



# Food Craft Institute

(Department of Skill Development, UT of J&K)  
Bamyal Morh, NH-44, P.O Shibba Nagrota, Jammu

## Training Manual



## Hunar Se Rozgar Tak

### (Front Office Associate)

Page 1

Food Craft Institute –Jammu, Department of Skill Development- UT of J&K.

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FOOD CRAFT INSTITUTE  
JAMMU



# FOOD CRAFT INSTITUTE JAMMU



## **Unit-1-PRIDE IN NATION**

Pride is an inwardly directed emotion that carries two common meanings. With a negative connotation, pride refers to an inflated sense of one's personal status or accomplishments. With a positive connotation, pride refers to a satisfied sense of attachment towards one's own or another's choices and actions, or towards a whole group of people, and is a product of praise, independent self reflection, or a fulfilled feeling of belonging.

### **PRIDE IN INDIA**

1. India is the seventh largest country in the world and it's a fast growing economy.
2. India is a home for ancient civilization of the Indus Valley.
3. India has 28 states and 8 Union Territories.
4. India's history goes back to 3,200 BC when Hinduism was first founded. Buddhism, Jainism, Sikhism, Zoroastrianism, Christianity and Islam all exist within the country.
5. In India there are about 45 folk dances and 7 classical dance forms.
6. The great Indian epic are Ramayana – the first Indian epic and Mahabharata – the longest epic in the world literature with 100,000 two-line stanzas.
7. Yoga originated in India in 5000 BC and documented by 200 BC – 300 AD.
8. Facts about modern India
  - Pluralistic, Multilingual and multiethnic society
  - Secular democratic constitution
  - World's most populous democracy
  - About 431 million Indians have been raised above poverty since 1985
  - World's tenth largest importer and nineteenth largest exporter

- Indian Labor force is world's second largest
- Fastest growing IT super power
- Indian Railways, the biggest employer in the world.

#### 9. Few famous personalities of India

- **ARYABHATTA** – He was the first in the line of great mathematician-astronomers from the classical age of Indian mathematics and India astronomy.
- **MOHANDAS KARAMCHAND GANDHI** (2 October 1869 – 30 January 1948) – commonly known as Mahatma Gandhi, was a prominent leader of Indian Nationalism in British-ruled India. Gandhi led India to independence an inspired movement for non-violence, civil rights and freedom across the world.
- **AVUL PAKIRJAINULABDEEN ABDUL KALAM** (born on 15 October 1931) – He is an Indian scientist and an administrator who served as the 11th President of India. He is also known as 'Missile Man'.
- **MAQBOOL FIDA HUSSAIN** (17 September 1915 – 9 June 2011) – commonly known as MF Husain, was an Indian painter and Film Director, internationally recognized as a printmaker, photographer and filmmaker.
- **KALPANA CHAWLA** (July 1, 1961 – February 1, 2003) – She was the First Indian American Astronaut and First Indian Woman in Space.
- **Sachin Ramesh Tendulkar** (Born On 24 April 1973) – He is an Indian Cricketer Widely Acknowledged as the Greatest Batsman in One Day Internationals and Second Only to Don Bradman in the all time greatest List in Test Cricket.
- **B. R. Ambedkar** : Ambedkar is recognised as the "founding father of the Republic of India" Ambedkar was the architect of

the [Indian Constitution](#) and also served as the first [Law Minister](#) of India.

- [Vallabhbhai Patel](#) : Widely known as the "Iron Man of India" Patel was an independence activist and first [Deputy Prime Minister of India](#) (1947–50). Post independence, "Sardar" ("Leader") Patel worked with [V. P. Menon](#) towards dissolving 555 [princely states](#) into the Indian union.
- [Jawaharlal Nehru](#) : Independence activist and author, Nehru is the first and the longest-serving Prime Minister of India (1947–64). Nehru himself was Prime Minister of India at the time of receiving [Bharat Ratna](#) award.
- [Mother Teresa](#): "Saint Mother Teresa of Calcutta" was a Catholic nun and the founder of the [Missionaries of Charity](#), a Roman Catholic religious congregation, Which manages homes for people who are dying of HIV/AIDS, leprosy and tuberculosis. She was awarded the [Nobel Peace Prize](#) for her humanitarian work in 1979.
- [J. R. D. Tata](#) : Industrialist, philanthropist, and aviation pioneer, Tata founded India's first airline [Air India](#). He is the founder of various institutes including [Tata Institute of Fundamental Research](#), [Tata Memorial Hospital](#), [Tata Institute of Social Sciences](#), [Tata Motors](#), [TCS](#), [National Institute of Advanced Studies](#), and [National Centre for the Performing Arts](#).

## Unit-2-TOURISM AND YOU

The hospitality industry is a part of a larger enterprise known as travel and tourism industry. The travel and tourism industry is a vast group of business with one goal in common : providing necessary or desired

services to travelers. Advances in transportation enabled more people to travel greater distances at less cost spreading tourism across the globe. From modest origins, hospitality and tourism rose to become two of the largest world wide industries

Hospitality is the cordial and generous reception and entertainment of guests or strangers, either socially or commercially.

The Hospitality Industry is comprised of those businesses which practice the act of being hospitable; those businesses which are characterized by generosity and friendliness to guests.

### **Characteristics of Hospitality Industry**

1. Inseparability
  2. Perishability
  3. Labor-intensive
  4. Repetitive
  5. Intangibility
- The United Nations World Tourism Organization (UNWTO) defines tourism as the act of:

"...travelling to and staying in places outside a person's usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."

S.No	Type	Description
01	Domestic tourism	Residents travelling within their country of Residence
02	Inbound tourism	Non-residents travelling to the given country
03	outbound tourism	Residents travelling to another country



04	Internal tourism	Domestic tourism and inbound tourism
05	National tourism	Domestic tourism and outbound tourism
06	International tourism	Inbound tourism and outbound tourism
07	Culinary tourism	Travelling for Food and drink experiences
08	Dark tourism	Travel to sites associated with death and suffering
09	Disaster Tourism	Travel to sites that have experienced natural disasters
10	Ecotourism	Tourism which benefits the community, economy & the environment of a local area
11	Heritage (Cultural) tourism	Places, activities that represent the stories of people, past and present
12	Medical (Health) tourism	Medical services at a particular location
13	Space tourism	Trips taking tourists into space
14	Adventure Tourism	Involving exploration or travel with perceived risk to remote, exotic and possibly hostile areas. like Mountaineering, trekking, rafting, rock climbing.etc

## **Tourist**

### **• International Tourist**

“A visitor who travels to a country other than that in which he/she has his/her usual residence for at least one night but not more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated within the country visited”

- **Domestic Tourist**

“Any person, regardless of nationality, resident in a country and who travels to a place in the same country for not more than one year and whose main purpose of visit is other than following an occupation remunerated from within the place visited”

### 21st Century Trends In Tourism

Travel and tourism will grow to new heights in the 21st century as it becomes more accessible to a larger cross section of the global population. This will result in commensurate economic opportunities for developed and emerging destinations around the world. It will also create major challenges, not only in attracting and serving increased tourism demand, but also in mitigating the numerous potential negative externalities that will emerge as a result of tourism’s rapid growth. Successful destinations will strike a balance in developing their tourism industries by monitoring international trends, engaging tourism stakeholders, ensuring that the benefits of tourism outweigh any potential negative impacts and pledging a more equitable distribution of tourism revenue.

### IMPACT OF TOURIS

1. Income from tourism in the form of foreign exchange adds to the national GDP.
2. It generates employment as it is a labor intensive service industry. It provides direct employment in business such as hotels, restaurants and shops.
3. Impact of tourism on India is gigantic. There are recently many events that took place, which are a big catalyst for prompting tourism in India. The international sports event like 20/20 IPL Cricket Matches, Commonwealth Games, Formula 1 races etc.

4. Tourism helps in preservation of national heritage and environment. Several places of historical importance are TajMahal, QutabMinar, Ajanta ellora etc.
5. Tourism also helps in conserving the natural habitats of many endangered species.
6. Tourism increases self esteem of hosts and tourists.
7. Tourism promotes cultural awareness and can help preserve local culture and tradition.
8. Economic impact – Direct, indirect induced spending becomes wide spread in the community.

Tourism promotes peace and stability in the country by promoting cross cultural awareness.

## **Unit-3-Hotel and its Departments**

“Hotel” or” Inn” is defined as a “place where a bonafide traveler (guests) can receive food and shelter, provided he is in a position to pay for it and is in a fit condition to be received. “Hence, a hotel must provide food(and beverage) and lodging to travelers(guests) on payment and has, in turn, the right to refuse if the guest is drunk, disorderly, unkempt, or is not in a position to pay the services.

Another definition ----Home Away From Home-

A hotel can provide good service, when its all department will work together in an efficient and effective way, by showing good team work, coordination and communication

The most important function of a hotel is to provide Food and shelter

to prospective guest. To provide food & shelter, there are number of departments or Ares, who all functions together round-the-clock inside hotel premises.

All departments are broadly categorized in two parts:

### **1. OPERATIONAL DEPARTMENT (CORE DEPARTMENT):**

- Front office (revenue center)
- Food & Beverage service (revenue center)
- House keeping (cost center)
- Food production (kitchen) (cost center)

### **2. ADMINISTRATIVE DEPARTMENT (NON-CORE DEPARTMENT)**

- Maintenance department
- Account department
- Human resource department
- Electronic data processing department
- Communication department
- Security department
- Purchase department
- Stores
- Sales & marketing department

Each department is equally important for proper functioning of hotel.

Each department are been explained as follow:

### ➤ **FRONT OFFICE:**

The main function of the department is:

- To allot the room to the guest, called as check-in.
- To maintain the room records for reservation and allocation.
- To collect the room charges and other miscellaneous charges for various services used by guest during his/her stay at the hotel, at the time of departure of guest.
- To take advance booking for rooms.
- To handle the phone calls of hotel.

### **Different section of Front office:**

#### **Front Desk**

- Reception: this section used for check-in process of the guest.
- Information: this section is used for providing various information to in-house guest.
- Cashier desk: this section is used for checkout process of the guest.
- Guest relation desk: this section is used for collecting guest feedback and maintenance of guest history.
- Bell desk: this section is used for assistance of guest during check-in and checkout process.
- Travel desk: this section is used for assistance of guest for arranging vehicles for guest movements and for making train/airplane reservation.

#### **Back Office**



- Reservation desk: this section is used for taking booking for rooms.
- Telephone operator: this section is used for attending all phone calls land up in the hotel or for providing trunk dial facility to guest.
- Business center: this section is used for secretarial job of guest.

#### ➤ **Food & Beverage service department:**

The main function of this department is:

- To provide food & beverage facilities to the guest.
- To provide food & beverage for groups, conferences, meetings, theme parties etc.

The different sections are:

- Restaurant
- Room Service department
- Banquet department
- Bar & lounge

#### ➤ **HOUSEKEEPING DEPARTMENT**

The main function of this department is:

- To take care of the cleanliness of rooms, and the hotel building and its furniture and furnishings.
- To maintain the linen room for maintenance of room linen, restaurant's linen etc.
- To maintain the gardening work of hotel.
- To maintain guest laundry facility for room guest.

- To maintain staff laundry facility for staff of hotel.

Different sections of department:

- Linen room
- Housekeeping desk
- House keeping store
- In-House laundry
- Gardening department

➤ **Food Production (Kitchen):**

The main function of this department is:

- To provide various type of dishes to the guest as per the menu.
- To provide food for various buffet or banquet parties.
- To provide food to the staff of hotel.
- To prepare different type of dishes for special occasion.

Different sections of kitchen:

- Hot Kitchen: North Indian
- South Indian
- Tandoor section
- Chinese or oriental kitchen
- Halwai or Indian sweet section
- Pantry or salad section: tea/coffee, juices, salads, breakfast items etc.
- Butchery or cold kitchen: for making different types of chicken, mutton, beef cuts etc.
- Bakery and confectionary: for making cookies, cakes, pastries etc.

### ➤ **MAINTENANCE DEPARTMENT**

The main functions of this department are:

- To maintain all the equipments placed inside or related with the hotel.
- To be responsible for smooth supply of electricity, water, and smooth function of air conditioning unit.
- To be responsible for AMC of important and expensive equipments.
- To maintain all the furniture and fixtures of rooms and other area of hotel.

### ➤ **ACCOUNT DEPARTMENT**

The main function of this department is:

- Preparation of budget and allocation of revenue and expenditure for various department
- Maintain all account related books as accordance to the government rules and regulations.
- Preparation of balance sheet of the company.
- Liaising with Govt. offices for tax and revenue related matters.
- Collection of revenue from guests, companies etc.
- Giving salaries to employees.
- To keep check on the food & beverage cost.
- To keep check on the purchase and sale of alcoholic beverages for the property.
- To keep the account of revenue generated and expenditure under various heads for each department.

### ➤ **HUMAN RESOURCE DEPARTMENT**

The main function of this department is:

- Recruitment and selection of employee for hotel as per requirement.
- Training and development of employee
- Maintenance of attendance records, leave records etc.
- Maintenance of personal file for each employee with all details, for the purpose of periodically appraisal.

### ➤ **COMMUNICATION DEPARTMENT**

The main function of this department is:

- Maintenance of telephone connections for each room and other area of hotel.
- Maintenance of cable connections of televisions of rooms and other places of hotel.
- Maintenance of audio-visual equipments for conferences and parties.
- Maintenance of audio-visual equipments of the hotel.

### ➤ **SECURITY DEPARTMENT**

The main function of this department is:

- To be responsible for safety and security of guests of hotel.
- To be responsible for safety of employee.
- To keep check on theft cases of hotel.
- To cooperate with staff for fire exit procedure.
- To keep record of received materials and dispatched materials of

or for the property.

- To keep record of movement of fixed assets of property.
- To keep check on unauthorized entry of people.

### ➤ **PURCHASE DEPARTMENT & STORES**

The main function of this department is:

- To purchase materials from the market as per requirement of various department of hotel.
- To purchase all types of equipments and materials for hotel.
- To liaison with different companies or vendor for supply of perishable or non-perishable goods.
- To liaison with different dealers for provision of non- vegetarian items (chicken, mutton, fish, beef, etc.)
- To store all the purchased items properly as per basic rule (F.I.F.O.).
- To issue the material to the user department of hotel after making proper record.
- To maintain the smooth flow of perishable and non-perishable goods for the department.

### ➤ **SALES & MARKETING DEPARTMENT**

The main function of this department is:

- To sell the room nights and various conferences facilities to various clientele.
- To sell the room nights to individual guest for holiday purpose.
- To make the brand image of hotel in the market.
- To act as an agent for hotel and provide various information of changes and updating.



## DEPARTMENTAL ORGANISATION OF A HOTEL

A hotel is an organization made up of different departments all of which have to work in close co-ordination for the efficient working of the organization.

Some departments are more important as far as revenue is concerned, some do not produce revenue but are very important from the operational point of view. Thus the departments of the hotels can be classified under three main headings. They are

1. Operating and Revenue producing.
2. Operating and Non revenue producing.
3. Non operating and Revenue producing.

### **1. Operating and Revenue producing departments (O.R.P.) :**

Minor revenue producing departments.

- a) Laundry : The hotel may have it's own laundry or may have a contract with an outside laundry. In any case laundry of guest clothing is a facility provided by the hotel & is charged for.
- b) Telephone department : Guests are charged for the local and trunk or STD calls. Charging can be done either by the telephone operator or in case of direct billing by telephone meters. In a small hotel, there would be just a small switch board, probably operated by the receptionist. In large hotels, there exists a

separate telephone department, where the board is manned by operators working in shifts.

- c) Swimming pool : Though hotel guests are not charged for using the pool, their guests can be charged for this facility. Many hotels offer a free swim alongwith a buffet lunch (charged per head) setup near pool side.

Major revenue producing departments:

1. Rooms departments : These are the departments concerned with the actual sale of rooms. This revenue producing section earns around 60% of the total hotel revenue. The departments under this section are Housekeeping and Front office.
2. Front office is concerned with actual sale of rooms and hence comes in direct contact with the guest. Housekeeping is concerned with keeping the guest rooms clean and in a position to be sold. Hence though Housekeeping is a behind the scene activity it is extremely important.
3. F & B Department : These are the departments concerned with the production of food & beverage items and their sale.
4. F & B Production includes all kitchens, bakery, confectionery, stores and pantry. All these are behind the scene and responsible to the total preparation of the food items right from the storage of raw material to the presentation of the final dish.
5. F & B Service includes all the service outlets where the food prepared by the production areas is sold to the guests. These areas can be listed as



6. Restaurants - General as well as specialty restaurants. These restaurants have fixed hours of service.
7. Coffee Shop - A coffee shop is open 24 hours of the day & serves mainly snacks & beverages. Heavy meals are generally served only during lunch and dinner time. A coffee shop generally has an informal atmosphere and plated service.
8. Bar : Serves alcoholic and non alcoholic beverages along with snacks. A permit is required to operate it and there are fixed hours of operation.
9. Room Service : 24 hours service in most large hotels.
10. Banquets : It is the major revenue producing department, among the F&B service departments. Some of the banquet functions are Dinners, Lunches, Wedding receptions, Cocktail parties, Conferences, Club meetings, out door catering, etc.

## **2. Operating and Non revenue producing departments (O.N.R.P.) :**

- Personnel: Deals with recruitment and training of staff, staff induction, promotions, welfare, etc.
- Security: Deals with all unusual events in the hotel.
- Maintenance: They are responsible for total maintenance and upkeep of rooms and public areas, i.e. Air-conditioning, Lifts, Plumbing, Electricity, Lighting, carpentry, etc.
- Accounts: Receives a copy of all departmental vouchers & the guest bills. Maintains cash register, city ledger, etc. Prepares sales summary sheets for each day's sales.

- Sales and Marketing: Sales is concerned with getting and maintaining clientele for both rooms and food & beverage.

### **3.Non operating and Revenue producing departments (N.O.R.P.):**

- They include travel agencies and airline offices, book shops, chemists, florists, bank, beauty parlor, etc. They either be let out on commission bases or on rental bases. These '**concessionaires**' should be reputable as for the guests they are a part of the hotel services.

## **Unit-4-Introduction to Front Office Department**



The Front Office Department is the control center of the hotel,

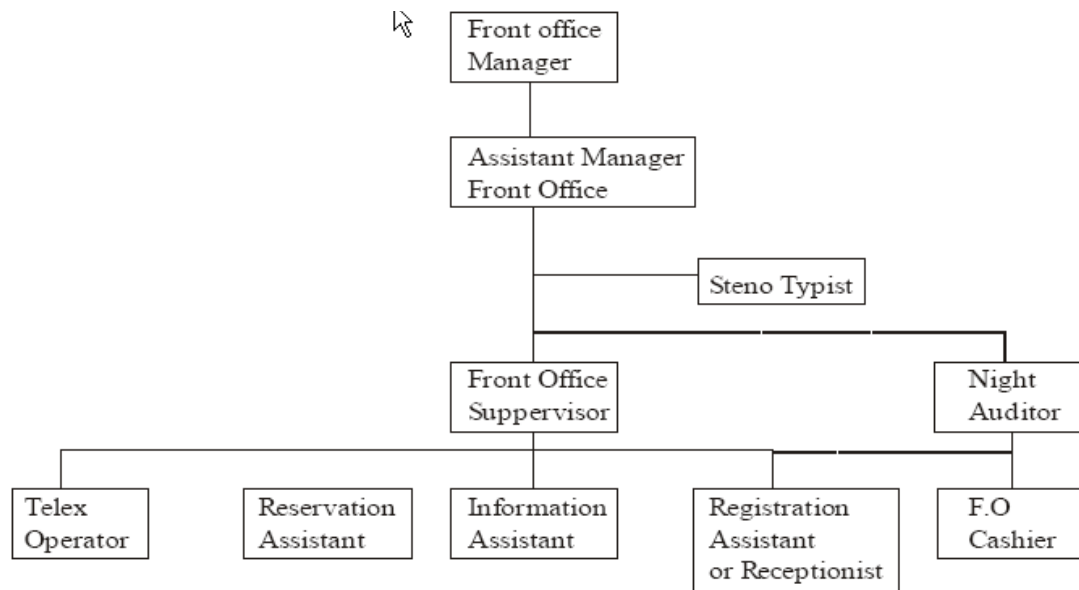
providing 24-hours attention towards the handing and serving of all guests' requirements and needs. Through it flows communications with every other department; from it come instructions and directions for the care and service of the guest; to it comes changes for final billing and settlement.

Simply, the Front Office Department Global Role is Providing All guest Direct Needs like accommodation, Telephone, Cashier ...etc., and also to communicate to the Guests all other services of other Hotel Department.

## Organization Chart

Generally, the Front Office Department is directed by the Front Office Manager, who in turn reports to the General Manager in Small Hotels or to the Rooms division Manager in big hotels . The majority of the department consists of Front Office Clerks who in ideal circumstances are interchangeable with all Front Desk functions, i.e. Reception, Information, as well as Reservations, Guest relations, concierge and Telephone Department functions.





## Principles of Good Service

Most businesses are selling goods or products, but in the hotel business, we are selling services. Each hotel offers different kind of rooms and outlets. What differentiates a hotel from another is the way they take care of their guests. While there are certain technical skills involved in Front Office work, service is our prime product.

## The Four Principles of Good Service

1. Prompt Attention: Even if you are busy, you must recognize when the guest is trying to get your attention. You have to tactfully advise him that you will be attending him as soon as possible.
2. Attitude: You must go out of your way to take care of a guest's needs. This may even involve performing tasks outside your area of responsibility.

3. Streamlined procedures: We cannot have a rule or procedure that applies to every guest. Common sense must prevail and every employee should be flexible in his approach. If a guest is standing in front of the desk, the clerk cannot find his reservation and does not expect to be sold-out, go ahead and room him. Research the matter later, but make sure you handle the guest as quickly and efficiently as possible.
4. Extended services: Do not leave the guest unattended after performing your specific function. Make sure you have provided Bell service or have explained to him the hotel services and the location of various facilities. Try to anticipate guest needs

### **Sections of Front Office Department:**

The Front Office department can be divided into different sections according to the nature of their functions. They are:-

1. Reservations.
2. Reception.
3. Information.
4. Cashiers.
5. Bell desk.
6. Telephones.

#### **1. Reservations**

It is often referred to as the nerve center of the department. All booking requests are received and processed here. Prior

arrangement for guest arrival can be made from the information processed at reservations which facilitates efficient and satisfactory service to the guests.

## **2. Reception**

It is responsible for receiving the guests with warmth and a genuine smile. Registration of guests during check in, sensible and efficient dealing with situations which may arise at the counter are important tasks for the reception staff.

## **3. Information** : The main functions of this section are :

- a. To maintain an alphabetical guest index.
- b. To receive messages for resident guests.
- c. Handling guests room keys.
- d. Handling guest mail, packages etc.
- e. Paging for guests.

Providing relevant and accurate information to the guests and answering queries.

## **4. Cashier**

Responsible for handling guest bills, where guests settle final bills either by cash, credit card or as charge settlement for their entire stay in the hotel. Expenses would include room, F & B service and charges for any other services or facilities used. These charges are recorded centrally upto the minute at the cashier's cabin. The cashier's role therefore is to post all guest charges and credits on the master bill so as to present the same duly totaled for payment at the time of guest departure. This section is also responsible for

exchanging foreign currency and for safe deposit lockers provided for guest valuables.

**5. Bell desk**

6. Responsible for baggage handling at guest arrival or departure time and running errands during the guest's staying in the hotel.

**7. Telephones**

Handles all incoming and outgoing local calls and trunk and international calls for both guests and the hotel management.

## **Unit-5- DUTIES AND RESPONSIBILITIES OF THE FRONT OFFICE**

### **STAFF**

#### **A. Front Office Manager**

- He is the head of the department.
- He ensures the smooth running of the department
- He sees to it that his staff reports to duty in time and in proper uniform.
- He ensures that courteous and personalized service is given to the guests by his staff.
- He deals with front office correspondence on reservations, enquiries, room booking etc.
- He is responsible for the up keep of the front desk, lobby manager's desk and their equipment.

- He deals with the complaints against his staff and other complaints of the guests.
- Participants in the selection of F O Personnel
- Conducts regularly scheduled meeting of F O Personnel.

## **B. Lobby Manager**

- He ensures that all rooms are blocked as per reservation requests
- He keeps a check on room position
- He instructs the airport representatives regarding the list of arrivals to be met.
- He checks pre-registration cards
- He also checks housekeeping discrepancy report
- He ensures that guest requests and complaints are followed up
- He follows up on group and crew movement
- He takes actions for all unusual events in the lobby like fire, accidents, etc.,
- He ensures the smooth running of the lobby.
- He sends "C" Forms to the FRRO.

## **C. Reception Supervisor**

- To train all front office assistants on the job
- To make the duty roster for the staff
- To check the shift in-charge's list on a daily basis
- To check the next day's arrival list and to brief the staff accordingly



- He makes the requisition for the stationery required for the Front Office
- Ensures the smooth running of the reception
- Welcomes VIP guests
- Attends to guest complaints
- Assists the reception staff
- Maintains records of the reception


#### **D. Reception Assistant**

- To answer the queries of the guest to their satisfaction and to provide information
- To promptly register guests and to assign rooms to them
- To update the room rack regularly
- To complete pre-registration formalities for VIPs
- To execute government formalities regarding foreigners
- To prepare room reports and occupancy statistics
- Send messages to the guests
- To print the arrival list for the next day.
- 

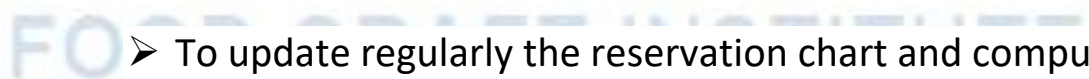
#### **E. Reception Shift in-charge**

- Performs the tasks of reception assistant
- Supervises and checks the entire Shift Operation
- Handles guest complaints
- Checks all the reports before the end of the shift
- Airline crew blocking and group blocking


#### **F. Reservation Supervisor**

- 
- To help out Reservation Assistant in calls, courses and feeding reservation information.
  - To supervise the staff under her and impart training
  - To monitor all new movements
  - To follow up on billing instructions and other special requests
  - To check on credit facilities to Companies, discount policies and discounts offered to various companies.
  - Co-ordination with Reception, Information, Sales and Marketing Departments and Tour Operator.
  - Up-to-date information of the position of the house for the day and the next three days.
  - She draws up a weekly, monthly and quarterly forecast
  - Monitors VIP movements and informs all concerned
  - Monitors house status and keep Front Office Manager informed of sold out dates.
  - Deals with correspondence, vouchers, exchange orders, deposits, refund of deposits and actions thereon.
  - She handles the group and conference booking.

#### **G. Reservation Assistant**

- 
- To update regularly the reservation chart and computer
  - To properly and courteously handle all reservation requests
  - To keep all reservations correspondence up to date
  - To handle amendments and cancellation of reservation.

#### **H. Senior Bell Captain**

- 
- He controls the movements of Bell Captains and Bell Boys
  - He briefs the Bell Boy and ensures that they are always well groomed
  - Takes stock of the luggage, parcels and any other material
  - Has thorough knowledge of the hotel, shops, airline offices, executive offices etc.
  - Thorough procedure on arrival and departure
  - To carry out different errands for the guests
  - Responsible for the proper distribution of newspapers
  - Keeping stock of the equipments, trolleys and ensuring that they are in good working order
  - Vigilant and alert on duty
  - To initiate action against guests having scanty baggage
  - To assist in crew and group wake up call procedures

### **I. Bell Boy**

- Take the baggage front the porch to the room
- Escort the guest to the rooms on arrival
- Place the baggage in the room
- Explain the operation of light switches, air conditioning control to the guests.
- Brings the baggage down in case of departures
- Checks the room to ensure that the guest has not left any articles in the room
- Obtain clearance from Front Office cashier on the errand card regarding the bill.
- Check that mail and messages are distributed to the guests.

## **J. Front Office Cashier**

- Operates front office posting equipment
- Completes cashier pre-shift supply checklist
- Completes guest check in procedures
- Post charges to guest account
- Handle paid-outs
- Completes guest check-out procedures
- Settles guest account
- Makes account adjustments

### **DIFFERENT RACKS USED IN THE FRONT OFFICE**

#### **1. INFORMATION RACK:**

An Information rack is composed of two index listings of in-house guests. One by the guests last name and another by assigned room number. An Information rack is commonly used to assist Front Office employees with proper routing of telephone calls, mails, messages and visitors inquiries. The Information rack normally consists of aluminium slots designed to hold guest information slips. These slots can be easily arranged and rearranged to fit the immediate needs of the hotel. Computer systems eliminate the need for an Information rack since guest name and room number data are easily retrievable through computer system.

#### **2. ROOM RACK:**

This is the most important piece of Front Office equipment in non-automated and semi-automated hotels. The room rack is an array of metal file pockets designed to hold room rack slips that display guest

and room status information. The Room rack is normally recessed into the front desk counter, tilted against the desk, or mounted below or behind the desk. When key slots are added to the Room rack, it can serve as combination room and key rack.

The Room rack contains a summary of information about the current status of all rooms in the hotel. A room rack slip or in some hotels, the guest registration card itself can be inserted into the Room rack to display guest information, room number and room rate. At one glance the room rack informs the front office assistant of the occupancy and housekeeping status of all rooms. The room rack may also contain information about room types, features and rates. This information may be used to match available room with guest request during the registration process. Need for room rack is eliminated in a computerized system.

### **3. MAIL AND KEY RACK:**

A key rack is an array of numbered compartments used to store guest room keys. To minimize the number of racks in the front desk area, hotels may combine the key rack with either the room rack or the mail and message rack. A combination of these is either a free standing wall unit, an under the counter row of compartments, or a set of drawers. Some front offices use rack as room divider by placing it between the front desk and the telephone operators.

When mail and message compartments of the rack are open from both sides, telephone operators and front office assistants have equal access to rack contents.

If guest room telephones are equipped with 'message lights', they can



be used to notify guests when they have messages at the desk. In room message lights can be activated with a control switch beside each room's slot in the mail, message and key rack.

## Unit-6- Hotel Classification

The Main Criteria for the Classification of the Hotels

- a) On the basis of Clientele
- b) On the basis of Length of Stay
- c) On the basis of Size or Number of Rooms
- d) On the basis of Location
- e) On the basis of Affiliation
- f) On the basis of Management
- g) On the basis of Ownership
- h) On the basis of Plan
- i) Other /supplementary Accommodation
- j) Star classification

### ➤ CLASSIFICATION OF HOTELS ON THE BASIS OF CLIENTELE

#### 1. YOUNG MEN/WOMEN CHRISTIAN ASSOCIATION.

- Hotel caters to a target market.(specific group of guests).
- Cater for Christian travelers, in case rooms are available can cater to non- Christians as well.

#### 2. Hostels

- Common in both schools and colleges.
- Patronized by students of college / schools.

- Also called residential hotels (charge on monthly, yearly, half yearly basis).

### **3. P.W.D., C.P.W.D., BANK HOMES ETC**

- Offer accommodation to their employees and family members either on tour or on transfer or holiday.
- Nominally priced accommodations.
- Time of stay is short.
- Also called transient hotels.

### **4. Old Homes**

- Offer accommodation on residential basis to old people who don't want to stay with their children or who don't have any one to look after them.
- Provide facilities like recreational room, room service, restaurant, regular medical check up, telephone in room.
- Garden for walk and exercise.

## **➤ CLASSIFICATION ON THE BASIS OF LENGTH OF STAY.**

### **1. Transit Hotels**

- Accommodate guests for a short period only (one day or less than that).
- Hotels usually situated on highways near airports or inter stat or international bus terminals.
- Guest is required to pay on daily basis.

### **2. RESIDENTIAL HOTELS**

- Also called apartment hotels or apartment houses.

- Rooms sold on monthly or yearly basis.
- Rooms may be furnished or unfurnished.
- Have a restaurant, telephone, laundry etc.
- Normally operate on European plan.
- Very popular in U.S.A. and Europe.
- Facilities are less than a commercial hotel.

### **3. Semi Residential Hotels.**

- Provide accommodation to guests on weekly or monthly basis like residential hotels.
- On per day basis like Transit hotels.
- Reduced rates are provided to long staying guests

#### **➤ CLASSIFICATION ON THE BASIS OF SIZE.**

1. SMALL HOTELS-----From 1 to 25 lettable rooms
2. MEDIUM HOTELS-----From 26 to 100 lettable rooms
3. LARGE HOTELS-----From 101 to 300 lettable rooms
4. EXTRA LARGE HOTELS-----From 301 to 999 lettable rooms
5. Mega Hotels -----above 1000 rooms.

#### **➤ Classification of hotels on the basis of Location.**

##### **1. CITY/DOWNTOWN /COMMERCIAL HOTELS.**

- Located in heart of city.
- More expensive than sub urban hotels.
- Patronized by business men and high income tourists.
- Centrally located and are at a convenient distance from markets, railway station, airport, etc.
- Duration of stay is few days only....weekend business is slack.

- Facilities of high standard are provided.
- Business centre in a commercial hotel is must
- They must have facilities like swimming pool, specialty restaurant, bar , disco , 24 hours room service, health club etc.

## **2. SUBURBAN HOTELS**

- Located in suburbs of cities.
- Patronized by budget guests.
- Quiet surroundings.

## **3. MOTELS**

- Also called motor hotels or transit hotels.
- Located on highways both national and international.
- Provide car parking, garage, accommodation, rest facilities and recreational facilities .
- Generally equipped with filling stations , motor garages , service station ,restaurant etc.
- Tariff is low as compared to city hotels.
- Provide various indoor and out door facilities like, billiards , table tennis , cyber café , swimming pool library etc.

## **4. RESORT HOTELS**

- Located at islands, hill stations, beaches, with breathtaking beauty and typical scenery.
- Most of the resorts are seasonal.
- Meant for the purpose of relaxation, to get away from hectic city life, health reasons, to pursue a specific interest or activity.
- Guest stay is long ( a week or more).
- Holiday maker's spots men and patients usually stay.

- Off season and full season tariff
- Homely and informal atmosphere.
- More social contact with the guest.
- Entertainment items such as beauty contest , floor shows , cabarets , fancy dress parties and stage shows etc are popular.

Resort hotels have facilities like:

- Tennis court.
- Golf course.
- Saddled horses with trainer.
- Car Parking and garaging and service facilities.
- Billiards,
- Health club.
- Lawn tennis.

## **5. Floatels**

- Located on the surface of water such as sea, lake etc.
- Provide exclusive and exotic atmosphere.
- Provides all the facilities of a first class hotel.
- Luxury suites consisting of drawing room, dinning room, bed room , sitting room , balcony , kitchen etc .
- Best example of floatels in India is in Dal lake in Kashmir.
- Luxury ships are becoming popular for travelling from one part of the country to another.
- These liners offer the facilities of a 5- star hotel.

## **6. ROTELS**

- Hotels which rotate on wheels.
- Also called motel on wheels.
- Best example in India is palace on wheels.



- (It is a luxurious train, fully air conditioned, well furnished, with attached restaurant and bar).

## **7. AIRPORT HOTELS**

- Situated near the airport.
- Main clientele is transit passengers, over night stay and short stay guests.
- Air line crews are also accommodated in such hotels.
- Provide transportation facilities from airport to hotel and vice versa.
- Airport hotels may charge half day room rent in case the guest desires to stay only for few hours.
- At times airport hotels have more than 200% occupancy.
- Offer baggage, personal check in and wake up call facilities.

## **➤ CLASSIFICATION ON THE BASIS OF AFFILIATION**

### **CONCEPT OF AFFILIATION**

Two or more hotels belonging to one organization

E.g.. HYATT HOTELS, INTERCONTINENTAL HOTELS , SHERATON CORPORATION, HILTON GROUP, HOLIDAY INN ETC

### **1. INDEPENDENT HOTEL**

- These hotels are on ownership basis.
- No affiliation/contract through any other property.
- No tie up with any other hotel with regard to policies, procedures and financial obligations.

- Advantage of the hotel is that they need not to maintain a particular image and are not bound to maintain any set target.
- They are autonomous

## **2. CHAIN HOTELS.**

- When single owned hotels / motels get affiliated to each other.
- Gives them large central organization providing reservation system, management aid, financial strength, manpower specialties and promotional help.

### **➤ CLASSIFICATION ON THE BASIS OF MANAGEMENT**

#### **1. MANAGEMENT CONTRACT HOTELS.**

- Type of chain organization
- Operate properties owned by individuals/partners.
- Contract is entered on long term basis between the owner and operator.
- Owner retains legal and financial responsibilities.
- Operator pays for operating expenses and recovers from the owner on an agreed upon fee.
- Owner is responsible for paying taxes, insurance and debts.

#### **2. REFFERAL GROUPS**

- When independently owned and operated hotels join hands together.
- They share advertisement expenses.
- Have joint reservation system.
- Maintain standardized quality in each property.
- No shared management .
- No financial assistance.

### **3. CONCEPT OF FRANCHISE**

- Means one company ties up with other company, taking help of other company to run a business.
- It is a method of distribution where by one property has developed a particular pattern for doing business gives the benefit to other property.
- Franchisee owner grants another the right or privilege to merchandise the product or services for specified returns.
- The most important benefit is of belonging to one already known group.
- These organizations have a set standard for design, décor, equipment, operating procedures to which all the properties must adhere,, this helps them to grow and maintain the level of service.
- The franchisor usually offers national and international CRS, advertising campaigns, management training programmes , central purchasing facilities.
- If desired some also provide architectural construction, interior design services etc.
- The franchisee looks up on the franchiser for a strong brand name which helps in marketing the hotel .
- Some franchisers offer management services along with the franchising contact.

#### **➤ CLASSIFICATION ON THE BASIS OF OWNERSHIP**

## **1. TIME SHARE**

- This is new concept in India and is picking up very fast .
- Also known as vocation ownership or holiday ownership.
- Properties are usually at hill stations , beaches, forests etc.
- These properties typically involve individuals who purchase the ownership of accommodation for a specific week or weeks.
- Price of the property depends on the week one intends to buy.
- Guest can choose a peak season, semi peak or lean season.
- The owner pays a fixed price for certain number of years,,(20 to 30 years) , and has right to stay at the hotel during the rented weeks.
- Owner is required to pay the annual contribution towards the maintenance, electricity, gas, water, safety, insurance etc.
- Owner has to pay a nominal per day rent for the services like telephone, kitchenette, cable etc.
- Owner can also rent out the unit from management .
- Most common time shares in India are mahindra and mahindra
- (E.g Mr. Kumar may purchase a particular cottage of a resort for the 1<sup>st</sup> three weeks of January during which he may stay at the cottage,other individuals will purchase the ownership of the cottage for the remaining 48 weeks of the year)

## **2. CONDOMINIUM HOTELS.**

- Quite similar to time share.
- According to the concept of Condominium hotels, Individual guests are encouraged to purchase the ownership of the individual units for the entire year

- The guests have to inform the hotel management about the time of period of the year, when they would visit and stay at the property and at the remaining time of the year, the guest can rent their unit through the Hotel management.
- Hence in Condominium Hotels, there is only single owner for each of the unit or cottage of the Hotel or Resort.
- The entire concept of the condominium is costlier than timesharing and hence this concept could attract only few guests and thus resorts using this concept started incurring huge losses.

## ➤ **CLASSIFICATION ON THE BASIS OF PLAN**

### **FOOD PLANS**

#### ➤ **1. European Plan (EP) :**

This plan includes only the room charges and morning tea in some cases. All other charges are charged extra. Most commercial hotels run on this plan.

#### ➤ **2. Continental Plan (CP.) :**

This plan includes room charges and a continental breakfast. All additional charges are considered extra. [ A continental b/f consists of juices, toast or rolls, butter, cheese, jam, tea or coffee but no eggs.]

#### ➤ **3. American Plan (AP) :**

This plan includes all principal meals. It includes room charges with optional morning tea, English B/F, lunch, afternoon tea and dinner. It is mostly found in resort hotels and in commercial hotels catering to groups sent by airlines and companies or travel agents. This plan is also known as 'all inclusive plan' or 'full board' or 'en

pension' [English breakfast has all courses like American B/F and ham, bacon, meat is also included].

➤ **4. Modified American Plan (MAP) :**

This plan has evolved out of the American plan. It includes room charges with optional morning tea, English B/F and an option of lunch or dinner. It is also called as 'demi pension' or 'half board'. This facilitates the guests to eat out for one meal. It is usually used for groups where meal coupons are provided to the guests (coupon is valid only for a day ) and the coupon cost is included in the room rent.

➤ **5. BERMUDA PLAN:**

Also means BED and BREAKFAST.

B/F served is English instead of continental breakfast.

English breakfast is more elaborate

➤ **The use of these plans:**

➤ Commercial hotels prefer EP because:

➤ Commercial hotels are situated in the urban areas, there are bound to be numerous restaurants in the vicinity. Hence the guest will prefer to keep his option open as far as meals are concerned. Moreover the hotel may not have a particular cuisine which the guest likes.

➤ On the other hand hotel being situated in an urban area would get plenty of chance guests in their restaurants. Thus their F&B income is not restricted to only hotel residents. They do offer meal inclusive plans but only to groups sent by travel agents and company bookings for conventions, seminars, etc.

➤ Resort hotels prefer AP/ MAP because



They may be situated in an isolated area with hardly any restaurant in the vicinity. Guests therefore prefer to have meals in the hotel. For the tourists wishing to go sightseeing during the day, an MAP will be more appropriate.

- The hotel itself benefits from this plan since the hotel relies only on the resident guests for their food and beverage income..

- Above are food plans.

There is another plan called '**GO PLAN**'

- It is not a food plan. It is an adjustment made in the settlement of accounts.
- If a guest stays in different hotels of the same chain in the course of his tour, his bills will be forwarded to his next destination every time he changes the place of stay. The guest can make the payment at the last hotel he visits belonging to the same chain.

#### ➤ **OTHER HOTELS SUPPLEMENTARY ACCOMMODATION**

- This group includes all forms of rented accommodation other than the above mentioned categories. Such as youth hostels , dakbungalows , forest lodges , dharamshalas , camping grounds(these are sights demarcated with amenities for living in open air in a tent .
- Usually camping sites fall in to four main groups those are transit, weekend , holiday and tourist use.  
Green hotels
- These hotels are eco friendly.

- These hotels remind us of preserving our ecology.

## **1. HERITAGE HOTELS**

- During pre partition days India has many princely states, each state had its own king and kings had made various palaces for them and their family members residence .
- These were not only built in the capitals but also at various tourist resorts and business hubs.
- Domestic and foreign tourists have inclination to visit these old palaces.
- The GOI to boost up tourism and to preserve the Indian heritage , has started a scheme , where these old buildings can be converted into hotels and are called as HERITAGE HOTELS
- The only condition was that the building has been built prior to 1950 (1935 current), and there should be no exterior change in the original building plan.
- The rooms, bathrooms interiors can be modified to make it comfortable for the guest.
- Heritage hotels can be classified into three categories ( heritage grand, classic and heritage)

## **2. BOUTIQUE HOTELS**

- Very small and expensive hotels.
- Mainly cater for elite class.
- Hotel is small but has two to three restaurants , each restaurant is decorated keeping in view a theme and the food served.
- The uniform of the staff , the menu even the way of welcoming the guest matches with theme.

### 3. CASINO HOTELS

- Means gambling houses.
- Hotel is meant for those guests who would like to spend more of their time in gambling.
- Casino hotels don't exist in India as gambling is prohibited.

### 4. BOARDING HOUSES

- Establishments providing accommodation usually with meals and for a definite period of time commonly for a week or longer.
- The facilities are generally restricted to use by resident guests

### 5. CONFERENCE HOTELS

- These are hotels specially designed to accommodate group meetings.
- Most hotels of this category offer overnight stay facilities to the conference delegates to make meeting a success.
- They provide leisure facilities such as golf course, swimming pool, fitness centre, jogging, and may be spa also.

### 6. BREAD AND BREAKFAST INNS

- Establishments that provide room with breakfast ranging from continental to full breakfast, main meals are not served.
- Located along commercial and holiday routes and in rural and resort areas.

### ➤ STARCLASSIFICATION ELIGIBILITY

Star classification eligibility

Categories of Hotel	Area standard for bedrooms/bathrooms
---------------------	--------------------------------------

5 Star/5 Star Deluxe Hotels Single - Double - Bathrooms -	180 sq.ft. 200 sq.ft. 45 sq.ft.
4 Star & 3 Star Hotels Single A/C and Single Non A/C - Double A/C and Double Non A/C - Bathrooms -	120 sq.ft. 140 sq.ft. (Extra area may be provided if twin beds are to be provided) 36 sq.ft.
2 Star & 1Star Hotels Single A/C and Single Non A/C - Double A/C and Double Non A/C - Bathrooms -	100 sq.ft. 120 sq.ft. (All rooms should have proper ventilation And ceiling fans) 30 sq.ft. Or subject to local bye-laws

### How to apply for classification

- Fee is payable by means of demand draft in favor of pay and accounts officer DOT New Delhi.
- For Reclassification fee will be 50% of the fee payable first time.
- Application can be had from Member Secretary ,H.R.A.C.C.DOT GOI

### ➤ Classification Criteria of star Hotels

#### 1. Five Star Category

##### General Features

- a) The façade, architectural features and general construction of the building should have distinctive qualities.
- b) Locality including immediate approach and environs should be end of highest & international standard

- c) Adequate parking space
- d) 25 lettable b/rooms all with attached bathrooms with most modern facilities , including long baths and most modern shower chambers.
- e) Carpeting of highest quality
- f) Public and private rooms should be fully air conditioned.
- g) Hiring a professional interior designer.
- h) Adequate number of lifts in the building of more than two storey's.
- i) Well appointed lobby ,ladies n gentlemen's cloakrooms
- j) Swimming pool

#### **Facilities**

- Reception
- Cash and information counter attended by highly qualified trained and experienced persons
- Conference facilities
- Banquets halls
- Private Dinning rooms
- Shopping arcade
- Beauty parlor
- Barber shop
- Travel agency
- Money change and safe deposit facility.
- Left luggage room
- Florist
- Medical aid
- Telephone in each room and telephone for use of guest and visitors

- Radio or Music in each room
- Restaurant ,well equipped bar
- Dancing facility
- Pantry and cold storage

### **Services**

- Both international and Indian cuisine
- Professionally qualified, efficient, trained, courteous, and smart.
- Staff should know at least one language.
- 24 hours service for reception, information, telephones, housekeeping, room service and coffee shop.
- Sufficient supply and highest quality of linen , blankets ,towels etc.
- Rooms should be provided with vacuum jug/thermos flask with ice cold , boiled drinking water except for where centrally purified water is provided.
- Special restaurant/dinning room where facilities for dancing are also available

### **Four star category**

#### **GENERAL FEATURES**

- MOST OF THE FEATURES ARE OF 5 STAR CATEGORY WITH SOME EXCEPTIONS LIKE ::::::::::::::
- 25 lettable bedrooms with all attached bathrooms
- At least 50% of the bathrooms must have long baths or most modern shower facilities with 24 hours service of hot and cold running water.

### **Facilities**



- SAME AS IN CASE OF 5-STAR

**SERVICE**

- SAME AS IN CASE OF 5-STAR HOTEL

**Three star category**

**General features**

- Architectural features and general construction of building should be of good standard
- Locality including immediate approach should be suitable
- Adequate parking facilities
- 20 lettable bedrooms with attached bathrooms with bath tubs /showers of modern design .
- Hot and cold running water
- At least 50% of the rooms should be air conditioned
- Furniture and furnishings should be of good standard and design.
- Adequate number of the lifts in the building with more than two storey's.
- Well appointed lounge
- Separate ladies and gentleman cloakrooms equipped with fittings of a good standard

**Facilities**

- Reception and information counter attended by qualified and experienced staff
- Book stall

- Recognized travel agency
- Money changing and safe deposit facilities
- Telephone in each room ( except in seasonal hotels where there should be a call bell in each room and a telephone on each floor for the use of hotel guests , and a telephone for the use of guests and visitors to the hotel
- Well equipped and well maintained air-conditioned dining room/restaurant.
- Bar ,if permissible by law.
- Kitchen pantry and cold storage should be clean and organized.

### **Service**

- Hotel should offer both Indian as well as continental cuisine.
- Food and beverage should be of good standard.
- Staff should be qualified , trained experienced , efficient and courteous in smart and clean uniforms
- Supervisory staff should understand English.
- Senior staff should possess good knowledge of English.
- Provision for laundry and dry cleaning.
- Housekeeping should be of very good standard.
- Adequate supply of blankets and towels.
- Bedroom should be provided with vacuum jug / thermos flask with cold, boiled drinking water.
- Hotel should provide orchestra and hall room facilities.

### **Two star category**

#### **General features**

- The building should be well constructed
- Locality and environ including the approach should be suitable.

- Minimum 10 lettable bedrooms of which at least 75% should have attached bathrooms with showers and a bathroom for every four of the remaining rooms .
- Bathrooms should be with modern sanitation and running cold water, with adequate supply of hot water , soap and toilet papers.
- At least 25% of the rooms should be air conditioned and all rooms must be properly ventilated , clean and comfortable.
- There should be well furnished lounge

### **Facilities**

- Reception counter with a telephone
- Telephone or call bell in each room
- Telephone on each floor unless each room has a separate telephone.
- Well maintained and well equipped dinning room / restaurant serving good , clean and wholesome food.
- Well equipped kitchen and pantry.

### **Service**

- There should be experienced and efficient staff in smart and clean uniforms.
- The supervisory staff coming in contact with the guests should understand English.
- Provision for laundry and dry cleaning services.
- House keeping should be of good standard, clean and good quality.
- Crockery, cutlery and glass ware should be of good quality.

### **One star category**

### **General features**

- Construction of the building should be good
- Locality and environ including immediate approach should be suitable.
- Should have at least 10 lettable bed rooms of which at least 25% should have attached bathrooms.
- Bathrooms should have a western style W.C Bathrooms should be with modern sanitation and running cold water , with adequate supply of hot water , soap and toilet papers.
- All rooms must be properly ventilated , clean and comfortable.

#### **Facilities**

- Reception counters with a telephone for the use of guests and visitors.
- Clean and moderately well equipped dining room / restaurant serving clean , wholesome food
- Clean and well equipped kitchen and pantry.

#### **Service**

- Same as two star category

## **Unit-7-Reservations**



### **Objectives for Reservations**

- At the completion of this unit, the students will be able to:
- Describe the different types of reservations and identify the information sought during a reservation inquiry and contained in a reservation record.
- Identify major sources of reservations.

### **Competencies for Reservations**

- Identify the tools managers use to track and control reservations availability.
- Describe policies and procedures surrounding the confirmation, change, and cancellation of different types of reservations.
- Explain the function of typical management reports and reservations records that can be generated from reservations data.

## **Introduction to Reservation.**

The purpose of the Reservation Department is to provide the means/channel for booking accommodations in the hotel. The hotel receives the indication that a person wishes to become a guest (of the hotel) through a reservation. Reservation staff should be well acquainted with all travel agents, airline offices and business firms, and should be well qualified in keeping accurate reservation records.

Reservations may be made by the guest either in person, telephone, letter or fax. As a guest service representative, you will need to know how to accept reservations for your own location, as well as process reservation requests for the rest of the hotels of the group. In both cases, confirming reservation requests can be accomplished once you have verified that the type of accommodation is available on the dates requested.

In order to satisfy the needs of all guests staying at your hotel, different types of reservations are used. While these reservation types meet specific guest needs, they also enable us to forecast occupancy and to operate profitably.

- From a guest's point of view, the most important outcome of the reservations process is having a guestroom ready and waiting when the guest arrives.
- To achieve these outcomes, the hotel must have efficient reservation procedures in place.
- Here are the reservation process activities:-



## Types of Reservations

- **Guaranteed Reservation:**  
Insures that the hotel will hold a room for the guest until a specific time of guest's scheduled arrival date .
- The guest must provide us a method of payment.
- If the guest does not show up or cancel properly, the guest will be charged for one night accommodation.
- If the hotel then fails to provide the room for a guaranteed reservation, legal penalties can be applied if the guest files a complaint.
- In order to guarantee a reservation, guests can choose one of the following methods:
  - The reservation can be guaranteed by
    - Prepayment
    - Credit card
    - Advance deposit
    - Travel agent voucher/miscellaneous charge
    - Corporate (direct billing account)

## Non-guaranteed Reservation

- Non-guaranteed Reservation: Insures that the hotel agrees to hold a room for the guest until a stated reservation cancellation hour (Usually 6 p.m.) on the day of arrival.
- It is common for hotels planning on full occupancy or nearing full occupancy to accept only guaranteed reservation once a specified number of expected arrivals is achieved.

### **Reservation Activities**

- Conduct reservation inquiry.
- Determine room and rate availability.
- Create reservation record.
- Confirm reservation record.
- Maintain reservation record.
- Produce reservation reports.
- Research, plan, and monitor reservations.

### **Reservation Inquiry**

- Guests can communicate their reservation inquiries in person, over the telephone, via mail, through facsimile, telex, e-mail...
- While getting a reservation inquiry, the reservation staff shall obtain the following guest-related information:
  - Guest's name, address and telephone number
  - Company or travel agency name
  - Date of arrival and departure

- Type and number of rooms requested
- Desired room rate
- Number of people in the group, if applicable
- Method of payment and/or guarantee
- Any other special requests
- Most of the above mentioned information is used to create a reservation record.

### **The seven steps reservation sales process**

1. Greet the caller. (Thank you for calling Holiday inn. This is Mary speaking How can I help you today?)
2. Identify caller's need (arrival date, departure date, preference ....)
3. Provide an overview of the hotel's feature ( number of restaurant, swimming pool )
4. Make a room recommendation and room rate.
5. Ask for the sales (Would you like me to book the reservation for you?)
6. Create a reservation record according to the hotel procedures.
7. Thank the caller. Closing a call as warmly as opening a call leaves the caller with a sense of confidence that they have made the correct decision.

- The reservation function is a sales process, if the reservation staff is unenthusiastic, the caller will not have a positive impression of the hotel and may decide to go elsewhere.
- Reservations can be made for individuals, group, tours or conventions.
- An individual, not part of the a group is referred as a FIT. ( free independent traveller)

**The customers make reservation by using different sources.**

### **Sources of Reservations**

- Central Reservation System
- Global Distribution System
- Intersell Agencies
- Property Direct
- Internet

#### **1. Central Reservation System (CRS)**

- A central (or computerised) reservation system that controls and maintains the reservations for several hotels in one location, and automatically redirects the reservation to the required hotel.
- The majority of hotel groups belong to one or more Central Reservation Systems

- A central reservation system is composed of a central reservation office, member hotels connected together via communication devices, and potential guests.
- It exchanges room availability information with members hotel.
- Central Reservation Office [CRO] offers its services via a 24-hours toll free telephone number(s)
- On return, central reservation offices charges a fee for the utilization of its services which might take the form of a flat fee and a variable fee, or a flat percentage of potential room revenue, actual room revenue, and/or Rooms Division gross profit...

## **2. Global Distribution Systems**

- Computerized system by which reservation-related information is stored and retrieved for multiple organizations.
- Global Distribution Systems [GDS]⇒ System including several Central Reservation Offices connected to each other.
- Selling hotel rooms is accomplished by connecting the hotel reservation system with the GDS system.
- GDSs have become a powerful force in hotel reservation.

### **3. Inter sell Agencies**

- Inters ell Agencies are special types of central reservation offices contracting to handle reservation for more than one Product Line [ex: Handle at the same time Airline Tickets, Car Rental, Hotel Reservation...] ➔ “ One Call Does it All Approach “!

### **4. Property Direct Reservation System**

- Even though many of the five-star hotels rely heavily on central reservation offices and intersell agencies, some potential guests still find it convenient, and personal to call directly the hotel to communicate a reservation inquiry.

#### **Property Direct Reservations**

- Property direct reservations are made in a several ways
- Telephone
- Mail
- Property-to-property
- FAX
- E-mail



## **Reservation Availability**

- After receiving a reservation request, the hotel might accept it, as it is, if there is room availability.
- If not, the reservation department should suggest alternative room types, dates, and/or rates, to the potential guest.
- If, however, the potential guest insists on his/her previous request, the hotel should suggest an alternative hotel.
- That's one of the main reasons why we need to maintain good relation-ships with nearby competing Hotels
- The reservation department should always compare historical reservation volumes against actual arrivals.
- The main reason is to cope with overbooking, which a situation occurring when the total number of rooms reserved for a certain period of time exceeds the total number of rooms available for sale, for the same period of time.
- In order to cope with the overbooking problem, some statistical and historical data should be stored and processed by the hotel and should be continuously updated. Such data should include:
  - Number of rooms reserved for a specific date
  - Number of rooms occupied by stayovers (for a certain specific date)
  - Forecasted no-shows percentage
  - Forecasted understays percentage
  - Forecasted overstays percentage
  - Forecasted cancellation percentage

- Number of out of order rooms for a specific date

#### Reservation Codes:-

Table 2.6 Phonetic alphabet and number pronunciation

A	Alpha	I	India
B	Bravo	J	Juliet
C	Charlie	K	Kilo
D	Delta	L	Lima
E	Echo	M	Mike
F	Foxtrot	N	November
G	Golf	O	Oscar
H	Hotel	P	Papa

Table 2.6 (cont.)

Q	Quebec	0	Zero	5	Fiver (or fife)
R	Romeo	1	One	6	Six
S	Sierra	2	Two	7	Seven
T	Tango	3	Three	8	Eight
U	Uniform	4	Four	9	Niner
V	Victor				
W	Whisky				
X	X-ray				
Y	Yankee				
Z	Zulu				

Table 2.7 24-hour clock

Morning (am)	Spoken	Written	Afternoon (pm)	Spoken	Written
One	Zero one hundred hours	0100hr	One	Thirteen hundred hours	1300hr
Two	Zero two hundred hours	0200hr	Two	Fourteen hundred hours	1400hr
Three	Zero three hundred hours	0300hr	Three	Fifteen hundred hours	1500hr
Four	Zero four hundred hours	0400hr	Four	Sixteen hundred hours	1600hr
Five	Zero five hundred hours	0500hr	Five	Seventeen hundred hours	1700hr
Six	Zero six hundred hours	0600hr	Six	Eighteen hundred hours	1800hr
Seven	Zero seven hundred hours	0700hr	Seven	Nineteen hundred hours	1900hr
Eight	Zero eight hundred hours	0800hr	Eight	Twenty hundred hours	2000hr
Nine	Zero nine hundred hours	0900hr	Nine	Twenty one hundred hours	2100hr
Ten	Ten hundred hours	1000hr	Ten	Twenty two hundred hours	2200hr
Eleven	Eleven hundred hours	1100hr	Eleven	Twenty three hundred hours	2300hr
Twelve	Twelve hundred hours	1200hr	Twelve	Twenty four hundred hours	2400hr

### Five steps to selling

1. Know your product
2. Know your guest
3. Match the guest to the best alternative
4. Be aware you are part of the sales team
5. Always sell the product before the price

### Handling Phone Reservation:

1. Pick up the phone within 3 rings.
2. Use the dialogue “ Reservation, Good Morning” .....May I Help You
3. Listen to the request and note down.
4. Obtain following information:

- \* Arrival and departure dates
  - \* Type of rooms (Try to sell the highest room Category)
5. Check the space availability.
    - \* If house is full, try to offer another possible period
    - \* If that type of room is not available, try to sell another type
  6. Obtain full reservation details if the request can be confirmed:
    - \* Name of guest
    - \* Arrival and Departure dates
    - \* Flight details
    - \* Number of rooms and type
    - \* Total number of pax
    - \* Method of payment
    - \* Source of booking
    - \* Name of caller, contact person, company name and address and phone number
  7. Repeat the reservation back to the caller and before finishing the conversation you thank the caller saying : “ Thank you for Choosing Our Hotel Mr. / Mrs. ...., Good bye”.
  8. Record all details on reservation form with your initial, date and time.
  9. Key all information in the computer before filing.

## Handling Fax/Mail Reservation

1. After receiving the fax or letter stamp it with date and time.
2. Check availability
3. Obtain full reservation details.
4. Record all information in the reservation form (2 copies)
5. Key all information in the computer
6. Print out the confirmation form and fax to the guest after the confirmation has been reviewed and initialed by your supervisor.
7. Filing

## Policies and Procedures Amendment and Cancellation

- When you receive a call requesting to amend or cancel a reservation, check subject reservation on the computer.
- When you find the reservation:

### amendment:

1. Note down on paper all details received, name of the caller, date and time.
2. Write down all details in reservation form, stamp “amendment” on the form and put in the remark details of amendment.

Example: amend the arrival date from 15/03/97 to 16/03/97 or amend the number of rooms from 3 twin to 2 twin

## **Cancellation:**

1. Note down the details and ask for the reason of cancellation and the name of the caller.
2. Take the requested reservation form and stamp "Canceled" with clerk initial, date, time and reason of cancellation and key in the computer.
3. Filing in the cancellation file of that month.

## **Potential Reservation Problems**

Main common problems that might be encountered:

1. Errors in a reservation record:
  - Record a wrong arrival or departure date
  - Misspell the guest's name or reverse it
  - Reserve for the caller instead of the guest
2. Misunderstandings due to industry jargon:
  - Confirmed versus guaranteed reservation
  - Double room versus 2 beds
  - Connecting rooms versus adjacent rooms
3. Miscommunications with external reservation systems:
  - Book a guest in the wrong hotel
  - Book a guest in the wrong city [ex: Novotel, Melbourne versus Novotel, Sydney]

#### 4. Online reservation system failures:

- Fail to update central reservation system concerning room availability or to communicate rate changes in real time
- Delays in communicating reservation requests
- Communication Equipment used may become technologically obsolete or inoperatable

## Unit-8-TYPES OF ROOMS

### TYPES OF ROOMS

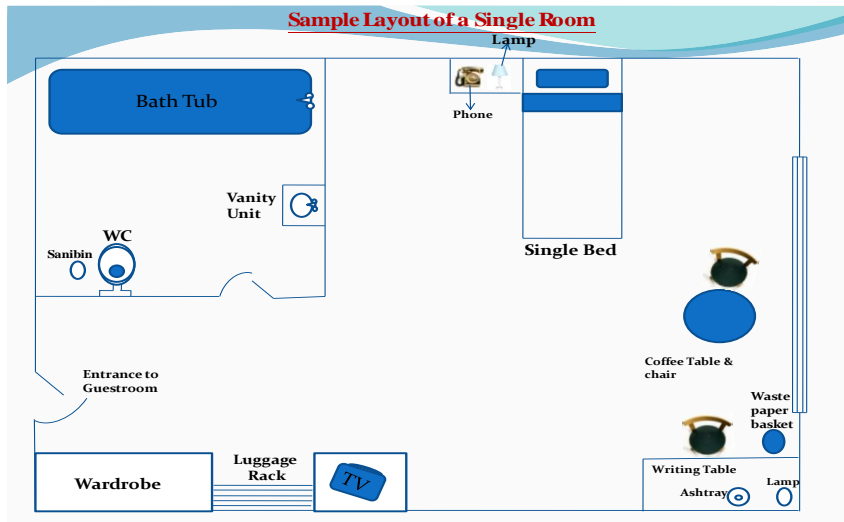
- One of the most important knowledge that a sales man should have is the product knowledge.
- Similarly it is very important that all those involved in selling / booking of rooms have full and comprehensive knowledge of rooms which they are trying to sell and their availability and non-availability position.
- They should know what are the various types of rooms, their location, and also the features of the rooms etc . Also knowledge of the room rates and plans which the hotel is operating on is important.



## 1. SINGLE ROOMS



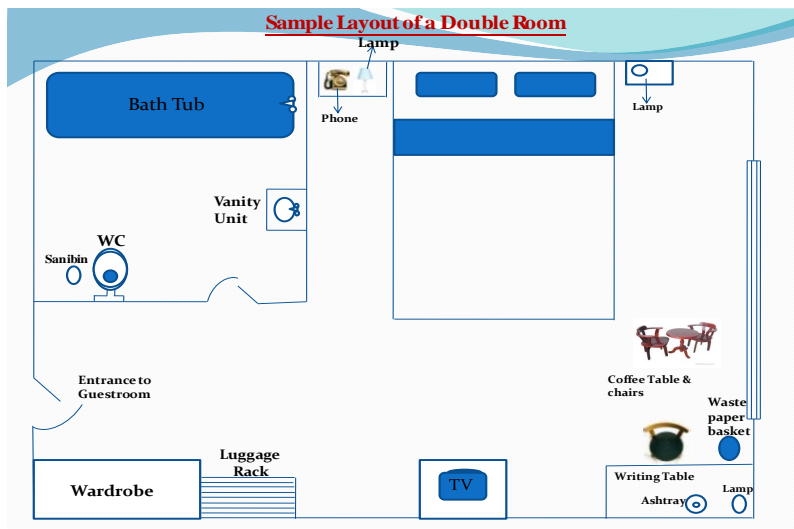
- The term refers to a room with a standard single bed to provide sleeping accommodation to one person.
- The size of the single bed is generally 6' \* 3'.
- The room furnishings and fixtures as well as amenities and facilities would depend upon the standard of the hotel.
- The room generally has a sofa/chair for two persons , a study table, wardrobe.etc.



## 2. DOUBLE ROOM



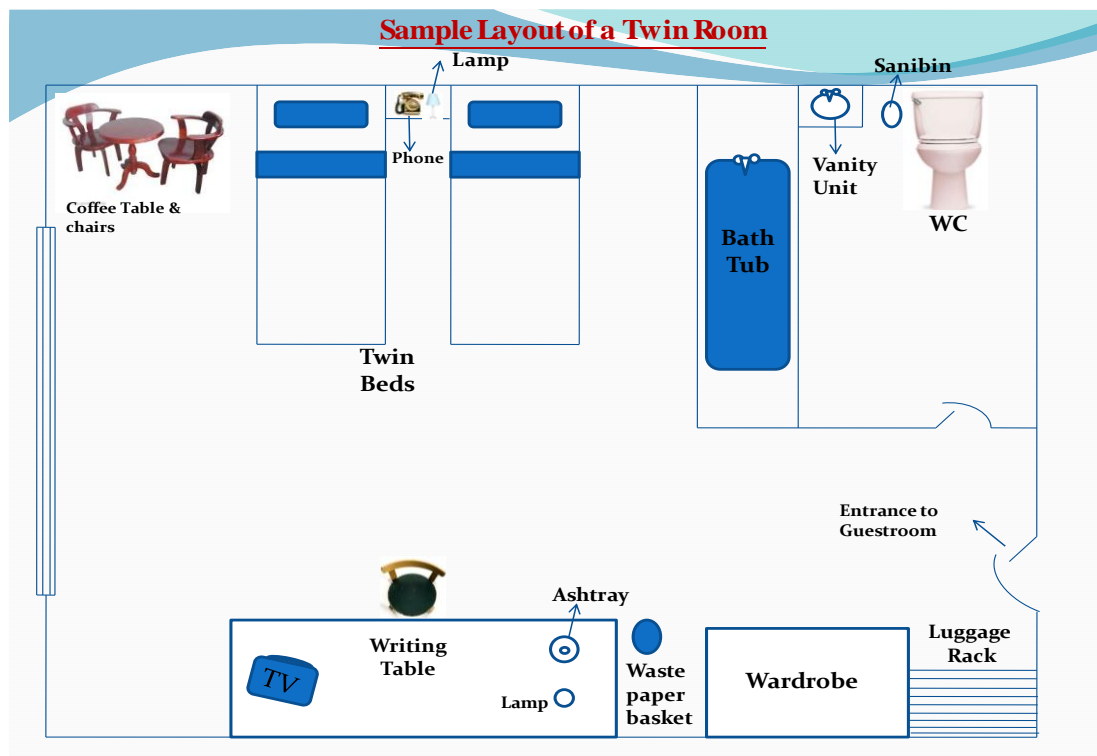
- Double room refers to a room which has a double bed and provides sleeping comforts for two persons . A double bed is a large bed .
- The size of a double bed is generally 6'x6'.



### 3. TWIN BEDDED ROOM



- Twin bedded room is a room with two identical twin beds separated out by a small bed-side table.
- The rooms provide sleeping accommodation for two persons.



#### 4. HOLLY WOOD TWIN ROOM



- The room has two single beds and a single head board..
- The room is meant for two guests.

#### 5. LANAI



- Term generally used for the hotels which are situated on the hill stations.
- A room has a good view i.e. river /sea facing or mountain facing , garden facing or overlooking a swimming pool.
- This room is slightly more expensive than a double/twin room.

#### 6. Parlor

- A living or sitting room not used as a bed room.
- Also called as saloon.

## 7. EFFICIENCY ROOM



- A complete self – sufficient unit in it self.
- Contains a bed room , dinning room , a small kitchen and a bath room.
  - For example cottages on hill stations and beaches

## 8. ATRIUM

- It means a room from which one can see the lobby and the roof of the roof of the top floor

## 9. STUDIO ROOM

- It is usually smaller in size and consists of a sofa cum bed ..
- Can be either for one or two persons.
- The sofa can be used for sitting purpose during the day and for sleeping during the night

## 10. CABANA ROOM

- These rooms are situated away from the main building and very close to swimming pool.
- And is normally used by the people who love water games and are fond of swimming.

- It may or may not be used for staying purpose.
- Some hotels use it only for changing purpose.
- Usually furnished with polished wood and does not have a carpet , so that it does not get spoiled with water .

#### **11. sample**

- A sample room is usually only to show the prospective client (travel agents / tour operators) for business promotion.
- Not used for sleeping purpose.

#### **12. Hospitality Room**

- A Room used for entertaining.
- Can also be called FUNCTION ROOM.
- This room is not used for sleeping purpose

#### **13. INTERCONNECTED ROOMS**

- These are rooms which are connected to each other .
- They have a common wall and a door in the common wall to go from one room to another.
- They can be used for a family by opening the connecting door as well as can be given to two separate individuals by closing the common door.

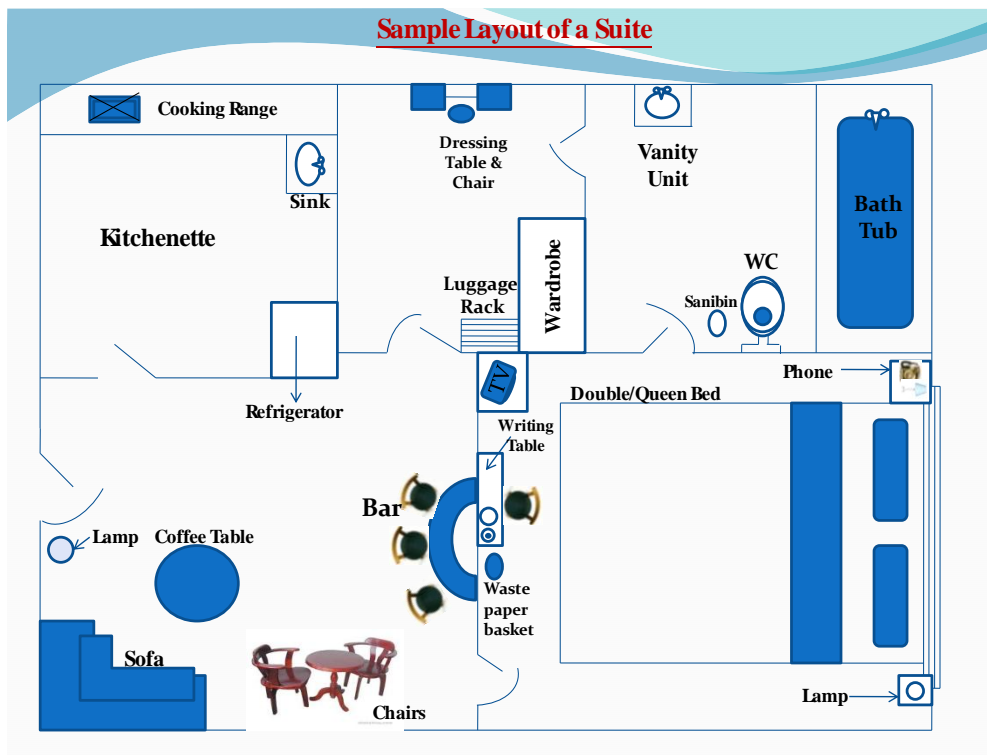
#### **14. TRIPLE ROOM**

- This room offers sleeping accommodation facilities to three persons.

- They either has a double bed or two twin beds and an extra bed in it.

## 15. Suite

- It refers to a set of two rooms out of which one is bed room and the other is a sitting or living room.
- Suite is a costly room of a hotel.
- There are various types of suites such as



### SINGLE SUITE

- It is a single room with a sitting room attached to it.
- It is meant for one persons sleeping comfort.



### **DOUBLE SUITE**

- Double room with a sitting room attached to it.

### **JUNIOR SUITE**

- A large room with a partition separating the bedroom furnished from sitting area

### **DUPLEX SUITE**



- This type of suite has two rooms on two successive floors and is connected to each other with a common staircase.
- Generally the sitting or the living room is situated on the lower floor while the bed room is on the next floor.

## **Unit-9-REGISTRATION**

### **INTRODUCTION:**

The registration process begins when the guest arrives at the reception or the arrival section of the hotel. The process terminates when he has signed the registration card or guest

arrival register, has been assigned a room and goes to his room. The registration procedure differs for the different categories of the guests, like guests with reservation, without reservation, foreigners, groups, etc.

This process of registration is very important for the hotel as it not only contributes significantly to the basic information the hotel needs to monitor its business, but it is also a legal requirement. A complete record of present and past guests has to be maintained. It is a legal requirement that each guest must be registered. Guest signature is important as it signifies his consent to pay for all the services provided by the hotel and abide by the rules and regulations of the hotel. It also serves as a proof of his stay in the hotel from a certain date to another certain date. So in short, registration serves as legal contract between the hotel and the guest. We can summarize the objectives of the registration system as follows:

1. To provide guest information to the hotel.
2. To fulfill legal requirements.
3. To provide mode of payment.
4. To provide information about the date of departure.

A registration process is based on the following four concepts.

### **Collection:**

- It helps the hotel in capturing information pertaining to the guest needs, expected or actual date of departure, billing instructions like cash or credit, mode of payment and personal data like his occupation, date of birth, purpose of visit, his office and residential address, etc

### **Assignment and allocation of room :**

- The assignment of room matching the guest requirement both in terms of type and the rate of the room.

### **Credibility of the guest :**

- Based on the policies like advance payment and credit limits, etc. of the hotel and also on the basis of information provided by the billing instructions, the hotel decides upon fixing the credit limit for the guest.

### **Future planning of the room sales :**

- The hotel can maximize its occupancy through a knowledge of room availability based on the information from the registration records.

### **➤ VARIOUS TYPES OF REGISTRATION RECORDS :**

Information about the guest which may be required by the hotel or police may be registered in two ways

- The register can be a '**Bound Book Register**' which is normally used by small hotels. Thick book which can be used for long time.

Merits:

1. All records are available in one book.
2. No filing is required.
3. Wastage is minimum.

Demerits :

1. Only one guest can register at a time.
2. It is bulky and difficult to carry to other departments.
3. Being very bulky and used for long period, it looks shabby on the counter.
4. Privacy can not be maintained.
5. Pre-registration not possible.
6. If the book is misplaced all the record is lost.

- Another type of register is a '**Loose Leaf Register**' which is same as the bound book register in it's contents but the pages are not bound. One page or sheet is used for each day.

Merits :

1. To some extent privacy is maintained.
2. Easy to hand over to customer to write details.
3. If one sheet is lost only one day's record is lost.

Demerits :

1. It can be very easily misplaced.

2. If for a day, one full sheet is not completed, the rest goes waste.

3. Only one guest can register at a time.

4. Filing becomes an additional job.

- Individual **guest registration cards** are most widely used in hotels these days. They may be duplicate or triplicate depending on the hotel

Merits :

1. Many guests may be registered at the same time.

2. Privacy can be maintained.

3. Storage is easy.

4. No wastage.

5. Guests can be pre registered.

6. More mobile.

Demerits :

1. Expensive.

2. If not properly stored, may be lost.

- **DOCUMENTS GENERATED IN THE REGISTRATION PROCESS :**

1. **Registration Card** : Used to collect guest personal data.

2. **Room Rack Slip** : A document on which the information is transferred from the registration card in the form of a summary. This slip is placed in the room rack.

3. **Information rack Slip** : Used to provide guest name and

room no. A copy of this slip goes to room service, housekeeping, telephones, etc. These departments also maintain information racks.

4. **Bell Boy's Errand Card** : It is communicate the guest arrival to the bell desk and to keep a check on the movement of the bell boys.

5. **Other Support Documents** :

a) **Arrival notification slips** : These slips are prepared and distributed to all the concerned departments.

b) **'C' Form** : The Registration of Foreigners Act 11939 Section 3(e) Rule 14 makes it obligatory on the part of the hotel to send information about the foreigners registered at the hotel. In this connection any person who is not an Indian National or one who does not hold an Indian passport is termed as a foreigner. The form which is used to notify F.R.R.O. (Mumbai, Calcutta, Chennai, Madras) is called as 'C' form. Within 24 hours from the time of registration of a foreigner (12 hours for Pakistani, Chinese and other middle eastern countries) the information should reach the F.R.R.O. In the cities where there are no F.R.R.O. this information should reach the office of the Superintendent of Police of that area or town. Nepal and Bhutan and Shree Lanka nationals are exempted from the 'C' form notification. The 'C' form is made in duplicate pr in triplicate. It is made in duplicate if sent to F.R.R.O. (original copy goes to F.R.R.O.). If it is sent to the S.P. office, it has to be



made in triplicate (two copies sent to the S.P. office). A bell boy is debuted to do this work everyday and it is his duty to bring the acknowledgment of their receipt from the F.R.R.O. The 'C' forms are serially numbered and contain all the information about the guest which is collected from the G.R. card (guest registration card).

## **TYPES OF REGISTRATION SYSTEMS**

### **Non-Automatic Systems:**

It refers to a manual system. This system is used for small hotels where the installation of automatic system would prove to be quite expensive and waste. All the forms like 'C' form, room rack slip, information rack slip, arrival notification slip, etc. are produced and distributed manually. It is wholly dependent on guests accurate and legible completion of the registration card.

### **Semi-Automatic System :**

It is a combination of manual and automated systems which involves the usage of the office machinery, clerical equipment and people.

### **Fully Computerised System :**

It is system in which various section of the front office department are connected to each other with the help of



computer interfaces. The data collected at one point can be transmitted and utilized at any other location. This system speeds up the process and reduces the no. of errors.

**Registration process/procedure** can be divided into six steps -

1. Pre-registration activity
2. Creating a registration record
3. Assigning the room and rate
4. Establishing the method of payment
5. Issuing the room key
6. Fulfilling special request

#### **Pre-registration activity**

Information is taken from the reservation record for quick check-in. It includes printing of the registration card, room and rate assignment, creation of a guest folio, other functions may also be part of the pre-registration activities. Sometimes room number is not assigned especially when the occupancy is high.

Pre-registration can help plan for special requests. This leads to innovation in registration.

Option- when the driver goes to the airport to pick up the guest. He can get the guest signature on the registration card, take an imprint of the credit card, the room key can be given to the guest even before reaching the hotel. The check in can be

carried out at the airport itself.

### **The registration record**

Registration cards- have details about the guest taken from the reservation record such as name of the guest, address, contact no., date of arrival, date of departure, type of room, special request etc. At check out they are stored as guest history record. It is a database for future trends.

### **Room and rate assignment**

Involves identifying and allocating an available room in a specific room category. If not available, identify an acceptable available room. The room can be pre- assigned. A variety of room rates exist for similar types of rooms. Rates differ based on room view, location, furnishing etc.

### **Room status**

Effective room and rate assignment depends on accurate and timely room status information. Housekeeping uses status-occupied, vacant, on- change, out of order. The housekeeping status should be communicated to the front office and it should be checked against the front office status. The discrepancy should

be rectified. Communication between front office and housekeeping is written, spoken, through telephones, computers, interface in- room telephone. Occupancy report is sent by the housekeeping to the front office.

### **Computers**

Computers give instantaneous access to the room status. Pagers can be connected to the computer terminals. At times the rooms are ready in all respect but there could be a delay in clearing the rooms as the housekeeper may be clearing a number of rooms together. It can be made faster when the telephone and computer are interfaced.

### **Room rates**

A room rate is the price a hotel charges for overnight accommodation. Rack rate – standard rate for each room. Food plans – room rate is inclusive of breakfast, lunch or dinner. Eg. Continental plan, European plan, American plan, Bermuda plan, modified American plan.

Special rates – these are discounted rates.

- Commercial or corporate rate – for frequent guests
- Complimentary – for business promotion
- Group rates – for groups, tour operators etc.

- Family rates – for families with children under 12.
- Day rates – hourly rate generally for a minimum of four hours. Applicable only during slack seasons.
- Package plan rates – room rate includes room rent and some facilities.
- Frequent traveler rate – for regular guests or guests who are flying with the airline that is part of the intercell agency or the co-marketer of the hotel.

### **Room locations**

Front Office assistants should know the location of each room in the hotel. Room rack should contain information about the room types, rate, décor etc. computers record this information in their room history records.

### **Methods of payment**

Hotels accept different modes of payment such as cash, credit card, direct billing, special programmes and groups. Hotels have policies regarding the different modes.

### **Issuing the room keys**

By issuing the room keys the registration process is complete. Hotels have guidelines for the issue of room keys. Never

announce the room number to the guest. When using key card draw the attention of the guest on the room number while writing it on the key card. Bell boy escorts the guest.

### **Fulfilling special request**

Part of registration is making sure that any special requests made by guests are acknowledged. Sometimes even the room could be blocked in advance. Example inter connecting room.

### **Creative options in registration**

Apart from the traditional method, innovations could be used in the registration process. Some of them could be eliminating the front desk and having hotel greeters, creating a unique separate registration area for a VIP, combining the hotel registration with the meeting registration in a separate area of the building. Also, having a separate desk for the registration of groups.

### **Self registration**

Self registration terminals are installed in the lobby. They are interfaced with the front office computer terminals. It makes use of the credit card that was used for guaranteeing the reservation. These machines resemble the bank ATM machines.

### **When guest cannot be accommodated**

Guaranteed reservation:

Hotel makes arrangement for the guest in a hotel of the same standard in the vicinity. Hotel may go to the extent of paying for the accommodation of the guest when it is walking the guest.

Walk in guest:

Hotel is not liable to provide accommodation to a walk in guest if there is no room available. But hotel can offer to assist the guest in finding accommodation in a similar hotel in the vicinity. The hotel may make reservation for the guest in the other hotel.

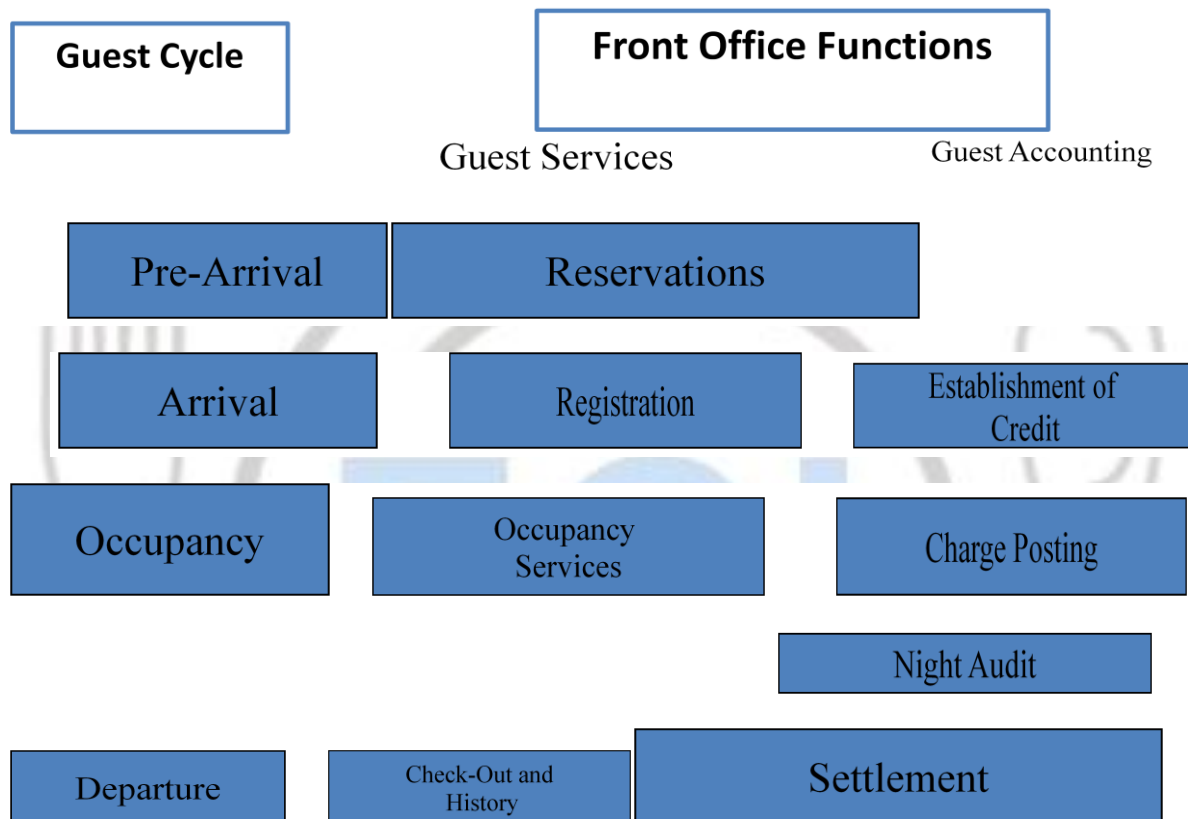
Guest with non- guaranteed reservation:

Reservation is held till the reservation cancellation hour, in case the room position is minus the hotel can release the room. The hotel must be tactful in dealing with non guaranteed reservations. Guests should be told about the hotels policy regarding the cancellation hour at the time he makes the room reservation.

## Unit-10-Guest Cycle

A division of the flow of business through a hotel that identifies the physical contacts and financial exchanges between guests and hotel employees

The Guest Cycle and Related Front Office Functions



## Pre-Arrival

- The guest chooses a hotel during the pre-arrival stage of the guest cycle.

The guest's choice can be affected by many factors:

- Previous experiences with the hotel;
- Advertisements;
- Recommendations from travel agents, friends, or business associates;



- The hotel's location or reputation and preconceptions based upon the hotel's name or chain affiliation;
- Ease of making reservations;
- How the reservations agent describes the hotel and its facilities, room rates, amenities;
- The attitude, efficiency, and knowledge of the front office staff may influence a caller's decision to stay a particular hotel.

### **Reservations**

- An agreement between the hotel and a guest that the hotel will hold a specific type of room for a particular date and length of stay.
- The most important outcome of the reservations process is having a guestroom ready and waiting when the guest arrives
- If a reservation can be accepted as requested, the reservation agents creates a reservation record.
- The creation of a reservation record initiates the hotel guest cycle.
- This enables the hotel to personalize guest service and appropriately schedule needed staff and facilities.
- By confirming reservation, the hotel verifies a guest's room request and personal information, and assures the guests that his or her needs will be addressed.
- Based on information collected during the reservations process, a hotel may also be able to perform pre-registration.
- Such activities include assigning a specific room and rate for guests who have not yet arrived, and creating guest folios.
- A guest folio is a record of the charges incurred and credits acquired by the guest during occupancy.

- A reservation agent must be able to respond quickly and accurately to requests for future accommodation.
- The proper handling of reservation information can be critical to the success of a lodging property.
- Efficient procedures will also open up more time for the reservation agent to attend to detail and to market hotel services.

## **Arrival**

- This stage includes the following activities:
  - a. Registration Function;
  - b. Rooming Function.
- The front desk agent should determine the guest's reservation status before beginning the registration process.
- Guests with reservations may have already undergone pre-registration activities.
- Guests with without reservations – or walk-in guests –present an opportunity for front desk agents to sell guestrooms.
- To sell successfully, the front desk agents must be very familiar with the hotel's room types and guest services, and be able to describe them in a positive way.
- A guest will not register if he or she is not convinced of the value of renting a particular hotel room.

## **Registration**

- Begins when the front desk agent extends a sincere welcome to the guest.

- The procedure by which an incoming guest signifies his or her intent to stay at a property by completing and signing a registration card.
- To a great degree, registration relies on the information contained in a reservation record.

## **Occupancy**

- The center of front office activity, where the front desk is responsible for coordinating guest services.
- A major front office objective throughout the guest cycle is to encourage repeat visits.
- Sound guest relations are essential to this objective.
- Guest relations depend on clear, constructive communications between the front office, other hotel departments and divisions, and the guest.
- Security is another primary front office concern during occupancy.
- The guestroom is usually the largest single charge on the guest account. Additional expenses can be charged to a guest's account if he or she established acceptable credit at the front desk during the arrival stage.
- Goods or services purchased from the hotel may also be charged to guest accounts. Front desk accounting records must be periodically reviewed for accuracy and completeness. This need is met through the night audit.
- Although the name implies that this process takes place in the evening, this is not necessarily the case. In hotels with computerized front office accounting system, the audit can be conducted at any time during the day. Some computerized

properties choose to call the audit the front office audit or update.

## Departure

- This is the final element of guest service. Checking the guest out of the hotel and creating a guest history record
- At check-out, the guest vacates the room, receives an accurate statement of account for settlement, returns the room keys, and departs from the hotel.
- Once the guest has checked out, the front office updates the room's availability status and notifies the housekeeping department.
- During the check-out, the front office determines whether the guest was satisfied with the stay and encourages the guest to return to the hotel – or another property in the chain
- The final element of guest accounting is settlement of the guest's account.
- The purpose of account settlement is to collect money due the hotel. Depending on the guest's credit arrangements, the guest will pay cash, sign a credit card voucher, or verify direct billing instructions.
- Account balances should be verified and errors corrected before the guest leaves the hotel. Problems may occur in guest account settlement when charges are not posted to the guest's Settling accounts for departed guests is generally handled by the

accounting department – not the front office. However, the front office is responsible for providing complete and accurate billing information, to assist the back office accounting division in these efforts.

- Once the guest has checked out, the front office can analyze data related to the guest's stay. Front office reports can be used to review operations, isolate problem areas, where corrective action may be needed, and pinpoint out business trends.
- Operation analysis can help managers establish a standard of performance which can be used to evaluate the effectiveness of front office operations.
- Account until after the guest checks out. These charges are called late charges.

### **Front Office Accounting**

- A front office accounting system monitors and charts the transactions of guests and businesses, agencies, and other non-guests using the hotel's services and facilities.
- An effective guest accounting system consists of tasks performed during each stage of the guest cycle. In brief, a front office accounting system:
  - Creates and maintains accurate accounting file for each guest or non-guest account;
  - Tracks financial transactions throughout the guest cycle;

- Ensures internal control over cash and non-cash transactions; Records settlement for all goods and services provided

## **Unit-11-ARRIVAL PROCEDURE**

### **ARRIVAL PROCEDURE GUEST ARRIVES AT THE HOTEL:**

- Doorman greets the guest, opens door of the vehicle and helps guest alight. Bellboy unloads guest luggage, carries it to the bell desk, directs the guest to the reception counter.

### **GUEST ARRIVES AT THE RECEPTION COUNTER:**

- Check expected arrivals list. Reconfirm accommodation requirements and mode of payment and special instructions with the guest.
- Check correspondence file for clarification if necessary. If the guest is an unknown FIT, if the mode of payment is cash ask the guest for an advance voucher or the pre-typed GR card or registration record and give it to the guest for completion.
- In the mean time check for the mail and messages for the guest.
- Decide on the room to be allocated from room rack availability of the type of room required.
- Prepare the key card and/ or welcome slip. Collect key,
- prepare lobby attendant's errand card.

- Check that the registration card is properly filled. Ensure guest signature and then sign. In some hotels details of advance voucher are noted on the registration record at this stage.
- Hand over to the guest to the guest key card and / or welcome slip.
- Call for the Bell boy; enter his name on the errand card.
- Handover key to the Bell boy and instruct him to escort the guest to the room. (announce guest name and room number clearly but softly, at the same time indicating guest to the bell boy so as to avoid mistakes).
- After the guest leaves the counter inform Telephone department and Room Service immediately on phone.
- Prepare rack slips for room rack and Information rack. If hotel policy dictates prepare rack slips for Room Service and Telephone department. Also the slips themselves serve as arrival notification slips ( permanent notification slips). Otherwise temporary notification slips may be prepared and sent.
- Housekeeping department has to be informed.
- Attach reservation form and relevant correspondence to the guest registration card and sent to the Cashier to open the guest folio.



- In some hotels, guest folio is opened by the Receptionist and sent to the cashier with the rest of the forms to be maintained till the guest departure.
- Make entries in the arrival and departure register.
- Prepare 'C' Forms for foreigners.
- Calculate room position. Block room for existing reservation. Make amenities voucher if required.
- Formula for calculating room position:  $\text{Room position} = \text{Available rooms} - \text{Expected arrivals} + \text{Exp. Dep.} - \text{Out of order}$

#### ARRIVAL PROCEDURE Guest without a reservation (walk in guest):

- Find out the requirement of the guest and allot a room as per the guest request.

#### Guest with a reservation:

- Obtain the name of the guest. Check for the name of the guest in the expected arrivals list and tick it off.
- Check if the room is already blocked or allocated from the room rack. If not, then identify a suitable vacant room from the room rack to be assigned to the guest.
- Confirm the mode of payment. If cash, then request an advance payment. If the guest is paying by credit card, take an imprint of the credit card and validate the card.

- Offer a blank registration card if the guest is not pre-registered. Let the guest fill up the registration card and check it to see if all details have been entered.
- Prepare the key and welcome card.
- Summon the bell boy to fill the errand card for the bell boy. Let the bell boy escort the guest to the room.

## Unit-12-Bell desk



Operations at this desk are controlled by Bell captain. In case of large & very large hotels this responsibility is taken care of by the senior bell captain.

There are bell boys/ porters/ page boys working under the bell captain.

➤ This small desk is located:

- In the lobby
- In front of the front desk
- Near the entrance
- Near the luggage elevator

The 'left luggage room is located next to this small desk.

- Bell desk communicates with:-
  1. Doorman
  2. Reception/ Information/ CashierS
  3. Lobby manager

### **Functions performed**

- Paging of guests.
- Handling mail & messages for in-house guests.
- Collection of room keys from the guest at the time of departure & depositing at the reception.
- Handling and distribution of newspapers & magazines.
- Postage stamps and outgoing mail.
- Handling other services like door service, car parking, crew/ group wake call service.
- Helping lobby manager to check discrepant rooms.
- Handling and storage of luggage left by the guest for temporary storage.

- Transportation of Luggage of the guest at the time of Arrival and Departure.
- Conducting Light Housekeeping services in the Lobby Area.

#### **Basic equipment used**

1. Luggage trolley
2. Intercom telephones
3. Postage scales
4. Date & time stamping machines
5. Stamp folder
6. Luggage net
7. Paging board

#### **LEFT LUGGAGE FACILITY**

- Hotel guests, at times wish to leave their luggage in the custody of the hotel left luggage room.
- The luggage will be kept in the left luggage room under following circumstances:

##### **On arrival :**

- The guest may not need all the luggage, he is carrying with him to his room.

##### **On departure :**

- When he intends to return to the hotel after a short trip to another city OR when the guest wants the luggage piece to be picked-up by another friend or relative OR when the guest is not

able to make immediate payments of the bills OR when the guest checks out of the room at noon to save extra billing but is bound to leave by an evening flight.

This service is provided only to hotel residents.

➤ **Conditions Applied for Accepting Left Luggage :**

- Hotel accepts baggage or package for storage in a condition that hotel shall be in no way liable for loss caused to it through water, fire, theft, or any such causes.
- Hotel shall not be responsible for the luggage after 30 days of storage.
- Precious items, jewelry, important documents ,etc. won't be accepted for storage. Guest is advised to contact any scheduled bank and hire a locker for such purposes.
- No edibles, explosives or inflammable material should form a part of the content of goods being given for storage.
- Guests are requested to ensure that the baggage handed over for storage is properly locked and secured.
- Guests are requested to sign the register in the left luggage room at the time of handing over and receiving their baggage.
- In some cases, a fixed charge per piece per day will be levied for each baggage occupied for storage.
- Baggage will be handed over only on the production of baggage check.

### LEFT LUGGAGE REGISTER

Date	Room No.	Name Of the Guest	Baggage Bill No.	Luggage Tag No.	Description Of luggage	Date of Delivery	Remarks

### LUGGAGE CONTROL AND BELLBOYS CONTROL

- Many guests arrive at the hotel with heavy baggage or several pieces of luggage. Guests receive help from the bell attendants.
- Bell attendants provide baggage service between the Lobby area and the guest room.

Activities at the bell desk on arrival:

- Bell boy returns to the bell desk with errand card and hands it over to the bell captain.
- Hotel tags are prepared and fixed by the bell boy in the presence of the guest to identify the luggage and avoid confusion or mistakes.
- Bell boy escorts the guest to the room with the luggage.
- Places luggage on the luggage stand or as directed by the guest.



- Returns to the bell desk and punches time of return on the errand card.
- The details on the errand card are filled up by the bell captain.
- He also makes entries of the details into his control sheet on the bell boys return.
- The errand card contains details such as the description and the number of pieces of baggage, the time at which the bell boy left the counter, time of return etc.

### ***Guest Arrival Errand Card***

Bell Boy No.		Date		
Room No.		Name		
Suit Case	Brief Case	Hand Bag	Packets	Others
Remarks				

Bell Boy Sig.

Capt's Sig.

## **Formats and Records Maintained in the Bell Desk**

### **1. Bell Desk Log Book**



2. Left Luggage Register
3. Scanty Baggage Register
4. Stamp Register
5. BellBoy Errand card
6. Inventory Sheet

<b>SCANTY BAGGAGE REGISTER</b>								
Date	Name Of the Guest	Room No.	Name of the Bell boy	Time	Description Of luggage	Remarks	Sign Of Lobby Manager	Sign Of Bell Boy

## Unit-13-MAIL/MESSAGE HANDLING

- Mail handling procedure is a very important function which the Front Office staff has to handle in a hotel.
- A receptionist in a hotel has to be very careful that all the mail receives due attention and are attended to without any delay to avoid embarrassment.

### **Types of mail –**

Incoming & Outgoing,

Ordinary & Registered :

Basically while discussing there are two types of mail. Incoming & Outgoing.

➤ **Incoming Mail:**

- Various types of mail may be received in a hotel, like mail for Hotel Management and Hotel staff and mail for guests.
- In addition the mail may be an ordinary mail or registered/recorded mail etc.
- Staff has to be extra careful about recorded mail. All incoming mail must be DATE AND TIME STAMPED.
- A proper record of all the recorded mail is kept as per requirement i.e., the entries are made in either registered letter book, parcels book or telegram book etc. No such record is maintained for ordinary mail.
- After having date and time marked the mail, it is sorted and classified under 3 main categories.  
**(1) HOTEL MAIL** is identified by the designation of a senior manager of the hotel eg General Manager, Banquet Manager etc. This mail is delivered to the office of the managers concerned.  
**(2) STAFF MAIL** is identified by the presence of the name of employee, designation and department mentioned in the address. This is usually sorted and delivered through the Time Office.  
**(3) GUEST MAIL:** Any mail that is left is supposed to be guest mail

Guest Mail may belong to any one of the following categories

- (1) Present Guest Mail
- (2) Past Guest Mail
- (3) Future guest Mail
- (4) Wrongly Addressed Mail

### **PRESENT GUEST MAIL**

- The guest mail is first arranged in ALPHABETICAL ORDER and then checked against the INFORMATION RACK to identify the PRESENT GUESTS.
- Wherever applicable the room no is entered in pencil on the letters and then they are put in the appropriate room no pigeon hole in the MAIL AND KEY RACK to be handed to the guests when they come to deposit or collect their keys
- Any mail that is left still belongs to guests who have already departed (past guest) or to guests who have still to arrive (future guests)

### **PAST GUEST MAIL**

- Sometime the hotel receives mail for the guests who have already departed from the hotel after having stayed for some period.
- The hotel to avoid any embarrassment as to what to do with such mail and how to hand it over to the person quickly, ask the

departing guest to leave their forwarding address and for how long they would want their mail to be redirected to that address.

- A special program called “Mail Forwarding Card” is used for this.
- Many hotels keep these cards in the stationery folder in the room while others keep these slips at the Front Desk and give them to the guest at the time of departure.
- This card contains the address to which and the dates/period till by which the guest would like all the mail received by the hotel after his departure to be forwarded.
- These cards are filed alphabetically and when the expiry date is reached they are cleared out systematically. Any letter received after the expiry date is either returned back to the sender or in case the permanent address of the guest is available, is redirected to him at his permanent address.
- The remaining mail is still in alphabetical order and checked against the Mail Forwarding Cards and where applicable they are Redirected.
- Details of mail redirected is entered on the reverse of the Mail Forwarding Card.

#### **FUTURE GUEST MAIL**

- General mail for guests yet to arrive is kept in the back office in pigeon holes marked alphabetically.

- An indication is made in the reservation record about this awaited mail i.e., in case of Whitney system the words “Awaited Mail” is written on the Whitney slip.
- In case of diary system it is recorded in the diary against his name in remarks column and in case of Computer system it is updated in the computer.
- Later this mail is sent to the Front Desk and is kept with the receptionist in special slot on the day of arrival of the guest and when the guest arrives the receptionist hands over the mail to the guest at the time of registration.
- If there is any mail that is delivered within thirty days after it has been received, it is marked “Addressee Unknown” and sent back to the Post Office which will send them to the Dead Letter Office..

#### **Outgoing Mail :**

- Outgoing mail of the hotel include mail of the hotel and guest.
- Outgoing Hotel Mail is handled by the individual departments.
- The various departments have their own secretarial staff who maintain record of all outgoing mail.
- Large Hotels use Franking Machine for postage. If the volume of mail is high the use of Franking Machine save lot of time. This machine is hired / purchased generally from the Post & Telegram department or any authorized supplying company. This machine stamps on the envelope (or on an adhesive tape) the amount of postage required and the date cancellation mark.

- Advance payment has to be made to the post office to cover the value of the postage expected to be used. As the stamp value is printed on the envelope, the amount is reduced on the machine till it reaches zero value. The machine will then automatically lock and the post office will again charge it after further payment. While using the machine care must be taken that the correct denomination of stamp is put on envelopes.
- The date stamp must be altered every day as the post office will not accept the prior post dated mail.
- One of the most important things for the staff to know is the current postal regulations.
- Besides the outgoing mail of Hotel, the Hotel also provide the service of posting letter etc. for the guest staying at the hotel.
- Generally the bell desk keeps stamps and letter and parcels scale.
- The stamp folder is used to prevent the stamps from getting lost.
- The folder contains separate divisions for various denominations.
- The stamp folder should be kept under lock and key.
- The letter and parcel scale is used to weigh the mail to ensure that correct amount of postage is affixed.
- Some hotels use a book called postage book to keep the record of postage used. All mail for dispatch if franked by a franking machine or if the stamps are used should be entered into postage book.



The procedure of sending ordinary mail for guest is simple. The guest leaves his mail (to be posted) at the Bell Desk where it is weighed and then the necessary stamps are affixed and posted.

- In case of Registered mail the mail is sent to post office, which issue an special official receipt. These receipts are retained as they are required to be produced in case a claim for clarification from the guest.

## **Unit-14-CHECK-OUT AND SETTLEMENT**

### **Check-out and Account Settlement:**

The major activities, which are conducted at departure, include:

1. Resolving outstanding guest account balances
2. Updating room status information
3. Creating guest history records

### **Departure Procedures:**

At checkout, front office clerks shall:

1. Check for mails, messages, and faxes
2. Check for safe deposit box, or in-room safe keys
3. Post all outstanding charges
4. Verify account information



5. Inquire about additional recent charges
6. Present the guest folio for guest signature
7. Verify the method of payment
8. Process the account payment (i.e. zeroing out the account)
9. Update the room status

**1. Methods of settlement:**

- Full cash payment: the front office clerk shall destroy the guest's credit card voucher
- Personal check payment: the front office clerk shall shift the credit from guest ledger to personal check account, which is a sub-account of the city ledger and the guest shall only sign a personal check voucher
- Credit card payment: the front office clerk shall shift the credit from guest ledger to credit card account, which is a sub-account of the city ledger and the guest shall only sign a credit card voucher
- Special program payment: the front office clerk shall shift the credit from guest ledger to special program account, which is a sub-account of the city ledger and the guest shall only sign a special program voucher
- Direct billing payment: the guest shall sign only his/her folio, and depart. Later, he/she, upon receipt of hotel invoice, shall deposit a certain amount of money in the hotel bank account.

- Combined settlement method: In this case, depending on which combination, front office clerk shall proceed by preparing different kinds of vouchers!

### **Sales minded cashiers!**

As guests tend to depart from the hotel, the cashiers shall approach them in the following way:

- Provide them comment cards and encourage them to use these very cards
- Thank the guest for choosing the hotel and wish him/her a safe trip
- Ask the guest whether he/she is considering returning to the property on any return trip to the area. Cashiers might sometimes accept future reservations!

### **Late check out:**

- Late check out refers to the situation where guests check out after the hotel's established check out time. Late check out shall not be considered as a guest right, rather a privilege which might be honored by the front office manager upon room availability whether free of charge or charged a late check out fee.

## Check Out Options:

- There are a lot of innovative ways to check out apart from the traditional way. Below are two commonly used check out options (apply usually only to guests who have provided valid credit cards at registration):
  - **Express check out:** This is usually convenient for guests who decide to check out very early in the morning. In fact, at night, bellboys (for example) shall slip the guest folio under the expected departed guestroom. When the guest wakes up, he/she shall sign the guest folio, and the credit card voucher, leave the room, give back the room key to the bellboy, and departs.
  - **Self check out:** Guests might check out using self check out terminals situated at public areas or in their rooms if in-room check out systems are integrated with front office main frame.

## Unpaid Account Balances:

Unpaid account balances occur because of the following reasons, most of which are because hotels do not operate fully-automated systems:

- A guest has fully / partially settled his/her account with a method of payment other than cash
- A departing guest honestly forgetting to settle his/her account

- Late charges (being one of the most important reasons)
- Skippers

In order to minimize late charges, front office clerks shall:

- Post transactional vouchers as soon as they arrive at the front desk
- Survey front office equipment, voucher and folio racks for non-posted charges before the front office clerk checks a guest out
- Ask departing guests whether they have incurred any charge purchase or placed long distance telephone calls, which do not appear on their final folio

#### **Account Collection:**

All unpaid account balances shall be transferred to city ledger accounts, which might have the form of:

- Credit card billing
- Direct billing
- Travel agency accounts
- Bad check accounts
- Skipper accounts
- Disputed bills accounts
- Guaranteed reservation accounts
- Late charge accounts
- House accounts

## Account aging:

Account aging refers to the method(s) of tracking past due accounts based on the dates the charges were incurred. To illustrate, credit card payment accounts usually have ages of maximum one month. However, some other non-guest accounts (ex. late charges, disputed bills, bad checks and skippers accounts) might have ages measured in months, and even years. Below, is the terminology associated with each account age:

- Less than 30 days accounts                   ⇒ Current Accounts
- More than 30 days accounts               ⇒ Overdue Accounts
- Older than 90 days accounts             ⇒ Delinquent Accounts

## Front Office Records:

The major two front office records that are stored at departure are guest history records (which are stored alphabetically) and guest folios (stored numerically)

### ➤ Guest history records:

1. Guest history records are collections of personal & financial data about guests who have stayed at the hotel. Maintaining guest history records helps the hotel better understand its clientele and determine guest trends when they develop. Moreover, these very records might serve as a source of mailing list or to identify guest characteristics that are important to strategic marketing. In addition, they serve as

to develop and place advertisements that appeal to the types of clientele the hotel attempts to attract. Finally guest history records points out the need for a new, supplementary, or enhanced services.

2. Moreover, even though guest history records are stored in the front office department, they are handed to marketing department, whenever needed. In fact, marketing department might get use of guest history records as to create a program to reward frequent guests with a free stay after a certain number of visits, or as an indicator to watch out for future repeat guest reservations in order to increase the hotel's repeat business market share.
3. Guests tend to remember the friendliness, convenience, and special services that distinguish one property from another. This is called competitive advantage.

## **Unit-15- SAFE CUSTODY OF GUEST VALUABLES**

- The hotelier has a liability towards the property of a guest and he is obliged to accept articles such as jewelry, cash, etc for safekeeping.
- The hotel can either accept articles from the guest for safekeeping or can provide facilities like lockers where the guest can keep his valuables.

The hotel has to display a notice informing the guest about the



safekeeping facilities in a prominent place where it can be noticed by the guest.

- The hotelier must also inform the guest about these facilities orally. Once he has accepted the responsibility for the safety of the guest valuables, the guest can claim damages for the following:
  1. The property was lost or damaged in spite of the fact that they were given for safekeeping.
  2. The hotel refused to accept guest's valuables for safekeeping and later they were lost or stolen.
  3. The hotel failed to display a notice in a prominent place and the guest was not aware of this facility.

#### **PROCEDURE:-**

##### **1. COMMON SAFE:-**

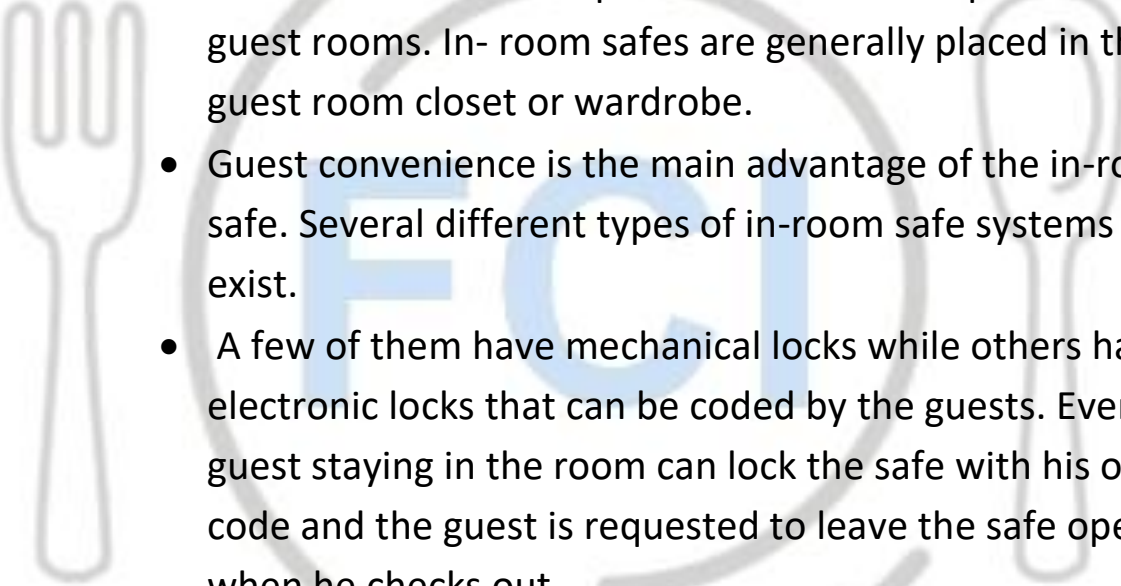
- When a guest deposits his valuables for safe custody, he is given a specially prepared envelope in which he puts the articles. He seals the envelope and signs across it.
- The cashier gives a receipt for the envelope. The receipts are serially numbered and are in triplicate. Top copy is given to the guest, second copy is attached to the envelope and the third copy is the book copy.



- A deposit register is also maintained in which the details of the receipt are posted.
- When the guest requests for the return of the property, he gives back the original of the receipt. This is cancelled and is attached to the third copy in the book. The deposit receipt book is checked against the deposit register to ensure that all deposits have been entered in the register and all the receipts are returned to the book after returning the guest article.

## **2. INDIVIDUAL SAFE DEPOSIT LOCKERS:-**

- As the above process is time consuming and could lead to confusion, mostly individual safe deposit lockers are used.
- When valuables are to be deposited the guest is given the key of the locker, which he signs for and the particulars are recorded in the 'Safe deposit locker record sheet'.
- There are two keys for each locker. When the locker has to be opened, both the keys have to be used. The cashier is responsible for the control key and the second key is the guest key. The cashier uses his key and then the guest can open the locker with his key.
- This prevents the guest or the staff from tampering with the lockers. The front desk must verify the identity of the guest before granting him the access to the safe deposit box.

- 
- The guest is required to sign a form requesting the access to the locker and the staff will verify the signature with the guest signature on the safe deposit locker form.
  - A few hotels also take a deposit for the key. It is refunded at the time of departure on production of the key receipt.
  - In some hotels safe deposit lockers are also placed in the guest rooms. In- room safes are generally placed in the guest room closet or wardrobe.
  - Guest convenience is the main advantage of the in-room safe. Several different types of in-room safe systems exist.
  - A few of them have mechanical locks while others have electronic locks that can be coded by the guests. Every guest staying in the room can lock the safe with his own code and the guest is requested to leave the safe open when he checks out.
  - In case a guest does not remember the code, he can take help from the hotel security officers who have a master key that will open the safe.
- FOOD CRAFT INSTITUTE  
JAMMU

### SAFE DEPOSIT LOCKER APPLICATION

FROM:-Mr./Mrs./Ms. \_\_\_\_\_

ROOM NO. : \_\_\_\_\_

Please allot me a safe deposit locker for my personal use.

I agree to pay the charges for the same as per the terms and conditions of the organization.

LOCKER NO. : \_\_\_\_\_ KEY NO. : \_\_\_\_\_

DATE OF ALLOTMENT : \_\_\_\_\_

TIME OF ALLOTMENT : \_\_\_\_\_

SIGNATURE OF THE GUEST : \_\_\_\_\_

SIGNATURE OF THE FR. OFFICE CASHIER : \_\_\_\_\_

### TERMS AND CONDITIONS

I confirm to use the safe deposit locker for storing valuables and cash at my risk.

I undertake not to misuse the safe deposit locker for the storage of damaged, Combustible and other objectionable items.

I assure to keep the safe deposit locker key in my possession and hand over the same at the time of check-out.

In case of loss of safe deposit locker key, I agree to pay Rs. 1,500/- towards the cost of replacement of the lock.

I agree to pay a rent of Rs. 25/day

\_\_\_\_\_  
Guest Signature.

## **Unit-16- BASIS OF CHARGING**

### **1. CHECK-IN / CHECK-OUT BASIS**

As per this system, a particular time of the day is fixed as the check-out time. The most common is a 12 noon check-in / check-out system. According to this, the day starts at 12 noon daily and ends at 12 noon the next day, immaterial of the time at which the guest checks-in. If the guest has checked-in in the morning before 12 noon and intends to stay overnight, then from the point of his check-in, till 1200 hrs that day makes one day and from 1200 hrs till the next day, becomes another day. As a result, when the guest stays sometimes for 24 hours or lesser, he could be charged for more than a day. In other words, the same room may be sold twice in the same day.

- Since it is not practical for any guest to check in at exactly 1200 hrs, most hotels permit a grace period (of about 2 hours), before and after checkout time. Though the system is good for the hotelier, many guests may think of this system as unreasonable. To ensure renewed patronage by the guests, many hotels today tell a guest that there exists a two hour grace period for check-in or check-out, but actually give a leeway of three hours to avoid disputes. Also, for an early morning check-in after 0600 hrs, instead of a full day extra to be charged, most hotels charge only a half day's charges. Following the same systems, when a guest checks-out as late as 1800 hrs, a half day tariff is again charged instead of a full day's charge. The logic that is explained in this system is that the room cannot be sold after that point of the day.

For an early morning check-in, the guest could be told that the room could not have been sold the previous night. However, the least amount charged is a minimum of one day's charge.

- e.g., (1) Mr. A. checks-in on Sunday at 1200 hrs to room # 101.  
Mr. A checks-out on Monday at 0030 hrs from room # 101.  
Mr. B. checks-in on Monday at 0200 hrs to room # 101 and checks-out at 1200 hrs on Monday.  
Mr. A. And Mr. B will both be charged for one day each.
- e.g., (2) Mr. X checks - in at 0500 hrs on Monday.  
Mr. X checks-out at 0600 hrs on Tuesday.  
Mr. X will be charged for two days as per this system.

## **2. 24 HOURS BASIS**

As per this system, the guest is entitled to keep his room for a period of 24 hours from the point of the guest's check-in, for a day's charge. There is no fixed time of arrival for the guest. This system of charging is generally practised at resort hotels.

e.g. Mr. X checks-in at 1300 hrs on Tuesday. He will be charged for one day till 1300 hrs on Wednesday.

## **3. PER NIGHT BASIS**

According to this system, the guest is charged on the basis of the number of nights he stays. This system has evolved from the 24 hours system of charging, and is not very much in use in the modern day hotels.

Very much connected to this system of charging is the concept of Day Rate or 'Day Use Rate'. This is a concessional rate given to guests who do not stay over-night in the hotel. Usually this is targeted at business clientele who use the room from 0900 hrs to

1800 hrs. The guest may check-in to the hotel for a wash and change in the morning, leave his baggage in the room and carry on for his business. He may return in the evening, have a wash and change, check-out and take the evening flight out.

## **SPECIAL RATES**

Very often a room may not be sold at the tariff quoted on the tariff sheet. The rooms may be discounted or special rates may be applied under certain conditions, or as a special case.

### **1. COMPANY VOLUME GUARANTEED RATE (CVGR)**

Based on the room night potential of different companies, certain hotels give a special rate to those companies which contribute a large volume of room nights. This special rate offered came to be called as the 'Company Volume Guaranteed Rate' (C.V.G.R) or 'Company Guaranteed Rate' (C.G.R.). The higher the volume of business, the higher was the percentage of discount given. For this purpose, all those companies which offer a large quantum of business could be 'A' rated. As the contribution figure dipped, the company rating would also drop to 'B' or even 'C' for those with a relatively poor volume of business.

Many hotels today, in order to accommodate all category of employees from one particular organization, have gone ahead and offered very low rates to the lower down officers, and higher rates to the top brass of the company, based on their entitlements and expenditure capabilities. A record of the room night contribution (R.N.C.) of individual companies are maintained either on a computerized system or manually by an alphabetically

indented register. Periodically, the companies are informed of their volume contribution. If the expected room night contribution was not maintained by any one company, they would fall to a lower rating or even be left out of the C.G.R. list after the total period of assessment.

## **2. PACKAGE RATES**

Many resort hotels (especially during lean/Off season periods) and some commercial hotels from time to time coin seasonal packages for different durations (e.g: two nights three days/three nights four days), which may include besides the room and meal, a complimentary airport transfer, sightseeing, entertainment etc.

## **3. OFF-SEASON RATES**

Most resorts and other seasonal hotels have separate tariffs for peak and off-seasons. The off-season rates are much lower than regular or peak-season rates.

## **4. EMPLOYEE RATE**

Employees of major hotel chains have a special employee rate for all employees at their member hotels within the chain. This is however based on the availability of space and policy of the individual hotel.

## **5. F.H.R.A.I DISCOUNT**

The Federation of Hotel and Restaurants Association of India (F.H.R.A.I) is a major association of hotels and restaurants in India. As a gesture of goodwill for members of the same fraternity, the association issues membership cards to the Proprietor / Partners / Chairman / M.Ds of these establishments, which entitles them to a special discount( presently 30% on room rent, food and beverage (excluding liquor), if paid by cash and 25% if settled



through a credit card. The percentage of discount and other conditions are subject to change).

## **6. AIRLINE CREW**

Most airlines enter into a contract with hotels in different cities where its flights commute, wherein staff of the airline (crew) are given a very special rate for a fixed period. Their duration of stay may be a few hours upto a maximum of 24 hours. There is also another special rate negotiated for the lay-over passengers. The food-plan applied would be based on the requirement, but the food element computed is also on a discounted basis.

## **7. GROUPS**

Groups (G.I.T - Guest in Transit) are given special rates due to the number of rooms taken by them at a time. A group under standard stipulation, comprises of 15 guests or more. Based on the discretion of the Management, the group leader may be given a complimentary room for a minimum of 15 paying customers.

Guests who do not come into any of the above groups are called as 'F.I.Ts' or Free Individual Travellers. i.e., they are not part of any group or company enjoying special rates. When these are Indians or Domestic clientele, they are referred to as 'D.F.I.T'. or 'Domestic Free Individual Traveller'. Similarly, if the guest is not a domestic traveler i.e., if he is a foreigner, then he is called as 'F.F.I.T'. or 'Foreign Free Individual Traveller'.

## **8. CRIB RATE**

This is a special rate applicable in some hotels to children. Most Indian hotels prefer to compliment upto a maximum of two children below the age of twelve.

## **9. EXTRA BED / EXTRA PERSON CHARGES**


As most five star hotels today do not have single rooms, but have only double rooms which could accommodate a minimum of two guests, a third person if present, is given an extra bed and charged. This charge is in most hotels levied even if an extra bed is not given. The rate charged could be approximately 20 to 25% of the room rate.

Besides the above, special rates may also be given to a hoard of other category of people based on the discounting policies of the management. Some of these might be commercially important persons (C.I.Ps) for publicity and promotion purposes, influential persons like company directors, decision makers, top executives, travel writers, etc. Such discounts have to be authorized by a senior member of the Management.

## **Unit-17- THE NIGHT AUDIT**


Front office records must be periodically reviewed for accuracy and completeness. This need is met through the **NIGHT AUDIT**. With computerized accounting it can be carried out at any time during the day. These properties choose to call the audit the ***Front office audit or System up date***. Even though computerized properties can perform these functions at any time, they almost invariably follow the night time tradition since the no. of transactions are less during the late night or early morning hours. Performing the night audit requires attention to accounting detail, procedural controls and the guest credit transactions.

### **Duties and responsibilities of a night auditor:-**

- 
- The night auditor is an official of the hotel who verifies the correctness of the guest accounts checks the entries of the day's sales and verifies whether the cash collected during the day has been duly accounted for with the help of summaries and statements received from various departments during the night shift.
  - The night auditor should also be familiar with the nature of cash transaction affecting the front office accounting system.
  - The night auditor typically tracks room revenues, occupancy percentages and other operating statistics.
  - In addition, the auditor prepares a daily summary of cash, check and credit card activities that occurred at the front desk. These data reflect the front office's financial performance for the day.
  - The night auditor summarizes and reports the results of the operations to the front office management. This accounting data can also be used by hotel's accounting department for the generation of further statistical reports.
  - The night auditor establishes guest and non guest account integrity by cross- referencing account posting with departmental source documentation.

### **The Night Audit Process:**

A manual accounting module simply is not feasible for a large hotel's front office operation. The duties of the night auditor working with a non-automated system are as follows:

- 
- All pending vouchers, left unposted by the previous billing clerk are entered into the guest account.
  - Charges room rate to all guest accounts and accumulates room charges for the day are also posted in the guest account
  - Closes all guest accounts for the day in the Visitors Tabular Ledger as well as in the Guest Weekly bills
  - Prepares new sheets of Visitor Tabular Ledger for coming day and opens all guest accounts
  - Totals Debit and Credit sides of each V.T.L.
  - Two transcripts of the guest accounts are prepared; one for the in-house guests and the second for the departed guests
  - The total individual items showing the transcript are compared with the respective sale summaries of the departments
  - The total room sales is compared with the room sales shown by the V.T.L., room count sheet and the night receptionists room sales report
  - The total food sale is compared with the restaurant sale summary, cash book summary and V.T.L. food column
  - The total of the bar sale is compared with the bar allocation sheet of control dept. and cashiers bar sale summary and V.T.L. bar column.

- The total of telephone column is compared with the telephone summary and V.T.L. telephone column.
- The total of other departments is compared with the sales journals of these departments and respective columns of the V.T.L.
- The balance b/f is compared with the balance c/f for the previous day
- The total of cash receipts is compared with the front office cash sheet
- The allowance vouchers are not listed in the front office so the night auditor prepares a consolidated statement of allowances. The total of these is compared with the allowance column of the transcript.
- Sends the departmental summaries, transcript sheet, V.T.L., etc. to the income auditor.

The following steps are common to the sequence of a night audit :

### **1) Complete outstanding postings**

One of the primary functions of the night audit is to ensure that all transactions affecting guest and non guest accounts are posted to appropriate folios before the end of the day. Charges posted to wrong date will confuse guests and severely complicate cross-referencing. Posting errors can also lead to discrepancies and delays at check-out.

Though the transactions have to be posted to the proper account as soon as they are received, the night auditor must confirm that all the transactions received by the front office for posting are been posted, before starting with the audit routine.

Incomplete posting will result in errors in account balancing and complicate summary reporting. In addition to completing posting functions, the night auditor verifies that all vouchers for revenue center transactions are posted. If the hotel does not have interfaced computerized telephone call accounting system, outstanding telephone charges may require manual posting. In case of a point of sale or call accounting system interfaced with the front office accounting system, the previously posted totals should be verified to ensure that all outlet charges have been posted. This can be done by generating printed posting reports from the interfaced system and comparing them with the total reported by the front office account system. If the figures are identical, the systems are in balance. If they do not tally the auditor begins to compare transactions between the two systems to identify the transactions that have been omitted or improperly posted.

## **2) Reconcile Room Status Discrepancies**

Room status discrepancies must be resolved in a timely manner since imbalances can lead to lost business and cause confusion in the front office. Errors in room status can lead to lost and uncollectible room revenues and omissions in postings. The front office must maintain current and accurate room status information to effectively determine the number and types of rooms available for sale. For example, if a guest checks out but the front desk agent fails to properly complete the check-out procedure, the guest's room may appear occupied when it is

really vacant. This error in procedure could prevent the room from being rented until the error is discovered and corrected.

In manual and semi-automated hotels, before the end of the day, the night auditor **reconciles discrepancies between the daily housekeeper's report and the front office room status system.**

(the room rack and guest folios in manual and semi-automated hotels). To minimize errors, housekeeping departments typically require staff to record the perceived status of all rooms serviced. The auditor must review front office and housekeeping department reports to reconcile and finalize the occupancy status of all rooms for a given night. In fully automated hotels, the night auditor compares the daily housekeeper's report with the room status report of the system and the bucket where the registration cards for in-house guests are kept.

If the housekeeping report indicates that a room is vacant, but the front office believes it is occupied, the auditor should search for an active room folio and registration card. If the folio exists and has a current outstanding balance, there are several possibilities:

- A guest may have departed but forgotten to check out.
- A guest may be a skipper who left with no intention of checking out.
- A front desk agent or cashier may not have properly closed the folio at check-out.

After verifying that the guest has left the hotel, the night auditor should process the check-out and set the folio aside for front office management review and follow-up. If the folio has been settled, the front office room status system should be corrected to show that the room is vacant. The night auditor should verify



the guest folio against the housekeeping and the room status reports to ensure that all three are consistent and in balance. In a computerized system, the check-out process is normally linked to a room's management function that automatically monitors and updates the room's status. Few, if any, room status discrepancies should occur in a computerized front office system, but the night audit process is still necessary to ensure accuracy.

### **3) Balance All Departments**

The night audit process can become quite complicated when errors are discovered. It is generally considered more efficient to balance all departments first and then look for individual posting errors within an out-of-balance department.

The night auditor typically balances all revenue center departments using source documents that originated in the revenue center. The night auditor seeks to balance all front office accounts against departmental transaction information. Vouchers received at the front desk and other documents are totaled and compared with revenue center summaries. Even fully automated front office accounting systems rely upon source documents to help resolve discrepancies as they arise.

When the front office accounting system is out of balance, the correctness and thoroughness of account postings must be investigated. A detailed department audit (by shift or by cashier) may be conducted and individual postings reviewed until the front office accounting error is corrected.

The process used to balance the revenue center departments is often called the trial balance. The night auditor completes the trial

balance before verifying the final system balance and creating final night audit reports. The trial balance usually uncovers any corrections or adjustments that need to be made during the night audit process. Night auditors often perform the trial balance before posting room and tax charges. Doing so can simplify the final night audit procedure. If the trial balance was correct and the final balance is wrong, the auditor can deduce that the error must relate to the room and tax posting.

It is important to note that a mathematical balance in guest and non-guest accounts against departmental totals does not necessarily mean that the proper accounts were selected for posting. Posting the correct amount to an incorrect account would still present an imbalance total. This type of error usually goes unnoticed until a guest has a problem with the validity of an entry on his or her statement.

Exhibit presents a sample sequence of night audit procedures useful in departmental balancing.

#### **4) Verify Room Rates**

The night auditor may need to complete room revenue and count report such as the one shown in Exhibit. This report provides a means for analyzing room revenues since it shows the rack rate (price) for each room and the actual rate at which the room was sold. If a room's rack and actual rates do not match, the night auditor should consider several factors.

- If the room is occupied by a member of a group or by a corporate-rate customer, is the discounted rate correct.

- If the room is complimentary, is there appropriate supporting back-up for the rate (for example, a complimentary room authorization form).

The proper use of room revenue and count information can form a solid basis for room revenue analysis. The night auditor may be required to produce a copy of this report for review by front office management. Some hotels today measure room revenue potential against actual room revenue.

The actual room revenue posted is compared with the rack rate of the rooms occupied for the night. The comparison may be shown as a percentage. The night auditor may be responsible for calculating this number and reporting it as part of the night audit or it may be done automatically by the front office computer system.

### **5) Verify No-Show Reservations**

The night auditor may also be responsible for clearing the reservation rack or filing and posting charges to no-show accounts. In posting no-show charges, the night auditor must be careful to verify that the reservation was guaranteed and the guest never registered with the hotel. Sometimes duplicate reservations may be made for a guest or the guest's name may be misspelled and another record accidentally created by the front office staff. If these are not identified by front office or reservation staff, the guest may actually arrive but appear to be a no-show under the second reservation.

No show billings must be handled with extreme care. A front desk agent who does not record cancellations properly may cause clients to be billed incorrectly. Incorrect billing may lead the credit card company to re-evaluate its legal agreements and relationship with the hotel. Incorrect billing may also cause the hotel to lose the guest's future business and (if applicable) the business of the travel agency that guaranteed the reservation. All front office staff must adhere to established no-show procedures when handling reservation cancellations or modifications.

## **6) Post Room Rates and Taxes**

Posting room rates and room taxes to all guest folios typically takes place at the end of day. Once room rates and taxes are posted, a room rate and tax report may be generated for front office management review. The ability to electronically post room rates and room taxes on demand is surely one of the most frequently cited advantages of an automated front office system over manual and semi-automated systems. Once the night auditor has verified the room rates to be posted, the computer can auto-post numerous room rate and room tax charges to the appropriate electronic folios in a matter of minutes. With manual or semi-automated systems, the procedure required to post room rate and room tax can be very tedious and time consuming. In addition, automatic charge postings are accurate, with no chance for pickup, tax calculation, or posting errors. This feature can be especially important to hotels located in municipalities that have bed or occupancy taxes in addition to a sales-tax. Some automated hotels may pre-set their computer systems to post

daily recurring charges, such as valet parking or gratuities. Auto-posting these charges can save night audit time and improve accuracy.

## **7) Prepare Reports**

The night auditor typically prepares reports that indicate the status of front office activities and operations. Among those prepared for management review are the final department detail and summary reports, the daily operations report, the high balance report, and other reports specific to the property.

**Final department detail and summary reports** are produced and filed along with their source documents for accounting division review. These reports help prove that all transactions were properly posted and accounted for.

**The daily operations report** summarizes the day's business and provides insight into revenues, receivables, operating statistics, and cash transactions related to the front office. This report is typically considered the most important outcome of the front office audit.

**The high balance report**, as shown in Exhibit, identifies guests whose charges are approaching an account credit limit designated by the hotel (the house limit).

In a computerized front office system, the computer may be programmed to produce many management reports on demand. For example, the high balance report may be produced at any time during the day as a continuing check on guest transactions and account balances.

In addition, other reports are usually created at this time by the night audit. A report showing each group in the hotel, the number of rooms occupied by each group, the number of guests for each group, and the revenue generated by each group is common. This report helps the hotel sales department with the group history. The same type of report may be generated for guests on package plans or guests staying in the hotel due to a special promotion or advertising program. Other reports may list guests who stay frequently and guests who are VIPs. In automated hotels, this type of marketing information can be automatically tracked, sorted, and reported.

### **8) Deposit Cash**

The night auditor prepares a cash deposit voucher as part of the night audit process. The night auditor compares the postings of cash payments and paid-outs (net cash receipts) with actual cash on hand. A copy of the front office cashier's report may be included in the cash deposit envelope to support any overage, shortage, or due back balances. Since account and departmental balancing often involve cash transactions, accurate cash depositing may depend on an effective audit process.

### **9) Clear or Back Up the System**

In manual and semi-automated front office operations, totals must be cleared from the system after the night audit is complete. Manual systems are cleared by simply moving the closing balance from the night audit report to the opening balance of the next day's report. In semi-automated operations, the totals in the posting machine must be brought to a zero balance. The night

auditor controls this function so that the possibility of fraud is minimized. As each account is reduced to zero, a separate card (sometimes called a Z card) is used to verify the zero balance. A Z card is usually submitted with the night audit work to show that all accounts have been properly reset. In semi-automated systems, typically only the ending balance is maintained in the posting machine.

Since a computer system eliminates the need for a room rack, reservation cards, and a variety of other traditional front office forms and devices, front office accounting depends on the continuous functioning of the computer system. A system back-up in the night audit routine is unique to computerized front office systems. Back-up reports must be run and various media duplicated in a timely manner so that the front office can continue to run smoothly.

End-of-day reports can be developed and automatically generated by a front office computer system. Normally, at least two guests lists are printed for back-up and emergency use: one for the front desk and one for the switchboard.

A printed room status report enables front desk agents to identify vacant and ready rooms should the computer become inoperable.

**A guest ledger report** can be generated which contains the opening and closing account balances for all registered guests. A front office activity report can also be generated. Such a report contains expected arrival, stay over, and departure information for several days.

In some front office systems, the next day's registration cards are pre-printed as part of the front office activity report. Due to



requirements of the Americans with Disabilities Act, hotels must also keep track of guests with disabilities. One reason for this is to ensure that all disabled guests are accounted for in case of an emergency. This report is usually produced at this time and distributed to the various departments needing this information. Computer-generated front office information should also be copied (backed up) onto magnetic tape or magnetic disk, depending on the system configuration. A system back-up should be conducted after each night audit and stored in a safe place. Many computer systems have two types of system back-up. A daily back-up simply creates a copy of front office electronic files on magnetic tape or magnetic disk. The second type system back-up is performed once or twice a week. This back-up not only copies daily information, but eliminates account and transaction information deemed to no longer be of value. For example, accounts that have been checked out for over three days and have had no activity during that time can be deleted from active computer memory. Following this procedure will reduce the overall amount of computer storage required for back-up. If any account must be researched in the future, it can be found on previously printed reports or the weekly back-up.

#### **10) Distribute reports**

Due to the sensitive and confidential nature of front office information, the night auditor must promptly deliver appropriate reports to authorized individuals. The distribution of night audit reports is the final step in the night audit routine, and is important to efficient front office operations. Informed managerial decisions

can be made if all night audit reports are completed accurately and delivered on time.

## **VISITOR TABULAR LEDGER**

1. A hotel maintains various types of ledgers to keep the record of the debtors, creditors, purchases, sales, assets, expenses etc.
2. Visitors Tabular Ledger is one of these ledgers. As its very name shows, it is a ledger meant for keeping the records of registered guests in an analyzed form.
3. It serves the purpose of the day book on the one hand and registered guest's personal account on the other.
4. It is maintained for keeping the record of all transactions relating to sales of goods and services to registered guests In a systematically analyzed and chronological order.

There are two types of ledgers-one,

Horizontal Tabular Ledger and the other, vertical Tabular Ledger.

- On one side of this ledger, one column is provided to each registered guest and on the other side one column is provided for each item of sale of food, beverages, services etc.
- As in this ledger several columns are drawn to keep the record of the guest on the one hand and the record of sales of different items to guest on the other, therefore, it is known as Visitor Tabular Ledger.
- Visitor Tabular Ledger is maintained in loose-leaf form. A separate ledger is maintained for each day. The number of tabular sheets

used for the day depends upon the number of columns in the sheet and the number of rooms available for guests..

- Tabular Ledger is maintained in the bill office.
- It is written up on the basis of voucher or checks received by them. As and when the transaction with the guest relating to sale or receipt or allowance or transfer etc. takes place the concern department prepares a check and sends the original copy of the check to the bill department.
- The bill department immediately posts the check in the customer account in the visitors tabular ledger and in his individual bill. Thus the sales record and the customer's account are always complete to the minute.
- The customer account, in day's Tabular Ledger, is closed as soon as as he checks out either after making the bill payment or with the permission of the management even without settling the bill. In case of customers, who continue their stay, their accounts for the day are closed at 12 midnight by the bill clerk on the night duty.
- The balance carried forward is calculated and transferred to the respective accounts in the new Tabular Ledger which is opened for the coming day.

## **Unit-18-CONTROL OF CASH AND CREDIT**

- The hotel industry is the only business where the guest enjoy the benefit of credit facility right from the time he comes to the hotel and where the business man whose primary objective is to collect revenue when the transaction is over is deprived of that and gets

benefit only on or after the departure of the guest and that too sometimes after a period of 30-40 days in normal course. This results in the blocking of money and hence creates a situation of greater risk and this demands higher investment and hence it is important that the hotel takes some definite and concrete steps to ensure that the guest accounts will be settled in full at the agreed time therefore protecting the hotel from bankruptcy due to bad debts.

- The hotel should control the credit of its guest to also insure a healthy cash flow. Cash flow means the money which moves in and out of the business.
- The term credit control refers to the various measures taken by the hotel to ensure that the guest settle their account in full either themselves or someone else on their behalf {which may be a credit card company, airline company, corporate office, a travel agent or person} within a specified period of time.
- Various steps are to be taken by different front office personnel at different stages of the guest cycle that will help in credit control.

Credit control procedures used for different guests at the front desk during check-in:

#### **Guest paying by credit card:**

- Guest is required at the time of check-in to present his credit card
- Credit card is imprinted
- Name on the card is tallied with the name on registration card
- Check expiry date of the card
- Check the hotlist to check that it is not blacklisted

- Check that the hotel accepts the type of credit card presented by the guest

### **Guest paying by travel agent voucher:**

- Guest presents travel agents voucher at the time of check in
- These are prepaid vouchers
- These are then tallied with the record copy the travel agent has sent the hotel in advance at the time of reservation
- The receptionist will then attach this voucher to the guest registration card and then sends it to the cashier who will open the folio and mark the instruction as required on the folio

### **Guest checking in with tour groups**

- Groups are usually prearranged and pre registered and the credit procedure is established between the tour operator and the hotel much prior to arrival
- The cashier in such a case will open a master folio in case of group charges
- The POS cashiers are informed not to make any credit sales transactions to any group member for their personal incidentals/expenses and charge cash for the same

### **Guests from Airlines:**

There are two types of guests sent by the airlines:

### **Stay over guests:**

These guests are provided with PSO {Passenger Service Order} or MAO {Meal and Accommodation Order} which detail the services and facilities that will be provided by the hotel to such guests and the airline will pay for the same. The folio in this case will be signed by the guest at check out and the bill is forwarded to the airline company for payment

### **Crew:**

These guests have to sign their bills on checkout which are forwarded to the airline for payment. Services and facilities which are provided by the hotel and paid for by the airline are mentioned in the contract which the airline makes with the hotel

### **Guests having all their charges billed:**

- Look through the billing instructions given at the time of reservation to check what charges are covered by guests and what charges are paid by the company.
- If the room charges are to be billed to company and other incidentals are paid by the guest himself such as laundry, food etc. confirm with the guest at the time of check in itself how he will pay his incidentals and the same instruction must be marked on the folio.
- Examples of such guests are members of FHRAI and TAAI. In such cases a split folio is used where charges are distributed into two {between company/organization and individuals} one for rooms and the other for incidentals.

### **Guest with scanty baggage:**

- These guests are not allowed to purchase anything on credit. All payments are to be settled in cash unless well known to the hotel.
- An advance/deposit is taken from them at the time of check-in to be adjusted against room and incidental charges.
- The registration cards, folio and arrival notification slips will have APC {All payments cash}.
- A credit limit is also fixed in case of well known guests with scanty baggage and the moment his outstanding balance reaches the limit the night auditor prepares a slip which tells the guest to deposit some cash before making any new credit transactions.

### **Walk-in/chance guests**

- To avoid any possibility of a skipper and hence loss of revenue, the hotel will usually ask for an advance payment or deposit at the time of check-in.
- The deposit should be enough to cover the room charges and incidental charges.

### **CREDIT FACILITY FOR COMPANIES/CORPORATIONS:**

- Hotels have to check the solvency status of the company first and also cross check with the company's banker before listing the company on the list of credit approved companies of the hotel.
- The account department maintains this list and is sent to the other departments of the hotel such as reservations, front desk, bills, sales etc.



- Different limits are set for different companies, depending on the size of the company, volume of business provided and the reputation of the company. For example a company with reputation of prompt payment shall get a higher credit limit rather than a newer and smaller company

### **CREDIT CONTROL DURING STAY OF A GUEST:**

- A credit limit is set for the guest depending on his credit profile and then in turn must be marked on his folios.
- The front office must monitor guest and non-guest accounts to ensure they remain within acceptable credit limits. Typically, a line of credit is set for guests who establish charge privileges during the reservations or registration process.
- Guests who present an acceptable credit card at registration may be extended a line of credit equal to the floor limit {credit limit set by the issuing credit card company}.
- Guest and non-guest accounts with other approved credit arrangements are subject to limitations established by the front office. These internal credit restrictions are called house limits.
- Front office management may need to be notified when a front office account approaches the house limit. Such accounts are called high risk or high balance accounts.
- The front office auditor, or night auditor, is primarily responsible for identifying accounts which have reached or exceeded predetermined credit limits.
- Front office management may request the guest to make a partial payment to reduce the outstanding account balance.

## **AFTER DEPARTURE ACTIVITIES:**

- If the guest settles his bill through credit card or airlines voucher or travel agents voucher or through a corporate company account his room account is zeroed out at the time of check out and the outstanding balance is transferred to the city ledger.
- At the end of a specified period the hotel accounting department sends the bills statement to the concerned company for making the payment and it is expected out of the companies that they will make the payment promptly.
- If they are late in doing so a follow up measure will be taken by the hotel requesting them to speed up the payment in case of further failure a strong reminder will be sent and if all these measures don't produce any results a legal notice through a lawyer will be sent.
- Hotels must ensure that the guests who are given credit facility from the hotel are able to pay their bill in full within the scheduled period of time and only then the hotel should fix a house limit. Usually the hotel's credit policy allows credit to:
  - 1) Guaranteed payment reservation guests
  - 2) Company guarantee payment guests
  - 3) Credit card guarantee guests
  - 4) Deposit/advance payment reservation guests

## **PROBLEMS IN CREDIT CONTROL MAY ARISE IF:**

- 1) Guest is not explained clearly as to which credit cards/foreign currencies are accepted by the hotel.

- 2) The guest is not informed that if his bill exceeds the house limit he will have to pay the balance in cash
- 3) Communication gap between accounts department and cashier or night auditor and cashier
- 4) Negligence by the staff to look at the black list

#### **CASH CONTROL:**

- All cash must be kept under lock and key and under the supervision of the cashier.
- The cash bank/float given to the cashier is also controlled and a check is kept on the same
- The cashier should take proper precautions when dealing with foreign currency
- Whenever the guest pays in cash the cashier has to make a cash receipt and hand it over to the guest.
- The cash collected everyday should be sent to the bank for deposit.
- Cash control is important from the point of view of hotel as credit sales are usually discouraged.

#### **PROTECTION OF HOTEL FUNDS:**

- Cashiers should make frequent money drops to have minimum cash in hand.
- Cash drawers should be accessible to only one cashier at a time and should be kept closed when not in use.
- Alarm systems should be installed in all areas of the hotel where cash transactions take place.

- A consistent system for handling bank deposits and money pickup should be developed and followed.
- Staff handling money like the cashier, security etc should be appointed only after strict scrutiny and cross checking with their previous employers. They should be rotated from time to time and a new combination of staff should be used.
- They must also be trained to react in emergency situations.

### 1. Distinguish between **Guest Ledger & City Ledger**

	Guest Ledger	City Ledger
1	Refers to the set of guest accounts that correspond to registered guests	Refers to the set of non guest accounts. For eg., if a guest account is not settled in full on check out the balance is transferred to the accounting division for collection.
2	Accounts in the guest ledger can be billed/settled at the time of checkout	Accounts are billed/settled at the end of the month or as per the contract between the company and the hotel
3	Records all financial transactions of a guest.	Contains Credit card payment accounts, Company accounts, direct billing accounts, accounts of

		guests stayed earlier due for collection.
4	Also referred to transient ledger, front office ledger or Rooms ledger.	It is also called Non guest ledger.
5	Maintained at front office	Maintained by accounting division (back office)

## 2. Distinguish between **Guest Account & Non guest Account**

	Guest Account	Non Guest Account
1	Record of all financial transactions that occur between the guest and the hotel when they guarantee a reservation or they are registered at the Front Office	Refers to all in house charged privileges extended to local businesses or agencies for eg. Banquets & conferencing facilities. These are also created when a former guest fails to settled his bill at the time of departure & the onus to retrieving the balance amount shifts from Front Office to Accounts Dept.

2	These are compiled on a daily basis.	Billed on a monthly basis.
3	Front Office is responsible for its maintenance	Bank office or Accounts Dept takes toe responsibility of account settlement.

### 3. Distinguish between **Voucher & Folio**

	Voucher	Folio
1	It gives details of a single transaction to be posted at the Front Office. For Eg. A florist or a gift shop might not have provision of posting a particular transaction into a registered guest account. They can send use voucher to notify the FO of guest charge privileges that need posting.	Refers to the statement of all transactions (debits & credits) affecting the balance of a single account. This may include all non guest or guest accounts.
2	It gives all the information about the transaction gathered at the source of	This gives details of all the transactions under a particular account. All transactions that

	transaction.	increase or decrease the balance.
3	It can be safely said that the voucher accounts for a single posting.	Whereas a folio lists out all the postings in an account.
4	Types of Vouchers are cash vouchers, charge vouchers, transfer vouchers, allowance vouchers & paid-out vouchers.	Some of the types of Folios are Guest folios, Master folios, Non-guest or Semi Permanent Folios, Employee Folios, Room folios & Incidental folios.

#### 4. Distinguish between **Account Correction** & **Account Allowance**

	Account Correction	Account Allowance
1	This is used to resolve a posting error on a folio.	This is used to decrease in a folio balance for purposes such as compensation for poor services or rebates for coupon discounts.
2	This is utilized to resolve an error that is detected before the night audit.	This is made when an error is detected after the night audit
3	This may or may not require managerial approval.	This requires managerial consent and should be properly documented.



### 5. Distinguish between **Paid out & Due Back**

	Paid Out	Due Back
1	It is an amount of cash paid by the cashier on behalf of the guest for some expense such as taxi fare etc.	A Due Back occurs when a cashier pays out more than he or she receives. This can happen when a cashier accepts many checks and large bills during a shift.

### 6. Distinguish between **Floor Limit & House Limit**

	Floor Limit	House Limit
1	A floor limit is the maximum amount in the credit card charges the hotel can accept without requesting special authorization from the credit card company on behalf of a credit card holder	A House limit on the other hand a property's internal limitations established by the front office. This is the maximum limit on the amount, to which the guests can charge to their accounts without partial settlement.

### 7. Distinguish between **Upselling & Upgrading**

	Upselling	Upgrading
1	Upselling refers to the efforts of reservations &	Upgrading on the other hand refers to moving a reservation or

	the front desk agents to be able to sell a higher priced room to a guest who might have come with a concept of hiring a comparatively lower category room.	in house guest to a better accommodation or a class of service owing to his status / prestige or in a bid to make up for any error made by the hotel.
<sup>2</sup>	Upselling leads to revenue generation for the hotel.	There is no revenue generation for the hotel on upgradation.
<sup>3</sup>	Upselling requires skills like salesmanship & good communications	Upgrading doesn't require such skills

UNIT-19-

## Telephone Etiquettes & Manners

Developed by





office

Whether at work, at home,  
or on your mobile phone, it  
is very important that we  
are fully aware of how we  
talk or behave over the  
phone.



Home



FOOD CRAFT INSTITUTE  
JAMMU



Every phone call is an attempt at communication between two people; it's a method for impacting and receiving information.



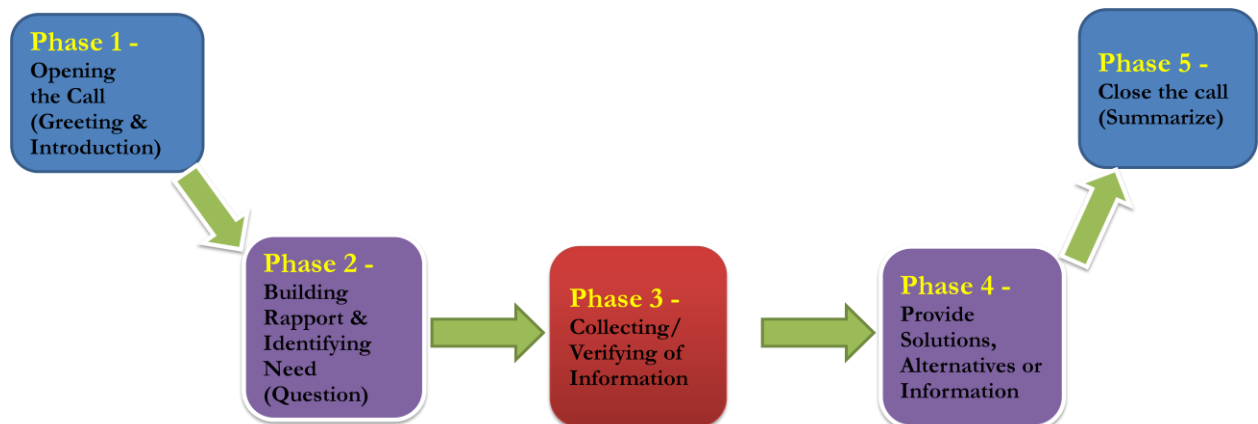
When telephone etiquette isn't observed, communication may be more difficult.

## 1. OBJECTIVE

AT THE END OF THE TRAINING, STAFF WILL BE ABLE TO;

- Use effective call greetings as a caller and a receiver.
- Project the company in a positive manner.
- Practice good telephone techniques and telephone manners.
- Use appropriate language during telephone conversations.
- Speak with an effective telephone voice.
- Use an effective approach to handle special telephone tasks like call transfers, taking messages, call holds, interruptions, and unintentional disconnects.
- Manage difficult calls.

## 2. PHASES OF PROFESSIONAL CALL



### 3. DIFFERENT PHONE CALL SITUATIONS

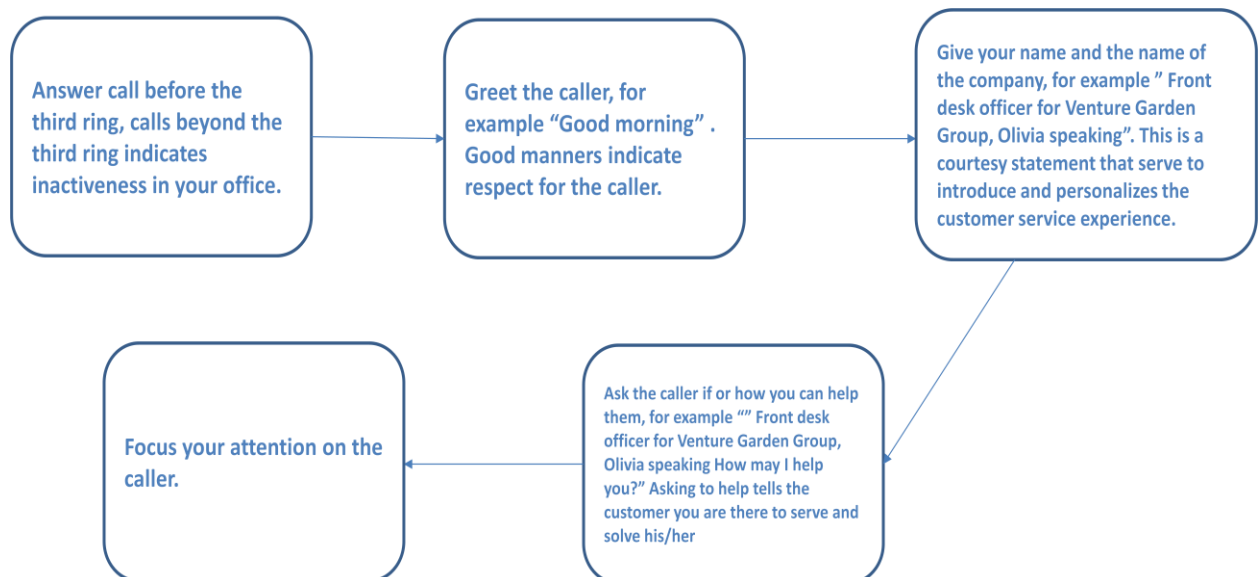
#### ANSWERING CALLS

BEFORE ANSWERING A CALL, BE PREPARED;

- Have a pen, pencil and notepad ready.
- Have your computer on. *Ensure no noise at the background*



#### 5. WHILE ANSWERING A CALL:





## PLACING CALLS

BEFORE PLACING A CALL, BE PREPARED;

- Know the name of the person you want to reach and how to pronounce it.
- Know what you need to say before placing the call will make your call brief and effective.
- Verify the phone number before calling.



## IN PLACING THE CALL:

- State your name along with the name of the person you are calling. Example: “Good morning, my name is Olivia from Venture Garden Group. May I please speak with Mrs. Jane Ojo?”
- Ask the caller if it is convenient to talk.
- State your business as politely and clear as possible.
- Use the clients name during the conversation.
- Insist on calling back if the connection is faulty.





## ENDING CALLS

When the conversation is complete, do the following;

- Make sure that the caller has no more queries or message.
- Use “Goodbye, thank you for calling” to end the conversation.
- Make sure the caller drops down the receiver before you. This prevents the feeling that you may have cut them off intentionally.



## TRANSFERRING CALLS

TRANSFER CALLS ONLY IF YOU ARE UNABLE TO HELP THE CALLER OR IF THE CALL IS MEANT FOR YOU FOR SOMEONE ELSE:

- Ask permission to transfer calls and explain the reason for the transfer.
- Let the caller know the name and department you are transferring the call to.
- Be sure you are transferring the caller to the proper person or department.
- If the caller complains about being transferred, suggest having the call returned instead.
- Give the new party any helpful information before completing the transfer.
- Never transfer a caller more than two times.
- Know the transfer instructions for the telephone system so that you do not cut off your caller!



## PLACING A CALL ON HOLD

- Make sure its for a good reason.
- Ask permission before placing a caller on hold.
- Return to the line periodically.
- Ask callers if they want to continue holding.
- Indicate how long the delay could be.
- Offer to call the person back if the wait will be long.

- Never leave a customer on hold for longer than one minute.
- Be courteous, respectful and professional.



### **TAKING MESSAGES**

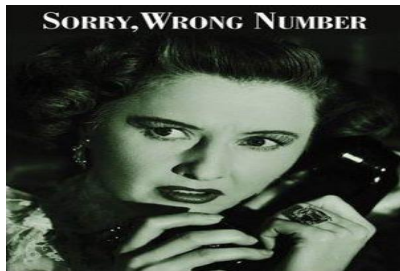
- Write a message, even if the caller indicates they will call back.
- Include the time and date.
- Verify the caller's name and phone number by repeating the information.
- Include as much information as possible to help the message recipient return the call.
- Sign or initial the message slip and deliver the message promptly.



### **ANSWERING A WRONG NUMBER CALL**

- Inform the caller politely that he/she reached a wrong number.

- Suggest that the caller recheck the number and dial again.
- If the caller is trying to reach a destination that you are familiar with or have an idea about, do your best to find the number and assist the caller in transferring the call.



## HANDLING ANGRY COMPLAINS

- Never make an angry caller wait on the line for more than 02 minutes for a supervisor.
- Listen to the complaint, investigate and act to resolve the issue.
- Avoid interrupting until the entire complaint has been stated.
- If the caller is angry, pause before you respond. Then respond politely.
- If the caller is extremely angry, ask if you can call back.
- If the caller refuses, ask if you can have few minutes to collect needed information. This additional time may allow the caller to calm down.



Do not allow yourself to get angry.

- Empathize. Express regret for the situation.

For example: “I’m sorry for the inconvenience.”

- Find a way to agree with their circumstances.

For example: “I understand what you are going through. I’d be upset too if that happened to me.”

- Suggest alternatives for handling the problem that you have the authority and take responsibility for providing answers to the customer.





## PHONE ETIQUETTE TIPS



## TELEPHONE ETIQUETTES

1. Think through exactly what you plan to say and discuss BEFORE you place a call.
2. Always identify yourself at the beginning of all calls.
3. Always speak into the telephone receiver with an even and low tone of voice, high pitch will sound like shouting.
4. Be sensitive to the tone of your voice
5. Especially when leaving messages, speak clearly and slowly.
6. Build the habit of always turning off your cell phone ringer when entering a meeting, restaurant, theater, training class, or other place.
7. Do not allow interruptions to occur during conversations.
8. Do not allow yourself to be distracted by other activities while speaking on the telephone.

## GENERAL PHONE ETIQUETTE TIPS

- Pick the phone, at worst, at the third ring.
- Speak pleasantly, using basic phrases of courtesy e.g. “May I help you?”, “Thank you”, “You are welcome”.
- Smile on phone in order to have a pleasant voice or tone.
- Sound alert and active – let not your voice sound lazy, tired, and rude, bored or disinterested.
- Be polite or courteous to all calls irrespective of the circumstances.
- Do not slam the phone or cut off abruptly
- Avoid slangs
- Don’t eat, sip a drink, and chew gum while on phone.
- Listen very attentively.
- When transferring calls, whether in coming or out going, introduce both party to each other.
- Don’t keep the caller on hold for more than sixty seconds without communicating your effort.
- When ending your call ensure there are no unfinished business.

UNACCEPTABLE  
PHRASES

ACCEPTABLE  
PHRASES



1. "You will have to wait"
2. "Yeah".
3. "I do not know"
4. "No, we cant".

1. "Thank you, I'll check," or "I'll see"
2. "Yes ma/sir".
3. "One moment please, I'll find out"
4. "Yes, you may".

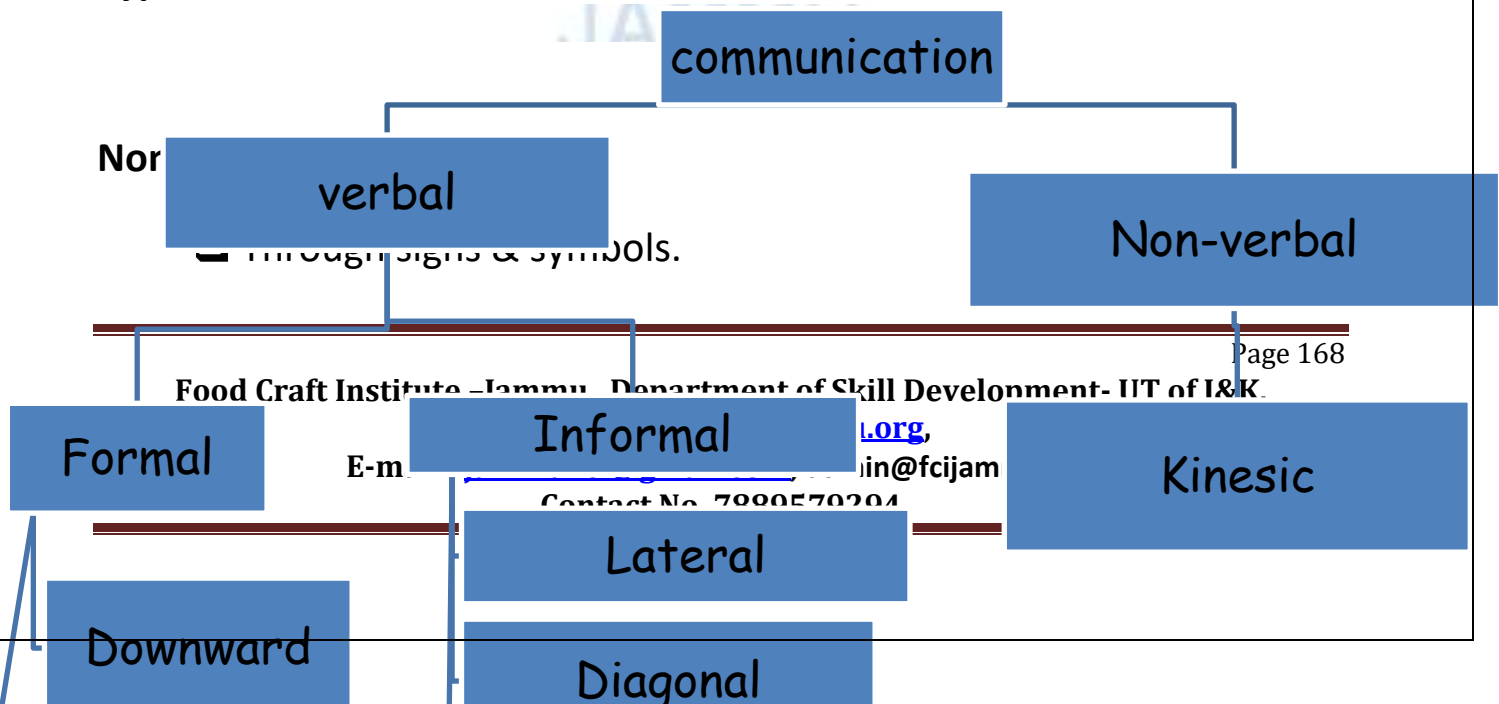
## Unit-20-COMMUNICATION



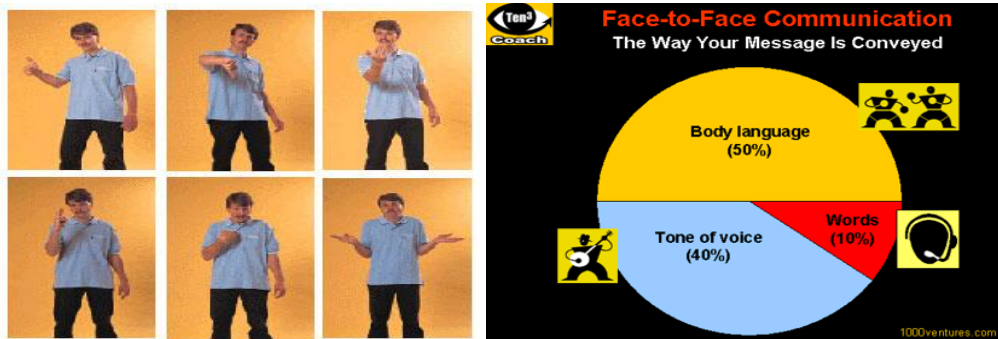
### What is communication ?

- Derived from the Greek word "communicare" or "communico" which means "to share".
- Community implies a group of people living in one place.
- Languages are the codes of communications.

### Types of communication



- ☐ Non-verbal can go without verbal communication.
- ☐ Verbal can't go without non-verbal communication.



## Verbal communication.

Two types of verbal communication.

(1) formal communication.



(2) informal communication

## Formal communication

- We use this type of communication in offices and social gathering.

Two types of formal communication.

(1) Downward

(2) Upward

### **Downward communication**

☐ Higher designation to lower designation.



☐ Ex. Boss ordered his worker.

☐ Here effect of this type of communication is very much than upward communication

### **Upward communication.**

- Lower designation to higher designation.
- Ex. Worker request to his boss.
- Here the effect of communication is less than downward communication.



## **Informal communication.**

We use this type of communication with our family or friends.

Three types of informal communication.

(1) Lateral

(2) Diagonal

(3) Grapevine



## **Lateral communication.**

- ☐ Found among members working at the same level.
- ☐ Ex. Peer group.
- ☐ Most effective form of communication.
- ☐ Barrier of subordinates or boss is not present here.

## **Diagonal communication.**

- ☐ The path is mixture of vertical and horizontal movement.
- ☐ In large communications various departments need communication support from each other.

## Grapevine communication.

- ☐ Also called as “backbiting” or “backstabbing”.
- ☐ A backstabber is a colleague or an employee who acts like a friend in public but badmouth you in private.



## Non verbal communication

- ☐ Which does not involve words or speech?



## Classification of Non-verbal communication

- ☐ Kinesics: Body language
- ☐ Proxemics : Space language
- ☐ Sign language

### 1. Kinesics

- ☐ It means **body movements**.
- ☐ Body language is the reflection of thought, feelings and position.
- ☐ It includes
  - ☐ Facial expressions
  - ☐ Eye contact
  - ☐ Gestures
  - ☐ Body shape and posture
  - ☐ Appearance

### ***Why is Body Language important?***

- Body language plays a big role in intuition as it gives us messages about the other person, that we can interpret at an intuitive level.



### **Facial expressions**

- Happiness
- Surprise
- Fear

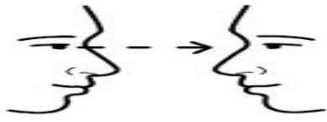
- Anger
- Sadness
- Interest
- Bewilderment
- Determination



- ☐ Direct eye contact of more than 10 seconds can create discomfort and anxiety.
- ☐ Averted eyes show anger, hurt feelings.



- ☐ Looking at somebody for a long time shows the intensity of our interest in him.



## Gestures

- ☐ Emblems:
- ☐ Patting the stomach – I'm full of food.
- ☐ Nodding the head up and down – yes
- ☐ Yawning – I'm bored.
- ☐ Waving – hello



## Proxemics / Space Language & Surroundings

Proxemics is the study of how we communicate with the space around us.

### Space Language

- ☐ - intimate zone – physical contact/touch to 18 inches.
- ☐ - personal zone – 18 inches to 4 feet.
- ☐ - social zone – 4 to 12 feet.
- ☐ - Public zone – 12 feet to as far as we can see and hear.

### Sign Language

- ☐ Use of mutually understood signs/symbols between the sender and receiver of a message or piece of information.
- ☐ Language is systematic set of symbols



### Visual signs

- Pictures
- Caves / temples / buildings
- Drawing pictures
- Cartoons/caricatures
- Statues/effigies
- Maps and diagrams
- Red light, colours of flags



## Audio/Sound Signals

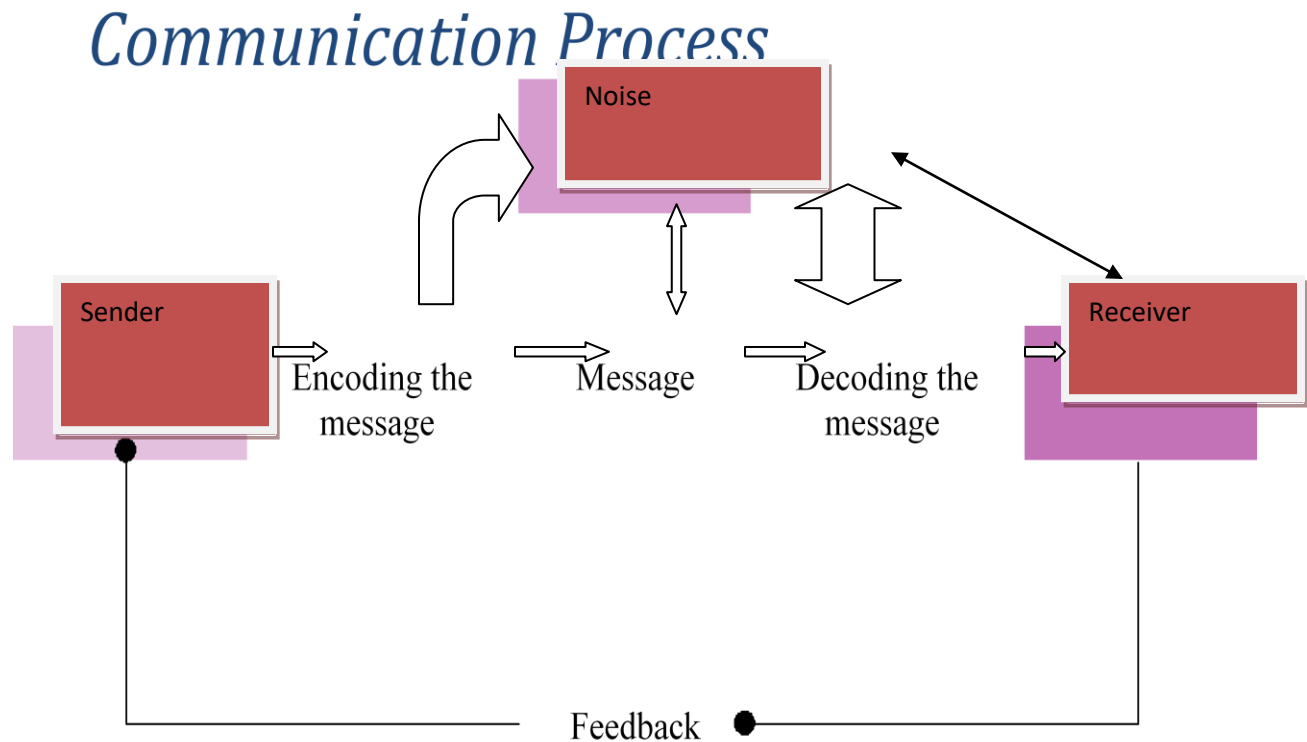
- Drumbeating
- Alarms
- Various kinds of sirens
- Blowing horn
- Sound signalling system



## Generally, people retain

- ☐ 10% of what they READ
- ☐ 20% of what they HEAR
- ☐ 30% of what they SEE
- ☐ 50% of what they SEE and HEAR
- ☐ 70% of what they SAY
- ☐ 90% of what they SAY and DO

## Communication Process



### Barriers to Effective Communication

The barriers/negative forces may affect the effective communication by acting upon any or all of the basic elements of communication process and sender/receiver/channel.



## Different Types of Barriers

- Semantic barriers
- Organizational barriers
- Interpersonal barriers
- Individual barriers
- Cross cultural barriers
- Physical barriers/channel and media barriers
- Technological barriers

## Semantic Barriers

- Words having similar pronunciation but multiple meaning
- Badly expressed message
- Wrong interpretation
- Unqualified assumptions
- Technical language



## Organizational Barriers

- Organization culture and climate
- Organizational rules and regulations
- Status relationships
- Complexity in organizational structure
- Inadequate facilities and opportunity
- An lack of co-operation between superior and subordinate



## Interpersonal Barriers (superior-subordinate)

- Barriers emanating from superiors
  - shortage of time for employee
  - lack of trust
  - lack of consideration for employee's needs
  - wish to capture authority
  - fear of losing power of control
  - information overload
- . Barriers emanating from subordinates
  - lack of proper channel
  - no interest to communicate
  - lack of co-operation

- lack of trust
- poor relationship between superior and subordinate
- fear of penalty

### **Individual / Psycho-sociological Barriers**

- Style
- Linguistic accent
- The form of expression
- Types of humour
- The choice of discriminatory/non discriminatory communication modes

### **Individual / Psycho-sociological Barriers**

- Halo effect-overall impression of a person influences how we feel and think about his/her character.
- Poor attention and retention
- Inattention
- Undue importance of written words

### **Cross-cultural/ Geographic Barriers**

- National character/basic personality
- Language
- Values and norms of behaviour
- Social relationships
- Concept of time
- Perception
- Non verbal communication



## **Physical Barriers/ Channel and media Barriers**

- Noise
- Environment
- Number of links in the chain
- Defects in the medium

## **Technical Barriers**

- Communication usually fails
- If the message can be understood
- Noise in communication process
- Human sounds
- Traffic
- Telephone instruments
- Birds, trees, fans, chalk writing, use of duster, projectors and nasal voice.

## **Overcoming the Barriers**

- Constant effort
- Desired to be effective and efficient
- Check continuously during the communication
- Be fully attentive
- Listen, listen, listen and listen again
- Share opinions, feelings and perceptions generated by the message

## **Measures to overcome Barriers in communication**

- Fostering good relationship
- Purposeful and well focused communication
- Co-ordination between superior and subordinates
- Avoid technical language
- Feedback
- Accuracy
- Clarity in message
- Communication of organizational philosophy
- Division of labour
- Organization policies
- Minimize semantic problem
- Proper communication channels
- Right feedback

## ***Unit-21-FRONT OFFICE UPSELLING***



### ***Definition of Upselling***

- The use of certain words and phrases that will make the guest feel satisfied buying something he would not otherwise have bought

- Up selling is easy if we think of it as a way of helping out the guest and creating a satisfying solution to fulfill a need

### ***Contents of the program***

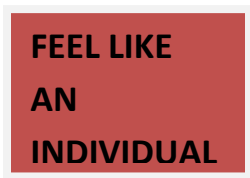
- Identify sales opportunities
- Build rapport with guests
- Match guests' needs with appropriate products
- Describe the advantages of every available room category and their benefits to guests
- Make recommendations clearly and confidently
- Track your upselling results
- What should we keep in mind when we think of UP selling?

### ***Who are our guests?***

- Business
- Leisure

### ***WHAT DO OUR GUESTS WANTS***





### ***Selling the hotel***

- Recognize when you have an opportunity to sell
- Listen to the guest's needs
- Recommend the facilities and services
- Take the opportunity to sell a better service or product

### ***Outcomes***

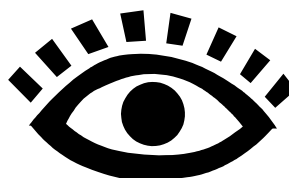
- Increase guest satisfaction
- Increase the average room rate
- Increase conversions

### ***Upselling techniques***

- Always use :
- Your Ears....
- Eyes....
- Mouth....
- Heart.....



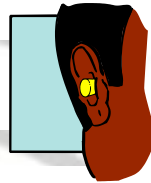
**What do you use eyes for?**



- Eye contact
- Read body language (identify guests needs)

### **What do you use your ears for?**

- Listening to find out guests needs



### **What do you do with your mouth?**

- Smile - establish rapport
- Speak / sell / describe / convince



### **What do you do with your heart?**

- Care for the guest



### ***How do we sell an experience to a guest?***

- Show them the way to the location
- Tell them what's available
- Describe the contents of the experience using Power Words

### **Powerful selling words**

- Fully equipped- Elegant
- - Magnificent
- - Exclusive
- - Beautiful View
- - Superb

- - Genuine
- - Luxurious
- - Unique
- - Welcoming staff
- - Tempting
- - Irresistible
- - Exotic
- - Amazing

### ***Learning how to sell better***

- Selling by suggesting
- Handling Objections
- Selling higher category room type
- Describing the suggested room type
- Positive buying signals/confirm the room type
- Dealing with “no”/offering alternatives
- Overcoming hesitation
- Checking satisfaction

### ***Selling by Suggesting***

- How does it help us if we give suggestions rather than waiting for the guest to make up his or her mind?
- It saves time
- It helps project a better image
- It increases the sale

### ***When is the best time to make a suggestion?***

- When you reconfirm the reservation and room type
- When the guest asks about the facilities, size of the room, view etc.
- When you are invited to

### **QUESTIONS A GUEST MAY ASK**

- Why are you selling me?
- What are you selling me?
- What is the difference?
- "So what"?
- How much?
- "Because you are travelling
- with your family
- I suggest you try one of
- our junior suites ...
- The difference is that you
- have separate living area
- Which means that your
- child will have plenty of space to play around in, and that when he sleeps you
- and your wife can relax and
- watch TV without disturbing him
- And it's only a supplement of USD.....

### **Buying Signals**

**A buying signal is a reaction; something that the guest says or does which tells us how he feels about our suggestion**



## What sort of reaction and signal do you get from a guest?

- Positive (interested – green light)
- Negative (Not interested – red light)
- Hesitate (Not sure – amber light)

### ***Positive Signals***

- Can you think of any signals that tell us that the guest has a positive reaction to our suggestion?

*They could be Spoken Signals (things they say)*

*or*

*Silent Signals (things they do)*

### ***Positive Signals***

Spoken Signals – What sort of things do guests say that show a positive reaction?

- Asking a question
- Saying something good about the item

**Silent signals** - Guests reactions are often shown in their body language

- Head & face

- Hands & arms
- Body & legs

### ***Price Objection***

- “That sounds expensive”
- Empathize/agree/Explain why it is expensive
- Offer alternative which will satisfy guest’s requirement in a similar fashion

### ***Overcoming Hesitation***

- Use powerful & enthusiastic expressions
- It is luxurious
- It is fully equipped
- It is exclusive
- *As a professional salesperson, you know your product. To overcome hesitation, show off your knowledge and your confidence*

### ***Encourage***

- *How do we encourage a guest to buy?*
- *Speak and act with confidence, give your personal guarantee*

### ***Body Language***

- What sort of actions might let the guest see that we are getting impatient?
- Tapping or clicking our pens

- Looking around the room
- Checking our watch
- Moving too close to the guest
- Tapping our foot

### ***Checking Satisfaction***

- What are some of the advantages to checking satisfaction?
- Show we care
- Professional image
- If something is missing we can rectify without delay
- If there is a problem we deal with it quickly and quietly
- There is a chance to sell something else

### ***Timing***

- When is the best time to check
- on satisfaction?
- Soon – 5 to 10 minutes after guest reaches the room
- During the show around

### ***Why check so soon?***

- If there is a problem, the longer we leave it the more upset the guest is going to be.

### ***What not to say***

- Is everything ok?
- Any problems
- Any Complaints
- Was that good?
- Is it delicious?

### ***Handling Guests reactions***

#### **What to do if the guest is happy?**

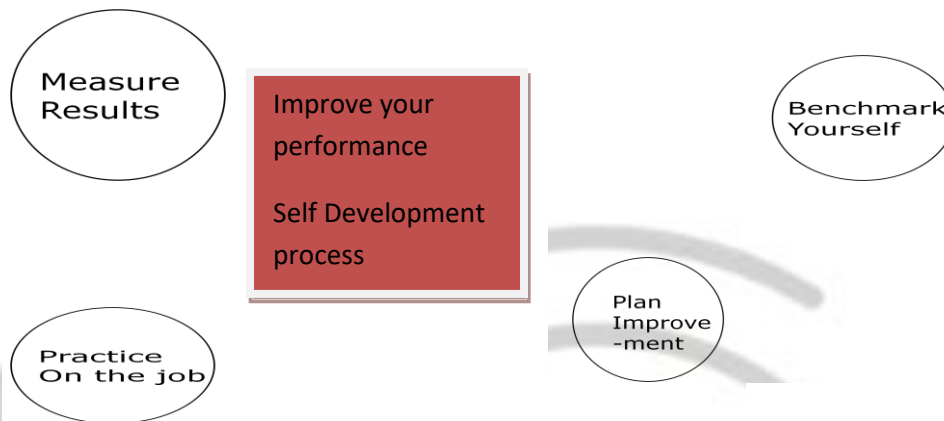
- Thank the guest, smile
- Give your name and ask guest to contact you should they need any further assistance

#### **What to do if the guest is unhappy?**

- Apologize
- Find out why
- Act to fix the problem and/or refer to the supervisor
- Possibly warn the other service staff

### ***The Learning Loop***





## QUESTIONS?

- *Summary*
- Don't worry if a guest says "no" to your suggestion
- Not all your suggestions will be accepted, and that is ok – don't take it personally.
- Guests say "no" because they don't want your suggestion, not because they don't like you
- Even guests who do say "no" will appreciate your efforts to be helpful and professional

## Summary

- Don't be scared or bothered by objections. The main thing is to handle the objections with confidence.
- If a customer challenges your suggestion, be ready to answer back with confidence.
- If you are selling something, be prepared to say WHY you suggested it

- Often a customer will buy our suggestion even after giving an objection. Just like us we sometimes say “It’s expensive but still buy it

### ***Handling Objections***

- Don’t be scared by an objection
- We will often face objections
- Guests will challenge you
- Some customers just say “no” to our recommendations

### ***Already decided***

Some guests have already decided what they want: when we attempt to sell something else they say “No I would rather have...”

Reinforce the guest’s choice

Eg. If the guest has chosen Club Room, say: Good choice Mr/Mrs Smith, the Room has a fantastic view

### ***Remember***

You first have to care for the guest, he / she must feel

That your priority is his / her comfort and delight

Repeat customers are vital to the business, sell

The product the guest wants, not what you want to sell.

Excellent service = Excellent Sales

## Unit-22-SAFETY AND SECURITY

### Introduction

**Safety and security** are concepts often used interchangeably, and it should be understood that both are means of safeguarding human and physical assets.

### Safety

- The term '**safety**' is used with reference to such things as disasters, emergencies, fire prevention and protection, and conditions that provide for freedom from injury and prevent damage to property.

### Security

- The term '**security**' is used with reference to freedom from fear, anxiety, and doubts concerning humans as well as protection against terrorism and thefts of guest, employee, or hotel property.

### Safety Management Programmes

- The overall objective of a safety management programme is to eliminate hazards before they cause any serious accidents.

**There are 10 steps in the establishment of an effective safety management programme:**



- Review work procedures and inspect work areas for safety hazards.
- Make department heads aware of the nature and variety of hazards.
- Establish a safety committee.
- Maintain accurate safety records.
- Conduct periodic in house safety-inspections.
- Train staff members to implement safety consciousness.
- Motivate staff members to be safety conscious.
- Investigate and analyze all accidents and injuries.
- Practice safety management and monitor follow-ups.
- Review the effectiveness of your own safety management programme.

### **Three Es of Safety**

- The safety of employees can be ensured by following the three Es of safety:
- Safety education,
- Safety engineering, and
- Safety rules enforcement.

### **Safety Education**

- Safety programmes and policies can only be effective if the staff are trained to think and act safely at work.
- The best time to start educating employees on safety is during their induction into the establishment, so that they are well

versed in safety rules and policies of the establishment before they start their job.

The following should be ensured during training:

- Teaching safe methods, with particular emphasis on areas of potential danger and how these can be guarded against.
- Demonstrating the use of safety equipment installed in the establishment, and the location and use of first-aid materials.
- Inculcating in people the ability to recognize the signs of hazards around them.
- Teaching staff the legal implications of non-adherence to safety procedures.

### **Safety Engineering**

- This involves the building in of safety-procedures into the structure of the establishment-----in the equipment, furniture, and fittings and in their proper arrangement within the space. Equipment used by the housekeeping employees should be selected to ensure safety in design.

### **Safety Rules Enforcement**

- Rules, when not implemented or enforced, are not effective.
- It is not enough to know about safety themes and procedures, but more important to put the knowledge gained into practice.
- This does not come easily to all employees and, therefore, needs to be enforced by rule and practice.

## Job Safety Analysis

- The executive housekeeper needs to develop a ‘housekeeping safety manual’ for the use of all housekeeping employees.
- This manual should explain in comprehensive terms the safest methods of performing each task to accomplish a particular job.
- For this purpose, the housekeeper, with the help of the supervisors, needs to carry out a job safety analysis.
- **A job safety analysis** is a detailed report that lists every job function performed in the housekeeping department and lists potential hazards, safe methods, tips, and ‘how-tos’ for each task.

## Potential Hazards in Housekeeping

- To reduce safety risks, all employees should be aware of potential safety hazards.

These hazards may include:

- Faulty equipment.
- Damaged flooring and chipped tiles.
- Slippery floors and spills not mopped up.
- Slippery guest bathrooms.
- Cracked or broken glass.
- Worn-out electrical insulation or fittings.
- Overloaded electrical sockets.
- Worn-out carpets and rugs.
- Cleaning equipment left lying around.
- Unsafe use of ladders

- Inadequate lighting
- Loose stair treads.
- Cleaning agents left uncapped.
- Handling corrosive cleaning agents with bare hands.
- Cleaning agents kept in unmarked or wrongly marked containers.
- Incorrect use of trolleys.
- Unsatisfactory hygiene and sanitation standards;
- Incorrect posture.

#### ☐ **Safety awareness and Accident Prevention**

- Safety awareness should be an ongoing programme at all establishments.
- The management of all establishments should be aware of the laws concerning safe work environments and should be concerned about the safety of their employees.
- Periodic training should be provided to all staff in order to raise awareness about safety.
- All employees should be aware of the potential hazards in their respective departments.
- All heads of departments must ensure that employees follow safe job procedures , correct unsafe conditions immediately, and take adequate time to do the job so that accidents are not caused due to haste.
- The executive housekeeper should develop a comprehensive list of safety rules to be followed by all housekeeping employees.
- This can be a part of the **‘housekeeping safety manual’**.

### **Basic Guidelines for the prevention of Accidents**

- The following guidelines can be followed for the prevention of accidents:
- Always follow instructions when using any cleaning equipment.
- Replace caps on cleaning chemicals immediately and securely after dispensing.
- Label cleaning agents clearly.
- Keep floors clean and dry.
- Place warning and safety signs around the area while cleaning.
- Mark faulty equipment as 'out of order'.
- Dispose of rubbish carefully.
- Never place cigarette butts or sharp objects in the trash bag on the room attendants carts.
- Open and shut doors carefully.
- Clean away broken glass carefully.

### **Procedures to follow in case of an accident**

When a guest or employee has met with an accident at the hotel, the procedure followed should be as follows:

- With the help of another person, check if the victim requires any assistance,
- Report the matter immediately to the manager concerned.
- Either administer first aid (if you are trained to do so) or get help from trained personnel.
- Shift the victim immediately to a hospital, if required. If the injury is serious, call an ambulance for the same.
- Follow all necessary first-aid measures until the ambulance arrives.

- Fill in the accident report form and hand it over to the manager concerned.

### Accident Report Form (for employees)

Name of the injured person.....

Section.....Supervisor.....

Date..... Time of report.....

Was hospitalization required?

Nature of accident

Time..... Place.....

What happened/cause.....

Witness 1..... Witness 2.....

Supervisor's remarks.....

Supervisor's signature.....

### Format of an accident report form for employees

#### ☐ Fire prevention and fire fighting

- Fires may be classified into four groups, based on their source of fuel.

**Class A:**

- These are fires with trash, wood, paper or other ordinary combustible materials as their fuel source.

**Class B:**

- These are fires with flammable or combustible liquids and gases as their fuel source.

**Class C:**

- These are fires involving electric equipment.

**Class D:**

- These are fires with certain ignitable metals as the fuel source.

**Prevention of fire**

- Fires may be prevented if fire hazards are identified and eliminated.

Some unsafe practices that may lead to fires are as follows:

- Guests smoking in bed.
- The hotel not providing sand urns.
- Using high-wattage bulbs in lamps.
- Leaving linen chute doors open.
- Storing rags and cloths with residues of cleaning polish still on them.
- Not unplugging electrical appliances when not in use.
- Using faulty electrical equipment or sockets.



- Leaving magnifying glasses where sun can catch them.
- Each establishment must conduct fire drills on a periodic basis and ensure that all staff attends these drills so that they know what is to be done during a fire emergency.

## Fire Warning Systems

- These may be electrically powered manually operated systems, automatic fire detection systems, or a combination of both.
- The usual components of such systems include:
  - Fire Alarms
  - Sprinkler Systems
  - Smoke Detectors

### ➤ Fire Alarms

- These can be set off by smoke detectors, heat detectors, sprinkler systems, or pull stations.
- The most common types of fire alarms are the ones operated by pull stations located in corridors, lobbies, and near elevators.
- The pull alarms are red in colour, with a glass panel that needs to be broken to set off the alarm.



Fire Alarms

## Sprinklers

- These are found in most hotel establishments, especially in corridors and rooms.
- They are situated on the ceiling and automatically spray water when temperature rises above a certain level.



## ➤ Smoke Detectors

These are set off by smoke.

The two types of smoke available are

1. photoelectric detectors and
  2. Ionization detectors.
- **Photoelectric detectors** are alarms triggered off when smoke blocks a beam of light emanating from the detector.

- In the **ionization type of smoke detectors**, the alarm sound when the detector senses a shift in electrical conductivity between two plates.

### **Dealing in case of fire emergency**

- Immediately switch on the nearest fire alarms.
- If possible, try to put out the fire with suitable equipment, remembering to direct the extinguishers at the base of the flames.
- Do not attempt to fight a fire if there is any danger of personal risk.
- Close all the windows and switch off all electrical appliances, including fans and lights.
- Close the door to the affected area and report to your immediate supervisor for instructions.
- Carry out instructions--- for instance, Direct the guests to the nearest fire-escape route.
  - a. Each guestroom should have the route to the nearest fire escape drawn out and displayed in a place where it is most likely to be seen by the guests.
- Report to the departmental fire representative for a roll call.
  - a. The housekeeper on duty should check the list (in the form of the duty rosters) of the staff who are on duty so that all those on duty can be accounted for.
- Remain at the assembly point until instructed to do otherwise.
- Do not use lifts.

### **Fire Fighting Equipments**

- Staff should be trained in operating the fire-fighting equipment.
- Types of fire-fighting equipment vary from simple ones such as buckets of sand and water, fire blankets, and hose reels to more complex fire extinguishers.
- Water buckets should be constantly checked for adequate water levels and sand buckets should be kept dry.
- Water should not be used in case of fires involving electricity.

### Types of fire extinguishers

Fire extinguishers can be of various types:

1. Dry Powder
2. Dry Chemical foam
3. Halon/vapourizing Liquid
4. Water-gas or soda-acid extinguishers
5. Carbon dioxide Extinguishers

#### ➤ Dry Powder

A dry powder fire extinguisher is a multi-purpose extinguisher used for **Class A, B and C fires**.



### ➤ Dry chemical Foam

The foam fire extinguishers are used to put out the fires of class A and B, and are more expensive and versatile than the water fire extinguishers.



### ➤ Halon/Vapourizing Liquid

- These contain a gas or a volatile liquid that interrupts the chemical reaction that takes place when fuels burn.
- This type of extinguisher is often used to protect valuable electrical equipment since they leave no residue to clean up.
- Halon extinguishers have a limited range, usually 4-6 feet.
- The initial application of halon should be made towards the base of fire, continuing even after the flames have been extinguished.



## Halon Fire Extinguishers

### ➤ Water-gas or soda-acid extinguishers

These extinguishers contain water and compressed gas and should only be used on class A (wood or paper) fires.



### ➤ Carbon-dioxide Extinguishers

- These extinguishers are most effective on class B and C (liquid and electrical) fires.
- Since the gas disperses quickly, these extinguishers are only effective from a distance of 3-8 feet.
- The carbon dioxide is stored as a compressed liquid in the extinguisher; as it expands on release, it cools the surrounding air.
- Since the fire could re-ignite, continue to apply the agent even after the fire appears to be out.



**CO2 Fire Extinguisher**

### ❑ CRIME PREVENTION

- It is imperative that all properties have a crime prevention committee or a security committee.
- The committee should consist of key management personnel, including department heads.
- Supervisors and other selected employees can also be roped in for valuable information and inputs.



- The committee members should meet on a scheduled basis periodically to review past plans and form new ones.

The general responsibilities of this committee should be:

- Design a security booklet for all employees;
- Develop orientation and training programmes on crime prevention in coordination with the training department.
- Analyse and resolve recurring security issues and investigate any security-related incident;
- Conduct spot security checks and inspections of the property.
- Liaise with the local police department;
- Monitor the keeping of records and documentation of all security-related incidents.

#### **❑ DEALING WITH EMERGENCIES**

- The nature of all emergencies is the same: they are uncontrollable and unforeseen.
- Thus all properties must be prepared for them and have emergency plans put down in writing.
- Emergencies may come in any form---earthquakes, floods, tsunamis, bomb threats, and so on. Emergency plans must be a part of SOPs.

These procedures must specify:

- **What** procedures are to be followed in case of an emergency;

- **Who** will be responsible----the plan should specify employee duties and placement within the facility during an emergency and after an emergency.
- **How** the procedures will be followed; and
- **When** the specified procedures should be followed---for instance, when should the guests be notified of a bomb threat, or when should the evacuation process be initiated.

### **Planning for an emergency**

- Contingency planning should be done on the following lines:

#### **Employee Training:**

- Training in emergency procedures is essential to deal with emergencies.

#### **Emergency Resources:**

- The names and telephone numbers of outside agencies that may be of help during an emergency need to be listed and kept in a prominent, accessible place.

#### **Emergency Checklists:**

- Each department head should develop a checklist outlining the actions he/she must take in the event of an emergency.

#### **Drills:**

- Fire emergency drills should be conducted periodically and it should be mandatory for all staff to attend these in shifts.

➤ **First-aid training and supplies:**

- A thorough training in first-aid procedures, especially cardio-pulmonary resuscitation (CPR), should be given to selected employees.
- All other employees should be trained in at least the basics of first aid.
- A complete first-aid kit should be maintained at all times.

**Transportation and housing:**

- Forward planning should be done for transportation of guests in case their relocation is required in the event of an emergency. Potential relocation sites should be identified.

**❑ Dealing with Bomb Threats**

- Bomb threats may be delivered in writing or orally, in person or over the telephone.
- In case of a written threat in the form of a letter, note or telegram, the message and the envelope should be handled carefully and held only at the corners to preserve finger prints and other evidence.
- Protect the document and the envelope, and hand it over to the general manager.
- Inform the police of the contents of the note.

- If the letter is delivered by a messenger, detain the person for questioning by the police, if possible.
- If the messenger has left the premises, the employee accepting the note immediately prepare a memorandum listing the circumstances, the time the message was received, any known witnesses, and a detailed description of the messenger.
- In case the bomb threat was made orally, as in any employee becoming aware of a bomb threat by overhearing someone make such a threat, the person should immediately convey the information to the general manager in a discreet manner (so as not to alarm the guests).
- The police should be informed promptly. The person issuing the threat should be kept under observation, if possible, and the person's physical characteristics noted.
- If this person leaves the hotel before he or she can be stopped to determine his or her identity, record the mode of transportation and the direction of travel.
- This may include a bus number, car rental company, the automobile description-----including the model, license plate number, and state-----and the number of persons in the car.
- These facts should be furnished to the general manager immediately for communication to security personnel and the police.

Unfortunately, “**bomb hoax**” telephone calls are a common occurrence.

- All persons responsible for the management of their building or staff should instruct their telephone operator to report all such calls to them confidentially and immediately.
- Usually bomb threats come in anonymous telephone calls.
- As soon as it is clear that the caller is making a bomb threat, let him finish his message without interruption.
- The call is usually brief, so that there is no chance to trace the number.
- Therefore telephone operators should record the information accurately in order to provide the security and police personnel with as much documented information as possible.
- The information can be regarding:
  - Caller's sex and approximate age.
  - Noticeable condition affecting speech such as drunkenness, laughter, anger, excitement etc.
  - Peculiarities of speech such as foreign accent, tone and pitch of voice.
  - Background noises audible during the call such as music, traffic, talking or machinery.
- When the caller has given his message try to keep him in conversation.
- The following are key questions and should be asked if possible, after the caller has given his message.
  - a. Where is the bomb located?
  - b. What time will it explode?
  - c. When was it placed?
  - d. Why was it placed?

- Note whether the caller repeated his message or any part of it. Note the exact time of its receipt. Write the message down immediately after the call. Immediately after that notify the police.
- Housekeeping employees may also be a part of the search team looking for unclaimed, unidentified, or unusual foreign objects that could contain a bomb.
- All housekeeping employees should be aware of the evacuation plans explained in the safety manual of the property and help in evacuation if necessary.
- In case of an explosion, the employees should help out in the rescue process and provide first-aid as required.

#### ❑ Dealing with Terrorism-Steps and Precautions

- Good housekeeping not only enhances the ambience of the hotel, it is also reduces the opportunity for placing suspicious items or bags and helps to deal with **false alarms and hoaxes**.
- The following tips with regards to housekeeping can help reduce the risk of planting dangerous material on hotel properties:
- Limit the installation and use of litter bins around the hotel and ensure that the few installed are checked and cleared regularly.
- Procure litter bins which have small openings.
- Review the location of litter bins. For instance, these should not be placed near support structures.

- Use of clear bags of waste disposal provides an easier opportunity for the staff to conduct an initial examination for suspicious items
- Keep public and communal areas---exit, entrances, reception areas, stairs, halls, washrooms and service corridors—clean and tidy.
- Lock unoccupied offices, rooms, and storage cupboards.
- Have in place an agreed procedure for the management of contractors, their vehicles and waste collection services.
  - a. The vehicle registration mark of each vehicle and its occupant should be known to security in advance.
- Ensure stringent checks on the people recruited to the department and those on contract.

Planning should incorporate the **seven key instructions** to most incidents:

- Do not touch suspicious items.
- Move everyone to a safest distance.
- Prevent others from approaching cordoned area.
- Communicate safely to staff, business visitors, and the public.
- Use hand-held radios or mobile phones away from the immediate vicinity of a suspect item.
- Notify the police.
- Ensure that whoever found the item or witnessed the incident is available to brief the police.
- Screening of hand baggage by appropriate mechanical detectors should be carried out for all guests and employees on entrance to the property.



- All types of mails and parcels should be screened by detectors.
- Good quality doors and windows are essential to ensure building security.
- Use toughened glass with anti-shatter film for windows and doors.
- Have **close-circuit television (CCTV)** systems in place.
- It is important to remember that CCTVs are effective only if they are properly maintained and monitored.
- All hotels and restaurants should have an **uninterrupted power supply (UPS)** available and regularly tested.
- The security measures deployed should not be made public to avoid alerting potential terrorists about what the hotel staff know and what they are doing about it.
- Have a proper first aid facility on premises.
- Install and maintain sufficient and proper fire-fighting equipment.
- If you see any suspicious activity, notify the hotel operator or a staff member.

#### ☐ **Guest and Employee Thefts**

There are incidents where guests take away items that are not meant to be taken away by them.

- These items may be picture frames, bathrobes, towels, and so on.
- However, some articles are meant to be takeaways.
- These are small items that prominently display the hotel's monogram.

- To minimize losses through guest theft, a count of the number of amenities placed in the guestroom is always kept and if the guest asks for extra numbers, then this has to be entered in a log book.
- The room attendant can check the numbers while cleaning the next day.
- Luxury hotels charge a high enough rate to compensate for stolen items. However, these are some measures that may discourage guest thefts.
- Items such as monogrammed towels, bathrobes, etc may be placed on sale in hotel gift-shops.
- This may reduce the likelihood of theft since guests have the option of purchasing these items.
- Always keep the storage rooms closed and locked so that guests do not get a chance to take away items from there.
- Amenities stored on carts should be stocked in a secure place or in a locked compartment.
- Guests walking down the hallway or corridor may easily take home an adequate supply of shampoo, soap, and so on in a matter of minutes if these are left unattended in the corridor.
- Affix or nail down guestroom items and fixtures to appropriate surfaces.
- If decorations are not nailed, glued, bolted, or otherwise anchored to the wall and are small enough to fit in a suitcase, they are prime targets for guest theft.
- The easier an item is to remove, the more likely it is that it will be removed.
- All pictures, mirrors, and wall decoration should be discreetly affixed to the wall.

- Lamps should be too large to fit easily into a suitcase or bag.
- Expensive items such as televisions should be bolted and equipped with an alarm that the front desk or security if an attempt is made to remove the item.
- The closer the room is to the parking area, the easier it is remove an item from a room.

### **Employee Thefts**

- The management should detail explicit regulations concerning employee theft.
- The employee handbook should spell out the consequences of stealing hotel property.
- It is important that the management not discriminate against any employee when enforcing these rules:
- While screening applicants for the job, a thorough check of the background, including a check for any criminal convictions, should be carried out.
- Orientation and training programmers should emphasize the value of honesty.
- Supervisors should closely monitor behavior and adherence to company policies and procedures during the employee training and probationary period.
- Good inventory control procedures should be followed.
- Conduct a monthly inventory of all housekeeping supplies, such as toilet paper, amenities, and linen.
- If the items in storage do not match the usage rate or if too little stock is on the shelves, it may be an indication of employee theft.

- All storeroom doors should be kept locked and these locks should be changed periodically to reduce the opportunity for theft.
- An effective key-control programme, lost and found procedure, and gate-pass system should be in place and enforced at all times.
- Regular locker inspections also discourage employees from stealing for lack of a hiding place for articles.
- Employee entrances should have a security staff office that monitors arriving and departing employees.
- Employee parking should be well-lit and sufficiently far from the hotel building.

#### ❑ SICKNESS AND DEATH

- On many occasions, housekeepers find a sick guest on their hands.
- If the guest is too ill travel home or it is inconvenient for him or her to do so, as in case of an overseas traveller, he/she should be seen by the doctor on call at the hotel or by local doctor.
- If the medical aid is on the way, the housekeeper may have to administer first aid to the ailing guest. Hotel guests who are ill should be regularly visited by the house keeping staff.
- Sometimes, illnesses or accidents lead to death.
- Staffs who encounter such a situation should not touch anything in the room as they might be helpful in establishing the cause of death.
- The employee should lock the door and inform the executive housekeeper, who in turn conveys the information to the general manager.

- The police are then informed about the death.
- The door of the guest room where a death has occurred should be double-locked and sealed until the police have arrived.
- The staff should assist in any subsequent investigations being carried out by the authorities.

**❑ Guidelines for preventing electrical hazards:**

- Know the location of emergency cut-out switches.
- Do not use electrical items with worn or damaged flexes.
- Make sure that the flexes do not trail over work surfaces or in water.
- Keep steam and water hoses away from power points.
- Take care when pulling out mobile electrical equipment, not to strain cable.
- Never use water to put out an electrical fire.

**❑ Guidelines for lifting and carrying heavy objects:**

- Size up the load; ensure that you are well balanced. (Get help if you need it!)
- Place feet apart, bend knees (not at waist), pick up load.
- Straighten up; use leg muscles not weaker back muscles.
- Carry load close to your body, watch ahead.
- Unload with feet apart, knees bent and back straight.

Ensure hands and feet are clear from the object being put down

## **Unit-23-Complaint Handling: Keeping Guests Happy**



***In this meeting we will learn***

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**Food Craft Institute –Jammu, Department of Skill Development- UT of J&K.**

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- *Importance of keeping guests happy*
- *Reasons of guest complaints*
- *Impacts of guest complaints.*
- *Handling complaints*
- *Making opportunities from complaints*

### ***What is a complaint?***

- *“an expression of dissatisfaction by a customer whether justified or not*



### ***Who are Guests/Customer***

- *The most important person in any business.*
- *Is not dependent on us. We are dependent on them.*
- *Is not an interruption of our work, but the purpose of it.*
- *Is part of our business – not an outsider.*
- *Does us a favor when they come in. We aren't doing them a favor by serving them*





- *A Guest/customer is not just money in the cash register. They are human beings with feelings and deserve to be treated with respect.*
- *Is a person who comes to us with their needs and wants. It is our job to fill them.*
- *Deserves the most courteous attention we can give them. They are the lifeblood of every business.*

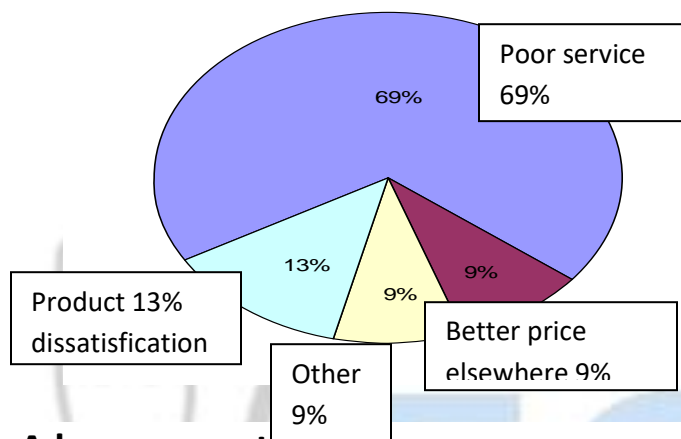
### **Facts about Guest/Customers**

- The Guest is the Hotel's biggest asset
- The Guest pays all our salaries wages and bonuses
- The Guest will go where he/she receives the best attention
- There is no profit, no growth, no jobs without the Guest in Hotel
- Hence, You must be your Guests' best choice!



- A typical dissatisfied Guests will tell 35(approx) people about their problem.
- 7 out of 10 complaining Guests will do business with you again if you resolve the complaint in their favor.
- If you resolve a complaint on the spot, 95% will do business again

## Why Guests/Customers leave?



## A happy guest...

- Returns the next time.
- Recommends the place to his friends and acquaintances.
- Avails other services of hotel.
- Appreciates the hotel staff and respects them



- And thus, the profits are increased

## Did you Know?

A study suggests that 95% of customers stop using a hotel's service because somebody from the hotel staff was rude to them!

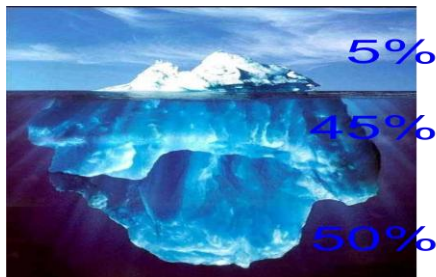
## Why do guests complain?

- Bad service
- Unsatisfactory service
- Delayed service
- Issues not being handled seriously
- Rude and disinterested Staff
- Not getting the services promised
- Anything extra you can think of?

### **Impacts of Guest Complaints**

- Loosing the customer
- Loosing the opportunity to serve the customer better
- Bad name for organization
- One unhappy customer stops 35 people approximately from his friends and acquaintance from using the service.

Tip of the iceberg



### **Actively Seeking Customer Complaints**

It is important to realize that organizations that are totally customer-focused do not just respond effectively to customer complaints; they actively seek them out. A research indicates that for every complaint expressed there are over 25 unregistered complaints. Many

dissatisfied customers just quietly take their business elsewhere. Therefore, organizations that are truly committed to delivering Superior Customer Performance work hard at providing their customers opportunities to complain.

### **Eight Steps to complaint resolution**

1. Provide customers with the opportunity to complain.
2. Give customers your full and undivided attention.
3. Listen completely.
4. Ask the key question: "what else?"
5. Agree that a problem exists; never disagree or argue.
6. Apologize.
7. Resolve the complaint. (Ask again: "what else?")
8. Thank the customer for bringing the complaint to your attention.

### **Special Cases**

- Do something extra that you can as a gesture of apology to make customer feel special
- If you cant give to customer what he/she is asking for, rather than refusing straightaway, give another option.



### **Complaint is an opportunity**

- Guest complaint is an opportunity to go that extra mile to resolve it, and do something special for the customer so that he knows he is valued and thus he comes back.



## **Unit-24-FIRST AID**

### **Basic First Aid**

Objectives: After completing this unit, you should be able to:

- List the aims of first aid and the priorities of treatment for a minor injury or accident
- Recognize the basic techniques that may be used to preserve life prevent injuries from worsening and promote initial recovery.

Activities / Information

It is important to note at the commencement of this unit, that as a basic entrant into the industry, the level of knowledge and application of specialist first aid skills will need only to be limited. This knowledge unit sets out to increase your awareness of basic first aid techniques and responsibilities to help you in your role as a member of staff. The emphasis for you will be to assess the emergency or accident situation and to seek help immediately.

### First Aid- Your Part

At any accident or sudden injury situation you must be aware of the FOUR key steps to follow:

#### 1. ASSESS THE SITUATION:

- Appear calm in front of colleagues or guests.
- Take charge- do not panic – stay “cool”.
- Ensure safety- If the situation is dangerous to the casualty or yourself, be careful.
- Get help immediately- If you cannot leave the casualty, get another person to call for assistance and also to help you, i.e. to clear the area; or control traffic, etc.

#### 2. DIAGNOSE THE SITUATION:

- Listen to the casualty and others to find out what happened.
- Smell – can you detect burning; gas; or alcohol.
- Look- is there any sign of blood or vomit , does the casualty wear any warning bracelet or locket ; do they have any containers or packets of drugs or medicines; are any unusual symptoms showing (blood, awkward limbs, swelling, bruising, or sweating).

### 3. TREAT THE SITUATION (If possible) WHILE AWAITING QUALIFIED SPECIALIST ASSISTANCE:

Calm the casualty; protect them from cold and damp, handle gently whilst making them comfortable. The Urgent treatment, i.e. easing problems of breathing; heart or severe bleeding difficulties; and important treatments of dressing wounds and supporting injured bones may be attempted ONLY by qualified first aiders.

### 4. THE MEDICAL SITUATION

As early as possible after the accident/ injury arrangement must be made to move the casualty to a doctor / nurse or to hospital. Any important facts or details about the casualty or circumstances of the accident must be given to the ambulance person; medic or doctor. As soon as possible after the incident, a report giving details of the accident / injury must be made to the supervisor / manager. Basic treatment of wounds, minor burns, scalds and other minor injuries:

The following guidelines are for the basic treatment of minor injuries:

#### **Wounds**

- Pressing directly on a wound flattens the blood vessels and stems the flow of blood.
- Pressure needs to be applied for 5-15 minutes to allow blood to clot.
- Ensure no foreign bodies are present i.e. bone, glass, dirt etc before pressing.
- Press on the wounds with clean dressing, i.e. towel (NOT cotton wool)
- Raise and support any injured limb.

- After for medical attention as soon as possible if necessary.

## **Burns**

There are various types of burns:

### **DRY**

From: Flames, hot, electrical equipment;

### **COLD**

From: ice;

### **SCALD**

From: heat (Steam or fat)

### **CHEMICAL**

From: Acid

### **ELECTRICAL**

From: Electrical current

### **RADIATION**

From: Sun

## **MINOR BURNS AND SCALDS:**

Do's

- Reassure the casualty.



- Immerse area of burns in clean cold running water for at least 10 minutes. (If there is no water available use milk/ lemonade).
- Remove any rings, clothing (unless stuck) before area swells.
- If in doubt seek medical assistance.

#### Do not's

- Use creams, fat or lotion.
- Use adhesive dressing or plasters
- Burst blisters or remove loose skin.

#### Electrical injury signs and symptoms:

- Casualty may not be breathing; and the heart may have stopped.
- Possible burns and shocks.

Never touch casualty with bare hands. Switch off the power at mains if possible.

#### Treatment: - Only by qualified first aider!

- Commence mouth-to-mouth and / or chest compression.
- Treat any burns.

#### Mouth to Mouth:

1. Clear anything from the mouth, i.e. dentures.
2. Incline head back.
3. Pinch nose closed.
4. Open mouth
5. Seal his mouth with your and blow.
6. Look along chest to see if chest rises fully.

7. Move your mouth away.
8. When your chest falls, take in fresh air and repeat.
9. Once started your continue until casualty breathes on own, or ambulance/ doctor arrives.

### **Chest Compression:**

THIS DOES THE WORK OF THE HEART WHEN IT HAS STOPPED- AND YOUR HANDS MUST BE DIRECTLY ABOVE THE HEART WHEN PRESSING DOWN.

1. Kneel to side of casualty at the ribs.
2. Place one hand on top of other, over the heart (centre of breastbone).
3. Press down 2” approximately every second.
4. Continue until medical help arrives.

### **Choking:**

1. Act quickly- speed is essential. (If casualty can speak, cough or breathe they are not chocking. If not:
2. Give FOUR quick back blows with the heel of your hand. Deliver these sharp blows rapidly and forcefully between the shoulder blades, while supporting the chest of the casualty with the other hand on the breastbone.
3. If unsuccessful give four upwards abdominal thrusts, stand behind casualty and wrap your arms around their waist. Grasp one fist with your other hand and place the thumb side of your wrist in the mid- line between waist and rib cage. Press fist into abdomen with four quick upwards and inwards thrusts. Do not use this procedure for pregnant women or overweight casualties. If necessary repeat sequence. Send Medical help if required.

## **Unit-25- GLOSSARY OF FRONT OFFICE TERMS**

1. Adjoining Rooms :- Two rooms side by side with a common wall without a door on the common wall.
2. Advance Deposit :- Payment of money by the guest on a room reservation that the hotel is holding.
3. Allowance :- A reduction to the folio, as an adjustment either for unsatisfactory service or for a posting error. Also called a “REBATE”.
4. American Hotel and Lodging Association :- (AH & LA) A federation of regional and state associations composed of individual hotel and motel properties throughout the Americas.
5. Average Room Rate or Average Daily Rate :- Computed by dividing the rooms revenue by the number of rooms occupied.
6. Bed and Breakfast :- (B & B). The room tariff includes the charge for the room and a continental breakfast.
7. Blanket Reservation :- A block of rooms held for a particular group with individual members requesting assignments from that block.
8. Bucket :- The file that holds the guest folio, often recessed in the counter top. Also known as “Cashier’s Well”
9. Cabana :- A room on the beach or near the swimming pool separated from the main building, used for changing.
10. Cancellation :- A guests request to the hotel to void a reservation previously made
11. Check-in :- All the procedures involved in receiving the guest and completing the registration sequence.

12. Check-out :- All the procedures involved in the departure of the guest and the settlement of the account.
13. Confirmed Reservation :- The hotels agreement, usually in writing, to the guest's reservation request.
14. Cut off Date :- That date on which the block of unreserved rooms are released for general sale.
15. Day Rate :- A reduced charge for occupancy of less than overnight; usually half the daily rate, for less than six hours arrival before check-out time, also used when the party arrives and departs the same day.
16. Did not Stay (DNS) :- Means the guest left almost immediately after registering.
17. Duplex :- Two rooms on two different floors with a private staircase connecting the two rooms.
18. Efficiency Room :- Accommodations that include kitchen facilities.
19. Fam Trip :- Familiarization trip taken by travel agents at little or no cost to acquaint themselves with properties and destinations.
20. Folio :- A weekly bill of the hotel for keeping transient account receivable records. Also called "Guest Bill" or "Account Card"
21. Guest History Card :- A record of the guests visits including rooms assigned, rates, special needs and credit rating.
22. House Count :- The number of registered guests in the hotel.
23. Housekeeper's Report :- A linen room summary of the status of guest rooms used by the front office to verify the accuracy of the room rack.
24. Mail and Key Rack :- A piece of front office equipment where both mail and keys are stored by room number.
25. Master Key :- One key controlling several pass keys and opening all the guest rooms on one floor; also called a Floor Key.
26. Murphy Bed :- A standard bed that folds or swings into a wall or cabinet in a closet like fashion.

27. Out-Of-Order (OOO) :- The room is not available for sale because of some planned or unexpected shutdown of facilities.
28. Overstay :- A guest who wishes to extend his stay beyond the scheduled date of departure.
29. Paid In Advance (PIA) :- A room charge that is collected prior to the arrival of the guest : it is the usual procedure when a guest is unknown and has scanty baggage, and wit some motels it is standard procedure for all guests.
30. Paid-Outs :- Money disbursed to guests either as advances or loans or to balance the account, charged to their account like other departmental charges.
31. POS :- Point of Sale
32. RNA - Registered, Not Assigned:- A guest who has registered but is waiting for a specific room assignment until space becomes available.
33. Room Count :- The number of occupied rooms in the hotel.
34. Rooming List :- The list of names furnished by a group in advance of arrival and used by the hotel to preregister and preassign the party.
35. Skipper :- A guest who leaves the hotel without settling his bill
36. Sleeper: -A person staying in the hotel room without the knowledge of the hotel.
37. Sleep out: - A room that is taken, occupied and paid for but the guest does not sleep in it during the night.
38. SPATT (Special Attention) :- A label assigned to important guests designated for special treatment. Also used for physically challenged visually impaired etc. guests.
39. Stay over: - All registered guests who remain overnight.
40. Turn Away: - To refuse walk-in business because rooms are unavailable; the guest so refused.

41. Turn-down :- An evening service rendered by the house-keeping department which replaces soiled bathroom linen and prepares the bed for use.
42. Understay :- A guest who checks out before the scheduled date of departure.
43. Upgrade: - To move a registered guest to a better room or class of service.
44. Credit Limit: - This is the limit of amount of money up to which the guest is allowed credit facility. After the limit is reached the hotel requests the guest to clear his bill either partly or fully.
45. D.O.T:- Department of Tourism.
46. D.N.A:- Did Not Arrive/
47. E.C.O. Express Check Out:- An activity which involves compilation and early morning distribution of guest folios to all those guests who are expected to check out that morning.
48. F.H.R.A.I:- Federation of Hotels and Restaurants Association of India.
49. F.I.T. Free Independent Traveller.
50. Franking Machine:- A machine used for printing postage stamp value on the envelope.
51. G.I.T:- Group Inclusive Tour.
52. G.O.I:-Government of India.
53. A.I:-International Airports Authority of India.
54. I.A.T.A:- International Air Transport Association
55. I.C.A.O:- International Civil Aviation Organization
56. T.A.A.I:-Travel Agents Association of India.
57. W.T.O:-World Tourism Organization.





Best Wishes for the Future Endeavour

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