾客的信息数据库，创建并维护宾客档案(包括个人信息、入住历史记录、喜好和厌恶、消费反馈等)。  
Develops & maintains a comprehensive database of guest information, creates and maintains a guest profile (including personal details, stay history, likes and dislikes, feedbacks, etc).



### 更新客房状态 Room status updating

负责更新正确的房间状态，如CI、CO、DND等。  
Responsible for updating the correct room status like CI, CO, DND, etc.



### 预订 Reservation

负责来自各种渠道的房间预订，在系统中录入预订记录，并适时进行预定修订，以确保宾客在进入酒店时能即刻入住房间。  
Responsible for the room reservation from various channels, filing of reservation records in the system, and revising at appropriate time to make sure that guests are able to access their rooms upon entering the hotel.



## 邮件、包裹、快递的接收和寄送

### Mail, parcel and delivery receiving and sending

为宾客提供邮件、包裹、快递相关的接收和寄送服务。

Provides guests with services related to mail, parcel and delivery receiving and sending.



## 话务

### Telephone

为宾客提供酒店内外部话务服务, 如电话转接、叫早服务、客房内需求传达、酒店相关资讯等。

Provides guests with internal and external call services, such as call transfers, wake-up calls, in-room requests, and hotel relevant information.



## 收银和财务记录

### Cashiering & financial recording

向宾客收取其入住期间产生消费的付款, 并维护前台财务交易的相关记录和文件。

Collects payment from guests for their lodging accommodations and any other fees they may incur during their stays, also maintains related records and files regarding financial transactions that take place at the front desk.



## 垂询

### Inquiry

应答宾客垂询和问题, 并提供酒店相关服务与设施、周边饮食购物、当地旅游和交通等方面的信息。

Answers questions and inquiries of guests, also provides information about the hotel, its services and amenities, restaurants and shopping malls nearby, local travel & transport, etc.



# 第二章

## 酒店前厅部岗位胜任要素

### Chapter 2

Essentials for the Job Competency  
in Hotel Front Office





## 1 沟通能力 Communication skills

前厅部员工需要具备良好的沟通能力,能够清晰、准确地与客人进行交流,了解客人的需求并提供相应的服务。

Front office employees need to possess excellent communication skills to clearly and accurately interact with guests, understand their needs, and provide appropriate services.

## 2 团队合作能力 Teamwork

前厅部员工需要与酒店其他部门密切合作,共同为客人提供优质的服务。

Front office employees need to work closely with other departments in the hotel to provide quality service to guests.

## 3 客户服务技能 Customer service skills

前厅部员工需要关注细节,善于倾听客人的需求,提供个性化的服务,确保客人的满意度。

Front office employees need to pay attention to details, be good listeners, and provide personalized service to ensure guest satisfaction.

## 4 学习能力 Learning ability

随着行业和相关技术不断发展,前厅部员工需要具备学习能力,了解新的服务理念、行业动态和新兴技术应用。

As the hospitality industry and related technologies improve by leaps and bounds, front office employees need to possess a good learning ability to understand new service concepts, industry dynamics, and emerging technology applications.

## 5 计算机技能 Computer skills

前厅部员工需要掌握基本的计算机操作和相关软件使用技能,能够高效地处理客人信息和酒店内部文件。

Front office employees need to have basic computer operation and relevant software skills to efficiently handle guest information and internal documents.

## 6 语言能力 Language ability

前厅部员工需要具备流利的本国语言能力及一定的外语能力,能够与来自不同国家和地区的客人进行交流,提供更好的服务。

With the purpose of communicating well with guests from different countries and regions and offering better service, front office employees need to have a good proficiency in local language as well as a certain level of proficiency in foreign languages.

## 7 仪表仪态 Appearance

前厅部员工需要保持良好的仪表仪态,包括穿着整洁、举止得体、保持良好的精神状态等,给客人留下良好的印象。

Front office employees need to maintain a good appearance and demeanor, including neat and tidy clothing, appropriate behaviors, and maintaining good spirit status to leave a good impression on guests.

## 8 责任心 Responsibility

前厅部员工需要具备高度的责任心,对工作认真负责,确保客人的需求得到满足。

Front office employees need to have a high sense of responsibility, take their work seriously, and then ensure guests' needs are met.

## 9 灵活性 Flexibility

前厅部员工需要具备良好的灵活应变能力,能够应对突发情况和紧急情况,及时处理客人的问题。

Front office employees need to have a good flexibility to deal with unexpected situations and emergencies, and promptly handle guest issues.

## 10 抗压能力 Stress handling

酒店运作繁忙,前厅部员工需要具备抗压能力,能够在高强度的工作环境下保持冷静和高效的工作状态。

Due to the busy nature of hotel operation, front office employees need to have the capability to handle stress and remain calm and efficient in high-pressure work environments.

# 第三章

## 酒店前厅部人才画像

### Chapter 3

#### Talent Profiles of Hotel Front Office

- ▶ 年龄结构 Age Distribution
- ▶ 教育背景 Education Background
- ▶ 薪酬分析 Compensation Analysis



# 朝气蓬勃, 成熟稳重

## Bursting Energy, Good Maturity

### 前厅部人才年龄段分布概览

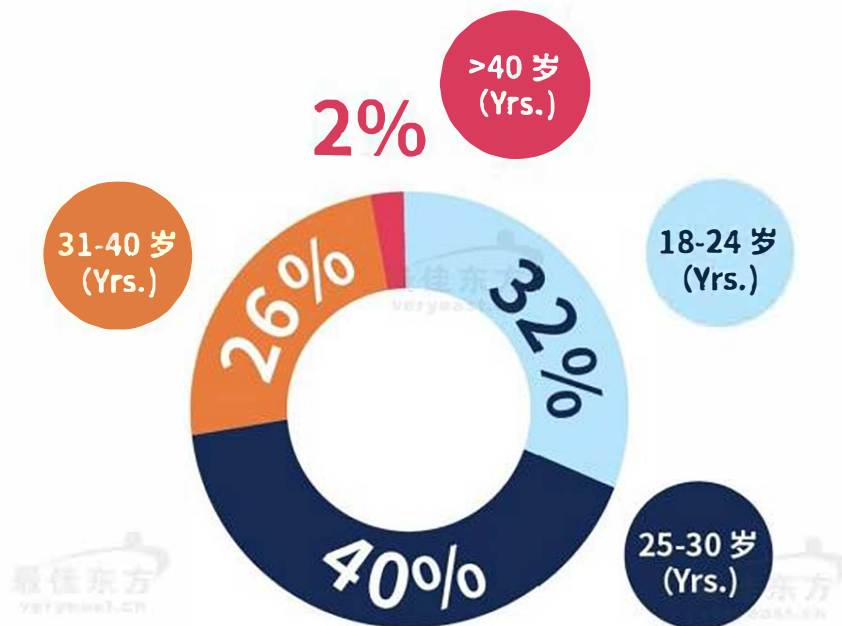
The Overview for Age Distribution of Front Office Talents

根据前厅部人才年龄段分布统计数据, 青年人才(30岁及以下)占据了前厅部人才7成以上比例。根据不同年龄段细分: 年龄在18-24岁占比32%, 年龄在25-30岁占比40%, 年龄在31岁及以上占比28%(其中31-40岁占比26%, 40岁以上占比仅2%)。这样的年龄构成也使得前厅部人才呈现出“朝气蓬勃X成熟稳重”的完美组合。

According to statistical data on the age groups of front office talents, young professionals (30 years old and below) account for over 70% of the front office talents. Breaking down into different age groups: those aged 18-24 make up 32%, those aged 25-30 constitute 40%, and those aged 31 and above contribute 28% (among them, 26% are 31-40 years old, and only 2% are over 40 years old). Such an age composition presents a perfect combination of "energy X maturity."

### 酒店前厅部人才年龄段分布

#### Hotel Front Office Talents' Age Groups



数据来源: 最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

# 基底良好, 才源广进

## Good Foundation, Diverse Backgrounds

### 前厅部人才教育背景概览

The Overview of Education Background of Front Office Talents

酒店前厅部作为酒店的核心服务部门, 对人才的要求十分严格。在选拔和聘用前厅部人才时, 教育背景是一个重要的考量因素。

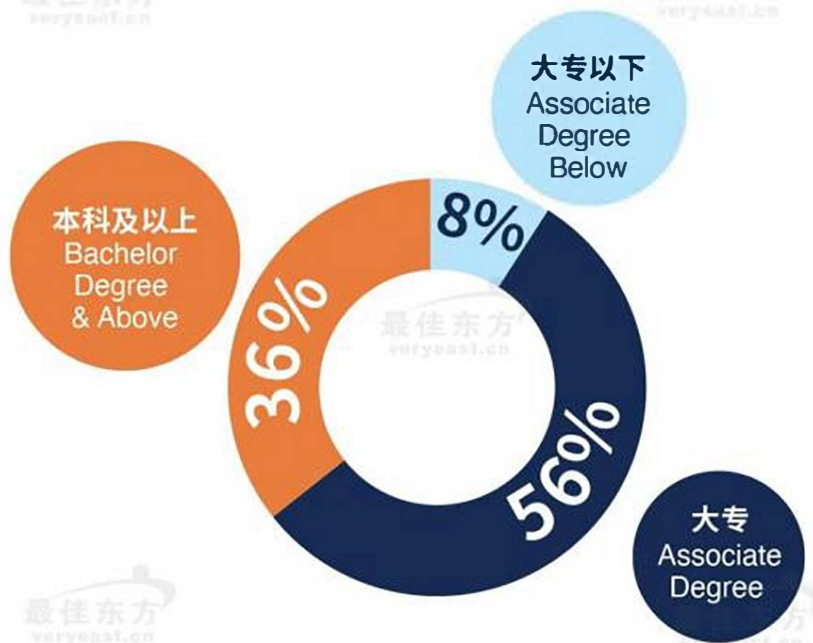
As the core service department of a hotel, the front office demands strict requirements towards talents. When selecting and hiring front office talents, the education background is a crucial factor.

根据前厅部人才学历背景统计: 学历为大专以下占比8%; 学历为大专占比56%; 学历为本科及以上占比36%。总体来说, 酒店前厅部人才的学历背景良好, 高素质人才比例可观。

According to the statistical data on the education background of front office talents: those with a degree below associate account for 8%; those with an associate degree make up 56%; those with a bachelor degree or above constitute 36%. In general, the education backgrounds of front office talents are good, and the proportion of high-quality talents are considerable.

### 酒店前厅部人才学历背景

Hotel Front Office Talents' Education Background



数据来源: 最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

# 酒店前厅部人才专业分布

Hotel Front Office Talents' Majors



数据来源:最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

从整体前厅部人才所学专业分布来看:6成前厅部人才毕业于酒店/旅游/款待业管理这一大类专业。这类人才在酒店管理理论、实践操作、客户服务等方面接受了系统的培训,能够快速融入酒店的工作环境,为客人提供优质的服务。此外,有10%的前厅部人才毕业于企业/行政/工商/人力资源管理这一大类专业,7%的前厅部人才毕业于英语/外语/语言文学这一大类专业。前一类专业背景的人才具备较强的组织管理能力、团队协作能力和领导潜力。后一类的人才具备流利的语言表达能力和良好的跨文化沟通能力。

Looking at the overall distribution of majors studied by front office talents: 60% of front office talents graduated in majors related to Hotel/Tourism/Hospitality Management. These talents have received systematic training in hotel management theory, practical operations, customer services, etc., which enabling them to quickly integrate into the hotel working environment and provide high-quality services to guests. Additionally, 10% of front office talents graduated in majors related to Enterprise/Administration/Business/Human Resources Management, and another 7% graduated in majors related to English/Foreign Language(s)/Literature. Talents with the former category possess strong organizational management skills, teamwork capabilities, and leadership potentials. The latter category have a fluent language expression and excellent cross-cultural communication skills.

不同专业背景的人才在酒店前厅部工作中相互协作、共同成长,为前厅部的稳定运作发展提供有力支持。在选拔和培养前厅部人才时,酒店应充分考虑其所学专业背景和具备的能力,实现才源广进,以提升前厅部的综合服务运营能力。

Talents with different education backgrounds collaborate and grow together during their work at front office, providing strong support for a stable operation and development of the department. When selecting and cultivating front office talents, the hotel should fully consider their majors studied and capabilities to achieve a diverse talent pool, then enhancing the overall service and operational performance of the front office.





# 备受重视, 钱途可期

## Highly Valued, Promising Financial Prospects

### 前厅部人才薪酬概览

#### The Overview of Front Office Talent Compensation

当谈及职业发展时, 薪酬永远是一个重要话题。一个好的薪酬制度, 在企业的人才招聘和保留策略中, 扮演着举足轻重的角色。不论是对于人才的招聘或是保留, 一个公平、合理且与市场接轨的薪酬体系, 可以为企业构建稳定、高效的人才队伍提供有力保障。根据最佳东方人才发展研究院的大数据分析显示, 酒店前厅部员工级人才(以下简称员工级人才)的平均月薪为4286元; 酒店前厅部主管级人才(以下简称主管级人才)的平均月薪为5459元; 酒店前厅部经理级人才(以下简称经理级人才)的平均月薪为7908元。



When it comes to the career development, the compensation is a topic that always matter. A well-structured compensation system plays an essential role in an enterprise's talent recruitment and retention strategies. Whether for attracting or maintaining talents, a fair, reasonable, and market-aligned compensation system can provide a powerful guarantee for enterprises to build a stable and efficient talent team. According to the data analysis from VeryEast Talent Development Academy, the average monthly salary of entry-level talents (hereafter referred to as entry-level talents) in the hotel front office is 4286 yuan; the average monthly salary of supervisor-level talents (hereafter referred to as supervisor-level talents) in the hotel front office is 5459 yuan; and the average monthly salary of manager-level talents (hereafter referred to as manager-level talents) in the hotel front office is 7908 yuan.



数据来源:最佳东方人才发展研究院  
Source: VeryEast Talent Development Academy

**员工级:**根据最佳东方人才发展研究院的大数据分析显示,员工级人才的平均月薪为4286元。在所有员工级人才数据样本中,月薪的95分位值为6500元;月薪的75分位值为5000元;月薪的50分位值(即中位值)为4000元;月薪的25分位值为3500元;月薪的10分位值为3000元。依据月薪分位值高低进行区分,该级别人才月薪档位划分如图所示。总体来看,员工级人才的月薪分布呈纺锤型结构,且近60%员工级人才月薪达到或超过该级别月薪的中位值。这不仅表明大多数前厅部员工级人才能够获得相对合理的薪酬回报,也说明当下酒店对于前厅部一线人才的重视以及在对前厅部青年人才吸引上的投入。作为酒店日常运作中与宾客互动的一线团体,相对优渥的薪资也能助于提高员工的工作积极性和忠诚度,降低人员流失率,从而保持前厅部运营和服务质量的稳定。

**Entry-Level:** According to the data analysis from VeryEast Talent Development Academy, the average monthly salary of entry-level talents is 4286 yuan. Among all the samples of entry-level talents, the 95th percentile of monthly salary is 6500 yuan; the 75th percentile is 5000 yuan; the 50th percentile (median) is 4000 yuan; the 25th percentile is 3500 yuan; and the 10th percentile is 3000 yuan. Differentiating by the band of monthly salary, the salary bands for front office talents at this level can be referred with the following figure. Overall, the distribution of monthly salary for entry-level talents forms a spindle-shaped structure, and nearly 60% of entry-level talents have a monthly salary at or above the median for this level. This does not only indicate that the majority of front office entry-level talents can receive relatively reasonable compensation, but also illustrates the hotel's emphasis on frontline talents in front office and the investment in attracting young talents to this department. As a frontline team that interacts with guests in the daily operations of a hotel, a relatively generous salary can contribute to enhance employees' motivation and loyalty, reduce the turnover, and thus maintain a good stability of the front office's operations and service quality.

## 酒店前厅部员工级人才月薪分布

Entry-level Talents' Salary Bands, Hotel Front Office



数据来源: 最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/257043123033006060>