

An Introduction to Hospitality

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 worldwide industries.

Warriors or traders were the early travelers but they did not have hotels to accommodate them. The warriors used tents but the merchants seeking to trade tools, clothing and livestock, traded merchandise for lodging. The inns offered little more than a cot or a bench in the corner of a room or a stable. Most of them were private residences that offered temporary residence or lodging to strangers. Guests stayed in large communal rooms where sanitation and privacy were non-existent. After the establishment of money in 6th century BC, inn keeping was one of the first commercial enterprises and hospitality was one of the first services for which money was exchanged.

With the end of World War II, the hotel industry unexpectedly entered a new era of prosperity, Americans began traveling as never before. With an automobile in every garage, Americans began touring the country with their families. For this new type of traveler - the vacationing family unit - the formality of a traditional hotel was inappropriate. Families traveling in their cars needed casual lodging that was accessible from major highways and had ample facilities for parking. Earlier, these properties were small and had fewer than 50 rooms. Most of them were owned and operated by a couple and were called Mom and Pop properties. By 1960, the motor hotel or the motel, had become an permanent and influential part of the hospitality industry. By this time the motels had over 100 rooms with a separate parking space for each unit.

In 1960s, a new type of lodging outlet - the economy, or budget hotel entered the picture. These lodging establishments sold only room space without F & B service. To save on construction cost, the economy hotels were built on inexpensive land and had small lobbies. They also hired minimum staff. By minimizing costs the budget hotels were able to give much lower room rates than their competitors.

The first successful economy hotel, 'Travelodge', opened in Tacoma, Washington, in 1956 but the chain expanded nationwide by 1966. By early 1970s the idea of low rate motel/s hotels had captured the imagination of investors mini bars are the standard amenities of most budget hotels. These hotels / motels are also called as no-frills hotels.

Development and Growth of Hotel and Tourism industry in India

The travel and tourism industry is one of the largest and fastest growing sectors in the world, with economic growth in 2017, outpacing that of the global economy, for the seventh year in a row, as well as all other major industrial sectors. This means that travel and tourism industry GDP growth was 50% higher than that of the global economy. In the same year, it employed 313 million people across the world, equivalent to 1 in 10 jobs, and generated of global gross domestic product.

As powerful as the travel and tourism sector is in terms of its reach and economic impact, it is unique in the diversity of its composition. Stakeholders in travel and tourism range from global hotel chains, cruise lines and seaports, and airports and airlines turning over billions of dollars every year, to individuals running a bed and breakfast, teaching a cooking class or leading a tour through their local community. Thinking of the industry in such a way allows us to picture not only the vast economic impact that it has at the global level, but also to consider the life-transforming effects it can have on real people in destinations across the world.

Travel and tourism industry is a major contributor to international trade in services, with global visitor exports, the amount brought as a contribution by visitors to the country they visit generating a record \$1.5 trillion in 2017.

The travel and tourism industry yields significant economic and social benefits around the world, and possesses the power to change people's lives for the better by driving economic growth and development, reducing poverty through the provision of livelihoods, and fostering tolerance and peace through intercultural exchange and understanding. The sector has demonstrated strong and continued growth in the number of people travelling internationally each year, as well as its economic impact over the last six decades. Future predictions suggest that the sector will continue to grow in size and significance, amplifying its opportunity and responsibility to act as a force for good in the world.

The origin of the hotel industry in India cannot be traced to a definitive point of time; there is evidence of its presence even during the Indus Valley Civilization and Vedic Era. In olden days, travel was predominantly undertaken for pilgrimage and trade. The concept of char *dham* (i.e., visiting religious places located in the four corners of India) among the Hindu community is an important indicator of significance accorded to pilgrimage by their ancestors.

The country stands dotted with many such shrines, some of which are frequented by people of all faiths. Ancient texts and literature, as also Hindu mythology, have many references to travel and the provision of accommodation facilities for traveling pilgrims and traders by the authorities of those days

HOTEL

A hotel or inn may be defined as an establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following services.

Housekeeping service

Food and beverage service

Bell and door attendant service

Laundry and dry cleaning

Concierge

Use of furniture and fixtures

Entertainment Centers/ Recreation facilities/ Swimming pool/ Game Zones/ Adventure activities

Spa and wellness/ Fitness centers

Hotels range from 50 to 2000 rooms, sometimes more. Inns usually have between 5 to 50 rooms.

Types of Hotels

Hotels Based On Location

City-center/downtown hotels:

Hotel Location

- In the center or heart of the city and within a short distance of the shopping areas, theatres, public buildings, business center.

Hotel rates are higher due to locational advantage.

Suburban hotels:

Hotel Location

- In the suburbs. These hotels have the advantage of quieter surroundings.

Hotel Rate

- Moderate to low (disadvantage of having to travel greater distance).

Motels

Hotel Location

- On highways and provide modest lodgings to highways travellers and provide ample space for parking.
- The length of stay is usually overnight.

Hotel Rate

- Rates are generally lower than other hotels.

Airport hotels

Hotel Location

- Near the airports. They cater mainly to transit guests, who might have to stay over at the hotel between flights.
- Generally, these type of hotels have contract with different airlines to have a continuous and guaranteed business

Hotel Rate

- Rates are generally higher

Resort hotels

Hotel Location

- At hill stations, near the seashore, etc. where people can enjoy the stay and relax for a longer period as well as to people who are looking for a change for health reasons.
- Resorts are further categorized on the basis of their location and positioning like health resorts, hill resorts, beach resorts, summer resorts, winter resorts, etc.

Hotel rate

- Rates are generally higher

Forest hotels

Hotel Location

- Within a forest range. They cater to people who love to spend time in forest and enjoy with animals and bird.
- Rates are generally lower than other hotels.

Floatels

Hotel Location

- Luxury liners or ships.

- Rivers, big lakes and seas are ideal spots for these types of hotels.
- In cruise ships, rooms are smaller and all the furniture is fixed down.

Hotel Rate

- Rates are generally higher.

Boatels

Hotel Location

- Combination of Boat and Hotel.
- A houseboat hotel is referred to as a boatel.
- The shikaras of Kashmir and the kettuvalams of Kerala are houseboats that offer small but luxurious accommodation to travellers in midst of lakes and waterways.

Hotel Rate

- Rates are generally higher.

Rotels

Hotel Location

- Combination of railway and hotel.
- Hotels on wheels.
- Palace on Wheels and Deccan Odyssey are trains providing a luxurious hotel atmosphere in India.
- Rotels also include some large trucks with the interiors done up like hotel rooms. They are normally used by a small group of travellers to visit various places by road.
- Rates are generally higher.

Hotels based on Theme & Architectural Design

Heritage Hotels

- Forts & Havelis converted into hotels. Further divided into 3 categories
- Heritage- built between 1950- 1935
- Heritage Classic- built between 1935-1920 &
- Heritage Grand- built before 1920.

Ecotel

- Environment friendly hotel.

Boutique Hotel

- Exceptional accommodation, furnished in themed and stylish manner with personalized services.

Spa Hotels

- Hotel providing therapies, massages & baths.

Hotels Based On Target Market

Commercial Hotels

- i. Location - Commercial area, down town areas, business districts & also in the heart of the city.
- ii. Clientele - Businessmen or corporate.
- iii. Services / Facilities - Good communication rooms conference rooms & also secretarial services. Highly specialized Business Centers.

Facilities in Business centers

Lounge with reception area, sitting area, with newspaper, national & international, magazines, televisions, Reuters, Conference Rooms ranging from capacity of 2 to 25 people, Secretarial Services, Stationary, Photo Copier, Fax, Binding, Lamination, Interpreters can also be arranged. Computers & internet connectivity also a guest can hire mobile phones & laptops from business centers. It may also have a small library.

Facilities in Club / Business Floors

2 phone lines ii) Fax Machine iii) Coffee Maker iv) Internet Facilities v) Business Kit & Large Study Table vi) Mostly junior suites vii) Separate reception to save time c/a club lounge or club reception area.

These are mainly for Businessmen Lounge may serve breakfast, high tea & cocktails too. eg. Oberios, Taj, Hilton towers.

Convention Hotels

- Hotels having large convention, conference complexes.

Suite Hotels

Hotels with huge rooms along with separate living and kitchen area.

- i. Location - not in commercial areas, but in posh areas.

- ii. Clientele - VIPs, diplomats
- iii. Services - High profile hotels, not very high facilities e.g. Lotus suite.

Bed & Breakfast Hotels

- A European concept. Hotels providing accommodation and breakfast facilities. Usually working on Continental Meal Plan.
- Also known as 'Mom & Pop' hotels
 - i. Location - located in cultural centers
 - ii. Clientele - travelers
 - iii. Service - breakfast & accommodation

Hotels Based On Extended Stay

Casino Hotels

- Accommodation provided along with gambling facilities. Example- Deltin, Goa

Legalized gambling is the major part to the clients.

Headliner entertainment is also a part of casino

Casinos are also a major part of hotel industries.

e.g. has Vegas, Monte Carlo, Kathmandu.

Timeshare

- People invest in a timeshare company & depending on the amount of investment, they get membership for certain duration of time. The members get to stay at the time share property (resort) once a year for a week. Members can exchange their holidays with members from other time share companies. This can be done by the time share company. e.g. Club Mahindra.

Condominium

- Each member owns a unit or a condo. The owner can stay at the unit for as long as he/she wants & when he is not staying at the resort / property, the unit can be given out to the general public when it is done so, a part of the revenue goes to the owner. They can also exchange their holidays. e.g. Royal Palms, RCI resorts.
- Timeshare & Condominiums are the members of RCI
- Cliental - Holiday makers
- Services - that of a resort

Hotels Based on Level of Service

Economy/budget hotels:

- As the name suggests, economy/budge hotels are cheaper than the other hotels because they provide items and supplies which are required on daily basis, and that too of not very expensive and luxurious quality.
- These properties focus on meeting the most basic needs of guests by providing clean, comfortable and inexpensive rooms.
- This type of hotels generally appeals to budget minded travelers who want rooms with all the amenities which fulfills basic needs.

Mid-scale/mid-market hotels:

- Mid-scale/mid-market hotels are the most popular hotels as they appeal to the largest segment of the travelling public.
- Mid-market services are modest but sufficient and the staffing level is moderate but not huge.
- This type of hotels generally offer a small living room or parlor area with a grouping of appropriate furniture and a small bedroom with a king size bed.
- Sometimes, they also provide with a kitchenette, complete with cooking utensils, refrigerator and microwave oven.

Luxury hotels:

- Luxury hotels, as the name suggests, offer world-class services, providing upscale restaurants and lounges, exquisite decor, concierge services, opulent meeting rooms and dining facilities.
- Even bath linen is also provided twice, once at the time of housekeeping service given to the room and second at the time of turndown service at evening
- In addition, these guestrooms contain furnishings, decor and artwork that are more expensive than that of guestrooms in the mid-market service category.

Hotels Based on Size

- Small Hotels – India 25 rooms or less however abroad 100 rooms or less.
- Medium Hotels- India 25-100 rooms however abroad 100-300 rooms
- Large Hotels- India 100-300 rooms however abroad more than 500 rooms
- Mega Hotels- Hotels with more than 1000 rooms.

CLASSIFICATION OF HOTELS (Star Classification)

The department of Tourism classification, functioning hotels under the star system, into five categories from 1-star to 5-star. For this purpose a permanent Committee, the Hotel and Restaurant Approval and Classification Committee has been set up which inspects the applicant hotels to assess their suitability and are placed on the approved list of the Department.

Approved hotels become eligible to various fiscal relief and benefits. Approved hotels become eligible for foreign exchange for their import of essential equipment and provisions and for their advertising, publicity and promotion under the Hotel Incentive Quota Scheme.

To be eligible to apply for classification hotel must fulfill the following minimum basic requirements:

- i) The Hotel must have at least 10 lettable bedrooms.
- ii) Carpet areas in respect of rooms and areas of bathroom should by and large adhere to the following limits: -

<u>Categories of Hotel</u>	<u>Area standard for bedrooms/bathrooms</u>
<input type="checkbox"/> <u>5 Star/5 Star Deluxe Hotels</u> Single - Double - Bathrooms -	180 sq.ft. 200 sq.ft. 45 sq.ft.
<input type="checkbox"/> <u>4 Star & 3 Star Hotels</u> 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.

<u>□ 2 Star & 1Star Hotels</u>	
Single A/C and	100 sq.ft.
Single Non A/C -	
Double A/C and	120 sq.ft.
Double Non A/C -	(All rooms should have proper ventilation
Bathrooms -	And ceiling fans)
	30 sq.ft. Or
	subject to local bye-laws

Failure to satisfy these conditions will disqualify a hotel for consideration.

The general features, facilities and services expected of hotels in the different star categories are broadly described below:

FIVE STAR CATEGORIES

General features: The facade, architectural features and general construction of the hotel building should have the distinctive qualities of a luxury hotel of this category. The locality, including the immediate approach and environments, should be suitable for a luxury hotel of this category and there should be adequate parking space for the cars. The hotel should have at least 250 lettable rooms, all with attached bathrooms with long bath or the most modern shower chambers. All public rooms and private rooms should be fully air-conditioned and should be well equipped with superior quality carpets, curtains, furniture, fittings, etc. in good taste. It would be advisable to employ the services of professionally qualified and experienced interior designers of repute for this purpose. There should be an adequate no. of efficient lifts in the building of more than two storeys (including the ground floor), with 24 hrs. service. There should be a well-designed and properly equipped swimming pool.

Facilities: There should be a reception; cash and information counter attended by highly qualified, trained and experienced personnel and conference facilities in the form of one or more conference rooms, banquet hall and private dining rooms. There should be a bookstall, a beauty parlor, barbershop, recognized travel agency, florist and a shop for toilet requisites and medicines on the premises. There should be a telephone in each room and a facility of radio or relayed music in each room. There should be a well-equipped, well-furnished and well-maintained dining room, restaurant on premises and whenever permissible by law, there should be an elegant, well-equipped bar/ permit room. The pantry and cold storage should be professionally designed to ensure efficiency of operation and should be well equipped.

Services: The hotel should offer both International and Indian cuisine and the food and beverage service should be of highest standard. There should be professionally qualified, efficient and courteous staff in smart, clean uniforms. The staff coming in contact with the guests should understand English. The supervisory staff knowing at least one continental language should be rotated on duty at all times. There should be 24 hrs. services for reception, information and telephones. There should be provision for reliable laundry and dry cleaning services. Housekeeping at the Hotel should be of the highest possible standard and there should be plentiful supply of linen, blankets, towels, etc., which should be of the highest quality available. Each bedroom should be provided with a good vacuum jug thermos flask with ice cold, boiled drinking water except where centrally chilled purified drinking water is provided. There should be special restaurant/dining room where facilities for dancing, orchestra are provided.

Four star categories

General Features: The architectural features and general construction of the building should be distinctive and the locality including the immediate approach should be suitable for a hotel of this category. There should be adequate parking facilities for cars.

The hotel should have 150 lettable rooms all with attached bathrooms. At least 50% of bathrooms must have long baths of the most modern shower chambers, with 24 hrs. Service of hot and cold running water. All public areas and private rooms should be well furnished with carpets, curtains, furniture, fittings etc. in good state. It would be advisable to employ the services of professionally qualified and experienced interior designer of repute for this purpose. There should be an adequate number of efficient lifts in building of more than two storeys (including ground floor). There should be well-appointed lobby and ladies, gents cloak rooms equipped with fittings and furniture of the highest standard.

Facilities: There should be a reception, cash and information counter attended by, trained and experienced personnel. There should be bookstall, recognized travel agency, money changing and safe deposit facilities and a

left luggage room on the premises. There should be a telephone in each room and provision for a radio or relayed music in each room. There should be a well-equipped, well-furnished and well-appointed dining room/restaurant on the premises and where ever permissible by law, there should be an elegant and well-equipped bar/permit room. The kitchen, the pantry, cold storage should be professionally designed to ensure efficiency of operation and should be well equipped.

Service: The hotel should offer both International and Indian cuisine and the food and beverage service should be of highest standard. There should be professionally qualified, efficient and courteous staff in smart, clean uniforms. The staff coming in contact with the guests should understand English. It will be desirable for some of the staff to possess the knowledge of foreign language and staff knowing at least one continental language should be rotated on duty at all times. There should be 24 hrs.

services for reception, information and telephones. There should be provision for reliable laundry and dry cleaning services. Housekeeping at the Hotel should be of the highest possible standard and there should be plentiful supply of linen, blankets, towels, etc., which should be of the highest quality available. Similarly the cutlery and the glass wear should be of the highest quality available. Each bedroom should be provided with a good vacuum jug thermos flask with ice cold, boiled drinking water except where centrally chilled purified drinking water is provided. There should be special restaurant/dining room where facilities for dancing, orchestra are provided.

THREE STAR CATEGORIES.

General features: The architectural features and general construction of the building should be of a very good standard and the locality including the immediate approach should be suitable for very good hotel of this category. There should be adequate parking facilities for cars. The hotel should have at least 120 let table rooms all with attached bathrooms with bathtubs and/or showers. The bathrooms should be with hot and cold running water. At least 50% +of the rooms should be air-conditioned and the furniture and furnishings such as carpets, curtains, etc., should be of a very good standard and design. There should be adequate number of lifts in the building with more than two storeys (including the ground floor). There should be a well-appointed lounge and separate ladies and gentlemen's cloak room equipped with fittings of a good standard.

Facilities: There should be a reception and an formation counter attended by qualified staff, and a bookstall recognized travel agency, money changing and safe deposit facilities on the premises. There should be a telephone in each room (except in seasonal hotels where there would be a call bell in each room and a telephone on each floor for the use of hotel. There should be a well-equipped and well maintained

Air-conditioned dining rooms /restaurant and where permissible by law, there should be a bar/permit rooms. The kitchen, pantry and cold storage should be a clean organized for orderliness and efficiency.

Service: The hotels should offer good quality cuisine both Indian as well as continental and the food and beverage service should be of a good standard. There should be qualified, trained, experienced, efficient and courteous staff coming in contact with the guests should be provision for laundry and dry cleaning service. Housekeeping at the hotel should be of a very good standard and there should be adequate supply of linen, blankets, towels etc., of good quality. Similarly, cutlery, crockery, glassware should be of a good quality. Each bedroom should be provided with vacuum jug/thermos flask with cold, boiled drinking water. The hotel should provide orchestra and hall room facilities and should attempt to present specially choreographed Indian Cabaret.

TWO STAR CATEGORIES

General Features: The building should be well constructed and the locality and environs including the approach should be suitable for a good hotel. The hotel should be at least 25 lettable bedrooms of which at least 75% should have attached bathrooms with showers and a bathroom for every four of the remaining rooms and should be with modern sanitation and running cold water with adequate supply of hot water, soap and toilet papers. 25% of the rooms should be air-conditioned (where there should be heating arrangements in all the rooms) and all rooms must be properly ventilated clean and comfortable with all the necessary items of furniture. There should be a well-furnished lounge.

Facilities: There should be a reception counter with a telephone. There should be a telephone or call bell in each room and has a separate telephone. There should be a well-maintained and well-equipped dining room / restaurant serving good, clean wholesome food and a clean, hygienic and well-equipped kitchen and pantry.

Service: There should be experienced, courteous and efficient staff in smart and clean uniforms. The Supervisory staff coming in contact with guests should understand English. There should be provision for laundry and dry cleaning services. Housekeeping at the hotel should be of good standard and good quality linen, blankets, towels etc., should be provided. Similarly, crockery, cutlery and glassware should be of a good quality.

ONE STAR CATEGORY:

General Features: The general construction of building should be good and the locality and environs, including immediate approach should be suitable. The hotel should have at least 10 lettable bedrooms of which at least 25% should have attached bathrooms with a bathroom for every 4 of the remaining rooms. At least 25% of the bathrooms should have western style WCs. All bathrooms should have modern sanitation and running cold-water with

adequate supply of hot water, soap and toilet paper. The rooms should be properly ventilated and should have clean and comfortable bed and furniture.

Facilities: There should be a reception counter with a telephone and a telephone for the use of guests and visitors. There should be clean and wholesome food and there should be a clean well equipped kitchen and pantry.

Services: There should be experienced, courteous and efficient staff in smart and clean uniforms and the senior staff coming in contact with guests should possess working knowledge of English. Housekeeping at the hotel should be of a good standard and clean and good quality linen, blankets, towels etc., should be supplied. Similarly, crockery cutlery and glassware should be of good quality.

A classification fee at the following rate is payable by the hotels supplying for classification:

<u>Star Category</u>	<u>Amount in Rs.</u>
One star	2000/-
Two star	3000/-
Three star	4000/-
Four star	6000/-
Five star	8000/-
Five star deluxe	10000/-

Supplementary Accommodation

1) Sarai/ Dharamshala: These lodging properties are mostly found at popular pilgrimage places. They are generally constructed by welfare trusts, social organization, or even the state, and provide basic security and sleeping facilities for a nominal fee.

2) Dak Bungalow/Circuit Houses/Inspection Bungalow/First lodges:

A legacy of the British Raj, these were built as rest houses for colonial official across the country as well as in remote areas and scenic locales. All these properties have an ageless charm and an old world style of hospitality as well as special cuisine, which forms a part of the attraction, apart from the low tariff. These are owned by the various state governments and can be accessed through the local district administration .Often these are the only lodging properties in remote areas.

3) Lodges/Boarding House: lodges are modest hotel situated away from the center of the city or located at a remote destination. These are self-sufficient establishment that offer standard facilities, such as clean and comfortable rooms, food and beverage service. Boarding houses are establishment that usually provide accommodation and meals at a specified period of time, such as weekends, or for a specified time of stay.

4) Youth Hostel: The youth, from rural as well as urban areas, travel for various reasons, such as education, adventures, and recreation. Youth hostels were established to cater to the youth on the move, who couldn't afford steep hotel rents. A youth hostel generally provides low-cost dormitory accommodation with common bathing and cafeteria facilities. They may also provide kitchens for self catering.

5) YatriNiwas: A yatriniwas provides low-cost, self-service accommodation to domestic tourist in cities. The emphasis is on modest comfort and affordability. These are generally frequented by people during brief stopover while travelling between places, or by families with modest budgets. These properties are located at historical, cultural, and natural sites.

6) Camping Grounds /Tourist camps: Camping grounds are normally located within cities in open spaces. They provide parking space along with water, electricity, and toilets. Camps must follow certain regulation regarding the quality of services and cost, and are set by municipalities.

7) Railway/Airport Retiring Rooms: A retiring room is for the convenience of the transit travellers. These are situated at major railway station and domestic and international airports. They provide a resting place to passengers with confirmed and current tickets. These retiring rooms are available at reasonable rates and are often air conditioned. Booking for the same is made through the station superintendent or the airport manager. They are equipped with clean sanitation facilities and may include F&B facilities at a cost.

8) Paying Guest Accommodation: A PG accommodation is a non-institutional accommodation offered by individual household at various destination. This kind of accommodation is becoming popular in large metropolitan cities among outstation students and the employed youth migrants from other towns. Guest normally pays for accommodation, while the rules for F& B services may differ from host to host.

Types of Room

In hotels the rooms are categorized and priced according to the type of bed, number of occupants, number of bed, decor, specific furnishings or features and nowadays special even the special theme available in the room.

Later when assign the guest room before the arrival of the guest the front desk agent must be aware of guest room characteristics for each room type available in the hotel. Also not to forget any guest specific request or room specific request requested by the guest for e.g.:- room away from the elevator, King bedded room, twin bed room, non- smoking room etc.

The condition of guest rooms maintained by housekeeping is the most vital factor as far as the customer satisfaction in the hotel business is concerned.

- **Single Room** – A room with the facility of single bed. It is meant for single occupancy. It has an attached bathroom, a small dressing table, a small bedside table, and a small writing table. Sometimes it has a single chair too.
- **Double Room** – A room with the facility of double bed. There are two variants in this type depending upon the size of the bed
 - King Double Room (with king size double bed)
 - Queen Double Room (with queen size double bed)

It is equipped with adequate furniture such as dressing table and a writing table, a TV, and a small fridge.



Single Room



Double Room

- **Double-Double (Twin Double) Room** – This room provides two double beds with separate headboards. It is ideal for a family with two children below 12 years.

- **Triple Room** - It is a room, as the name suggests, is for three guests and has one double and a single bed for triple occupancy. All the supplies and amenities are as per triple occupancy.
- **Quad Room** - It is a room, as the name suggests, for four persons and has two double bed or one double bed and two single beds for Quad occupancy. All the supplies and amenities are as per Quad occupancy.
- **King Room**- a room with a King-sized bed.
- **Queen room** - a room with a Queen-sized bed.
- **Twin Room** – This room provides two single beds with separate headboards. It is meant for two independent people. It also has a single bedside table shared between the two beds.



Twin Room



Twin Double Room



Hollywood Twin Room

- **Hollywood Twin Room** – This room provides two single beds with a common headboard. If a need arises, the two beds can be brought together to form a double bed.
- **Duplex Room** – This type is composed of two rooms located on two different floors, connected with internal stairs.
- **Cabana** – This type of room faces water body, beach, or a swimming pool. It generally has a large balcony.



Duplex Room



Beach Cabana

- **Studio** – They are twin adjacent rooms: A living room with sofa, coffee table and chairs, and a bedroom. It is also equipped with fan/air conditioner, a small kitchen corner, and a dining area. The furniture is often compact.
- **Lanai** – This room faces a landscape, a waterfall, or a garden.
- **Sico** - Sico room is a smart solution to space efficiency. Sico rooms usually have special beds which can be folded according to the guest's need. Guests get a meeting room by day and a sleeping room by night, with the comfort of a real mattress. With most meetings today consisting of ten people or less, Sico rooms offer the flexibility to accommodate small meetings without tying up large meeting rooms.



Penthouse



Lanai

- **Suite** –It is composed of one or more bedrooms, a living room, and a dining area. It is excellent for the guests who prefer more space, wish to entertain their guests without interruption and giving up privacy. There are various types of suites –

- **Penthouse Suite** – Luxurious than the regular suite. It is provided with the access to terrace space above the suite. It is aloof from crowd and provides a bird's eye view of the city. It has all the amenities and structure similar to a regular suite.
- **Presidential Suite** – The best possible suite in the hotel.
- **Mini-Suite or junior suite** - A single room with a bed and sitting area.
- **Parlour:** A sitting or living room not used as bed room. **Studio Room:** A parlour setup with one or two studio beds or couches which can be converted into beds.
- **Efficiency Room:** A room having some kitchen facilities prominent in motels, resorts and residential hotels.
- **Family room** – A room with two double beds, meant for two, three or four persons.
- **Hospitality suite:** A suite or room, as in a hotel or convention center, rented by a business firm, political candidate, or the like, to meet and entertain clients, potential customers, etc.
- **Executive room** – a room that has large bedroom with a sitting area, provided with chairs and usually sofa and coffee table. This type of room typically has a workstation/lounge near the window. This is really a combination of bedroom cum sitting room.
- **Sample room:** A room, as in a hotel suite, in which merchandise is displayed for sale to the trade.
- **Connecting rooms:** Rooms with individual entrance doors from the outside and a connecting door between. Guests can move between rooms without going through the hallway.
- **Adjoining rooms:** Rooms with a common wall but no connecting door.
- **Adjacent rooms:** Rooms close to each other, perhaps across the hall.

UNIT 2

BASIS OF CHARGING (Tariff fixation)

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.

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 practiced 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.

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.

Day Rate or 'Day Use Rate'

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.

Based on Competitors Rate

The competition between similar hotels (i.e hotels with similar standards and providing similar services and facilities in similar locations of the city.) in the market plays an important role in determining the rack rate of the hotel. The higher the competition, the lower will be the room rate. Hotels with similar standards have competitive rates.

FOOD PLANS (Meal 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 breakfast consists of juices, toast or rolls, butter, cheese, jam, tea or coffee but no eggs.]

3. Bermuda Plan (BP) or Bed & Breakfast Plan (B & B)

This plan includes room charges, early morning tea and an American breakfast. [American breakfast is a buffet breakfast not served in the room] In general, American breakfast includes most or all of the following : Two eggs (fried/poached), sliced bacon or sausages, sliced bread with jam/ jelly/ butter, pancakes with syrup, cornflakes or other cereal, coffee/tea and orange or grapefruit juice.

4. American Plan (AP)

This plan includes all meals. It includes room charges with morning tea, American 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' [American breakfast has all courses like eggs and ham, bacon, meat is also included].

5. Modified American Plan (MAP)

This plan has evolved out of the American plan. It includes room charges with morning tea, American 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.

The use of these plans:

· Commercial hotels prefer EP because:

1. 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.

2. On the other hand hotel being situated in an urban area would get plenty of non-resident 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

1. 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 sight -seeing during the day, an MAP will be more appropriate.

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

The CP. & BP lie between EP & AP so they can be offered by any hotel.

PACKAGES AND SPECIAL RATES

A hotel generally designates a standard rate for each category of rooms offered to guests. Apart from the standard rates, hotels also offer discounted rates to attract additional business from multiple market segments. Following are some of the rates designated by the hotels:

- **Rack Rate:** These are the highest published rate for various categories of rooms that the hotel offers. The standard rate of a particular type of room before any discount is given is called as Rack rate.
- **Corporate rate:** Special rate given to corporate companies. Generally, 10 to 20% lower than the rack rate.
- **Seasonal rate:** Depending upon the location, destinations may have high, low or shoulder seasons. Accordingly, they have peak season and off season rates.
- **Advance purchase rate:** Heavy discounts on room rates when room bookings are done in advance.
- **Week day/ Weekend rate:** Usually, resorts do weekend business and commercial hotels do weekday business.
- **Half day rate:** The day rate charges from the guest not staying overnight at a hotel.
- **Group rate:** Special rate extended to groups.
- **Travel agent rate:** They provide a substantial volume of business to hotels; hence hotels offer those special discounted rates and commissions too.

- **Volume guaranteed rate:** Hotels may offer a special rate in order to attract high volume of business from special market segments. A hotel may have contractual agreement with companies.
- **Airlines/ crew rate:** Special discounted rate extended to airline crews.
- **Government rate:** Special rate to government employees on the submission of identity proof. A hotel interested in catering to this segment may quote room rates that match their travel allowances.
- **Educational rate:** Rate extended to students and educationists.
- **Introductory rate:** It is offered by a hotel on opening of a new property in town, to make inroads into the market.
- **Complimentary rate:** No charges for room. Extras may be collected from the guest. E.g.: telephone, spa etc.
- **Crib rate:** Rate charged for children above five and below the age of 12 years who are accompanying their parents.
- **Package rate:** A package rate is quoted as a bouquet of products or services. These rates are tailor-made for specific guest requirements. Example Meeting package, Meal package, marriage package, holiday package etc.

FACTORS AFFECTING ROOM TARIFF

The room tariff of a hotel must generate optimum revenue for the hotel and give the hotel proprietors a return on their investment. The rate of a hotel room is decided by several factors.

- **Cost:** The total expenditure that is incurred in providing services and products to the ultimate customer of the hotel services is the cost. The total cost can be divided into fixed cost, material cost and labor cost. The higher the investment that has been made in a hotel property, the higher would be the room rent.
- **Level of services:** The level of services offered by a hotel determines the room rent to a large extent. A hotel offering the best of services like spa, gymnasium, banquets halls, specialty restaurants etc. will charge a higher room rent in comparison to other hotels offering limited services.
- **Competition:** Competition between similar hotels in the market also plays an important role in determining

the rack rate of the hotel. The higher the competition, the lower will be the room rent.

- **Location:** Hotels in a city center or business center, near places of tourist interest would have higher tariff. Rooms with a better view would have higher charges as compared to rooms facing a parking lot or commercial street.

TAXATION

LUXURY TAX

According to the Luxury Tax Act, 'Luxury' means a service or Commodity that is specified as ministering comfort, enjoyment or pleasure to a person's life. Even though, a person may not like a particular hotel or accommodation as per Luxury Tax Act and State Luxury Tax Rate he/she has to pay the respective taxes involved.

SERVICE TAX

Service tax is a tax levied by the government on service providers on certain service transactions. Tax imposed on service providers in India except for the state of Jammu and Kashmir. There is a specific list of services on which this tax is applicable. The tax was first introduced on July 1st, 1994 and is expected to eventually incorporate all services offered within the country.

SERVICE CHARGE

A type of Fee charged to cover services related to the primary product or service being purchased. Example; A concert venue may charge a service fee in addition to the initial price of a ticket in order to cover the cost of security or for allowing electronic purchases. Another example would be a fee for using the ATM of a competing bank.

EXPENDITURE TAX

These are based on consumption, unlike the income tax, which is based on net income. It is also called as consumption tax. These taxes are assessed at either the manufacturing level or the point of purchase.

VALUE ADDED TAX-VAT

A type of consumption tax that is placed on a product whenever value is added at a stage of production and at final stage. The amount of value added tax that the user pays is the cost of the product, less any of the costs of materials used in the product that have already been taxed.

Example: When a television is built by a company in Europe, the manufacturer is charged a value added tax on all materials they purchase for producing the television. Once the television reaches the shelf, the consumer who purchases it must pay the value added tax.

STATUTORY TAX

The amount of charges imposed by the government upon personal or corporate income, capital gains, gifts, estates and sales.

Tax Factors in Five star hotels:

Luxury Tax- 10%

Service Tax (Room) - 8.40%
(F&B) – 5.60%

Tax rates that hotels incur:

Food services provided by restaurants including takeaway facility (both air-conditioned and non a/c) & tariff less than 7500 will be charging - 5% GST

Services provided by restaurants within a hotel with room tariff of Rs. 7,500 or more or Five-star Hotel with tariffs Rs 7500 will have to impose a GST tax of 18 % and Hotels & lodges having tariffs rates less than Rs. 1,000 will be levied NO Tax

GOODS AND SERVICE TAX

- GST is known as the Goods and Services Tax.
- It is an indirect tax which has replaced many indirect taxes in India such as the excise duty, VAT, services tax, etc.

- The Goods and Service Tax Act was passed in the Parliament on 29th March 2017 and came into effect on 1st July 2017.

Hospitality and Tourism under the GST Regime

Under the Goods and Service Tax, the hospitality sector stands to reap the benefits of standardised and uniform tax rates, and easy and better utilization of input tax credit. As the final cost to the end user decreases, the industry attracts more overseas tourists than before.

This ideally results in improved revenues for the government, and there are many pros to this new tax regime which could help the industry's growth in the long run. For instance, complementary food (like breakfast) was taxed separately under VAT, but now it will be taxed under GST as a bundled service. Let's have a look at the rates for this industry in detail:

GST Rates for Hotels based on Room Tariff (with effect from 1st October 2019)

Tariff per Night	GST Rate
< Rs.1,000	No Tax
Rs.1,001 -7,500	12%
= or > INR 7,501	18%

GST Rates applicable for Hotel Industry

GST Rates for Hotels based on Room Tariff (Up to 30th September 2019)

Tariff per Night	GST Rate
-------------------------	-----------------

< Rs.1,000	No Tax
Rs.1,000 -2,499.99	12%
Rs.2,500 -7,499.99	18%
= or > INR 7,500	28%

The Pros of GST

Administrative Ease

GST will abolish several other taxes, leading to a reduction in procedural steps and more chances to streamline the taxation process.

Clarity for Consumers

It was sometimes difficult to differentiate between a Value Added Tax and an entertainment tax for the common man. However, under the GST regime customers will see only a single charge on their bill and it would give them a clear picture of the tax they are paying.

Improved Quality of Service

How many times have you had to wait in the hotel lobby wondering if you would miss your flight back home because your bill was still being prepared? With just one tax to compute, the checking-out process at hotels and restaurants will now become easier – another perk that the hospitality industry can brag about.

Particulars	Amount	Amount
I) BASIC ROOM	Before GST	After GST
Room tariff	2700	2700
Luxury charge on Stay(10% as per Maharashtra)	270	
Service Tax @ 9%	243	

GST @ 12%		324
TOTAL BILL	3213	3024

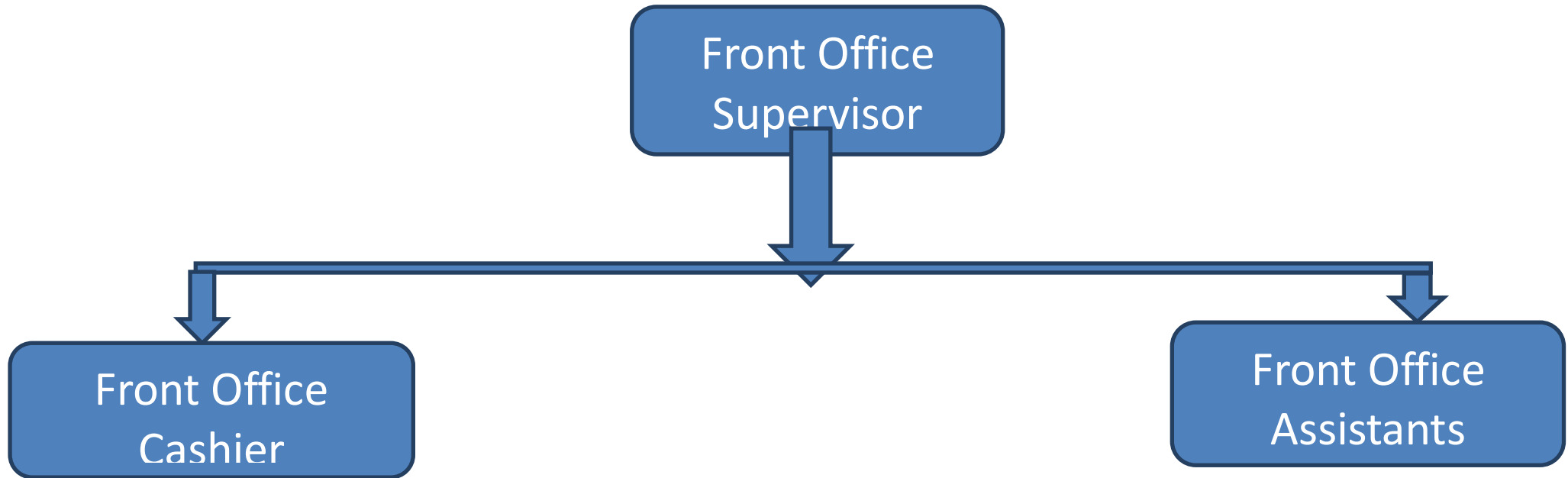
II) ROOM WITH COMPLIMENTARY BREAKFAST	Before GST	After GST
Room tariff	2200	2200
Complimentary breakfast	500	500
Luxury charge on Stay(10% as per Maharashtra)	220	
Service Tax @ 9%	198	
VAT @ 14.5% on food	73	

GST @ 12%		324
TOTAL BILL	3191	3024

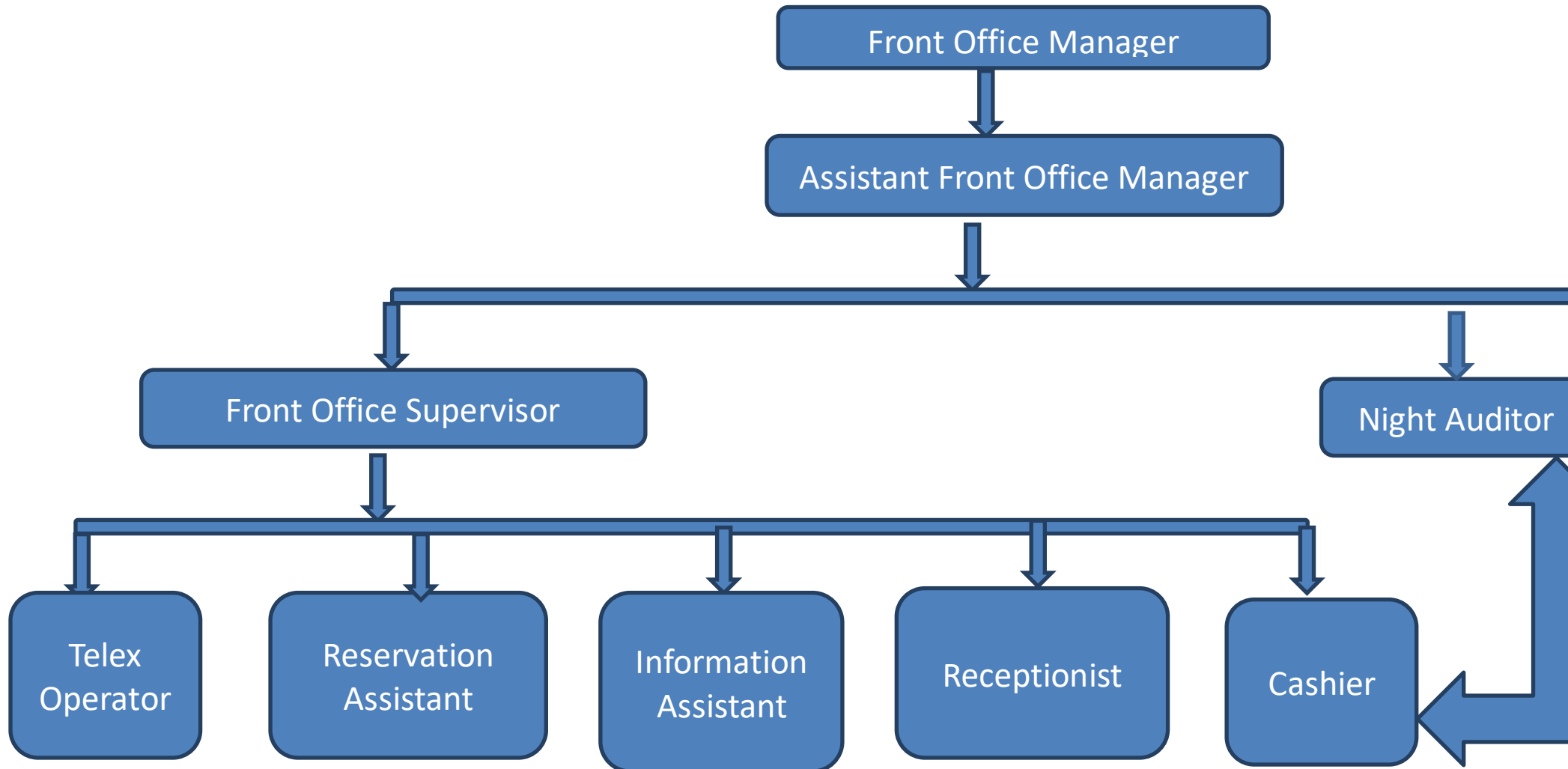
III) ROOM WITH COMPLIMENTARY BREAKFAST	Before GST	After GST
Room tariff	8000	8000
Complimentary breakfast	2500	2500
Luxury charge on Stay(10% as per Maharashtra)	800	
Service Tax @ 9%	720	
VAT @ 14.5% on food	363	
GST @ 18%		1890
TOTAL BILL	12383	12390
A break-up of the hotel prices pre and post GST implementation		

Organizational Hierarchy in the Front Office Department

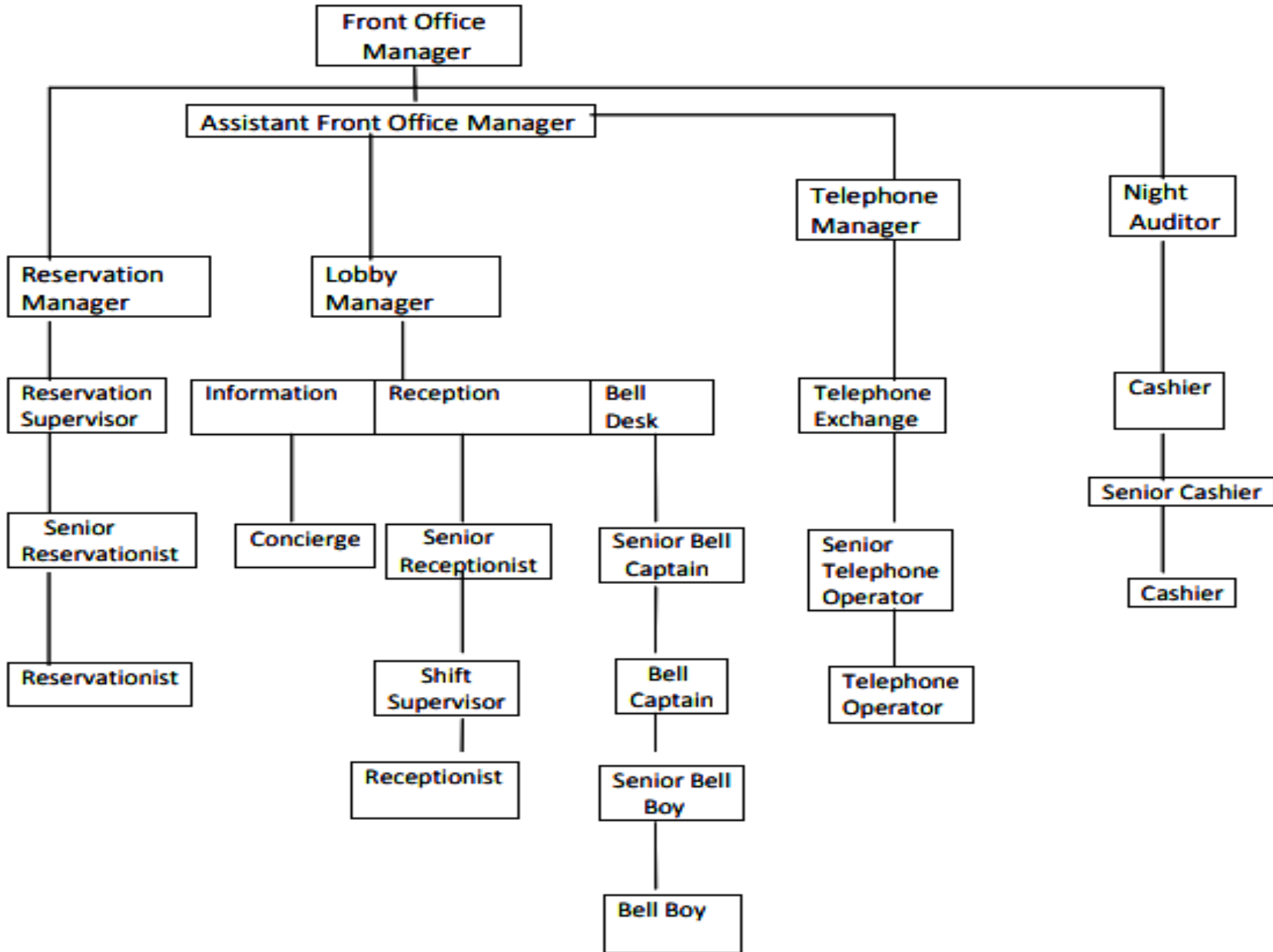
Organization chart in small hotels



Organization chart in medium hotels



Organization chart in large hotels



Sections of the Front Office Department

For the efficient and smooth functioning of a department, it is important to divide it in sections and delegate tasks accordingly.

1) Reservation

- Receiving reservation requests through various sources such as FIT, GIT, Groups, Tour operators, Companies, Travel agencies, Airlines, Website etc.
- Depending upon the availability of the room, reservation requests are processed.
- Updates the room availability status.
- Maintains and updates reservation records.
- Deals with cancellations and Amendments.
- Prepares reservation reports for management.

2) Reception

- Receiving and welcoming guests.
- Completing the registration formalities.
- Assigning room and keys.
- Providing information about the hotel and city to the guest.
- Providing Travel assistance to the guest.

3) Cashiers

- Opening and maintaining of guest folios.
- Posting room charges in guest folios.
- Recording all credit charges in the guest folios.
- Preparing bills at the time of check-out.
- Handing credit/ cash/ traveller's cheque/ demand draft for account settlement.
- Dealing with Foreign currency exchange.

4) Travel Desk

- Arrange pick-up and drop services for the guest.
- Arrange vehicles if requested by the guest.
- Organizing sightseeing tours in and around city.
- Arranging for guides to assist guests.

5) Telecommunication

- Answering incoming calls.
- Transferring calls to various department and rooms.
- Providing information on guest services.
- Processing guest wake-up calls.
- Protecting guest privacy.
- Coordinating emergency communication.

6) Uniformed Services

(a) Bell Desk

- Handling guest luggage at the time of arrival and departure.
- Familiarizing the guest with the safety features and in-room facilities.
- Providing information to the guests.
- Dealing with guest paging.
- Dealing with mails and messages.
- Dealing with postage stamps, medicines, news- papers, magazines etc.
- Dealing with Luggage on hold.

(b) Concierge

- Making reservations for dining in restaurants.
- Obtaining tickets for Theaters, musical events etc.
- Arranging transportation for guests.
- Providing information on cultural and social events like photo exhibitions, art shows and local places of tourist interest. Etc.

IntraDepartmental Co-ordination between the various sections of front office department

The Front Office plays a major role in delivering hospitality to guests. It sets the stage for a pleasant or an unpleasant visit. The front office communicates the guest requirements to other departments, which work in close co-operation and co-ordination to deliver required products and services.

The front office department has intra departmental co-ordination within the department for the smooth functioning of the required tasks and achieving the set targets for the department and the hotel respectively.

Examples of intra departmental co-ordination include the following

1. Reservation updating the system and reception acknowledging the same
2. The receptionist fills the registration- card and the back office keeps the digital record of the same.
3. The Delighted to serve team / receptionists communicates the guest request to the bell desk. For example. Collecting the medicines and delivering it to the room.
4. The lobby ambassadors are updated about the guest arrivals by the guest relations team.
5. The Guest Relations team allocating the responsibility of placing guest amenities in the guest room to the front office department trainees.
6. Receptions getting the required documents scanned or printed out from business Centre.

INTER-DEPARTMENTAL COORDINATION

Many services in a hotel require coordination between the front office and other departments for hassle free operation.

1) Housekeeping

- Housekeeping prepares occupancy report and sends it to Front office.
- Informs front office about Sleeper position of room.(A room from which the guest checked-out but it is showing as occupied in front office record)
- Co-ordinates with front office during guest room change.
- Checks if there is any extra person in the room.
- Any suspicious activity on floor or public area is informed to front office.
- Any special request made by the guest is arranged by housekeeping department.

2) Food & Beverage

- Front desk intimates F&B about VIP, Group or Crew arrivals.
- Amenities such as cakes, cookies etc are arranged by F&B.
- Front office provides the forecasting data so that F&B can plan the operations.
- Front office informs about meal plans included in the package.

3) Sales and Marketing

- Guest history work as a tool for future reservations.
- Room reservation records.
- Current room availability status.
- FIT, Group, Corporate, crew bookings etc.

4) Engineering or maintenance Department

- Proper up-keep of the equipments and systems installed in the hotel.
- Repair work required in public area and guest rooms.
- Taking room under repair with coordination with front office.

5) Security

- They co-ordinate with each other with regard to security concerns like fire, robbery, theft or any other emergencies.

6) Human Resource

- HR deals with recruitment, training of staffs for front office.
- Any grievances or complaints are handled by HR department.

7) Banquets

- The banquet department sends function prospectus to the front office.

8) Finance Controller

- The information provided by the front desk helps the finance controller to make budgets and to allocate resources for the current financial period.
- The front desk provides the controller the financial data for billing and maintenance of credit card ledgers.

DUTIES & RESPONSIBILITIES

FRONT OFFICE MANAGER

POSITION TITLE: Front Office Manager / Front Desk Manager / FOM

REPORTS TO: General Manager

POSITION SUMMARY:

Directly supervises all front office personnel and ensures proper completion of all front office duties. Directs and coordinates the activities of the front desk, reservations, guest services, and telephone areas. Prepare monthly reports and budget for front office department.

FRONT OFFICE MANAGER DUTIES AND RESPONSIBILITIES:

1. Trains, cross –trains, and retrains all front office personnel.
2. Participates in the selection of front office personnel.
3. Schedules the front office staff.
4. Supervises workload during shifts.
5. Evaluates the job performance of each front office employee.
6. Maintains working relationships and communicates with all departments.
7. Maintains master key control.
8. Verifies that accurate room status information is maintained and properly communicated.
9. Resolves guest problems quickly, efficiently, and courteously.
10. Updates group information. Maintains, monitors, and prepares group requirements. Relays information to appropriate personnel.
11. Reviews and completes credit limit report.
12. Works within the allocated budget for the front office.
13. Receives information from the previous shift manager and passes on pertinent details to the oncoming manager.
14. Checks cashiers in and out and verifies banks and deposits at the end of each shift.
15. Enforces all cash-handling, check-cashing, and credit policies.
16. Conducts regularly scheduled meetings of front office personnel.
17. Wears the proper uniform at all times. Requires all front office employees to wear proper uniforms at all times.
18. Upholds the hotel's commitment to hospitality.
19. Prepare performance reports related to front office.
20. Maximize room revenue and occupancy by reviewing status daily. Analyze rate variance, monitor credit report and maintain close observation of daily house count. Monitor selling status of house daily. I.e. flash report, allowance etc.
21. Monitor high balance guest and take appropriate action.
22. Ensure implementation of all hotel policies and house rules.
23. Operate all aspects of Front Office computer system, including software maintenance, report generation and analysis, and simple configuration changes.
24. Prepare revenue and occupancy forecasting.
25. Ensure logging and delivery of all messages, packages, and mail in a timely and professional manner.
26. Ensure that employees are, at all times, attentive, friendly, helpful and courteous to all guests managers and other employees.
27. Monitor all V.I.P's special guests and requests.
28. Maintain required parts of all front office and stationary supplies.
29. Review daily front office work and activity reports generated by Night Audit.
30. Review Front office log book and Guest feedback forms on a daily basis.

31. Maintain an organized and comprehensive filing system with documentation of purchases, vouchering, schedules, forecasts, reports and tracking logs.
32. Perform other duties as requested by management.

PREREQUISITIES:

EDUCATION:

Minimum two-year college degree. Must be able to read, speak, write, and understand the primary language used in the workplace.

EXPERIENCE:

Minimum of one year of hotel front desk supervisory experience, experience handling cash, accounting procedures, and general administrative tasks

DUTY MANAGER.

POSITION TITLE: DUTY MANAGER / LOBBY MANAGER

REPORTS TO: Front office manager

POSITION SUMMARY:

Primarily responsible to ensure that Front Office shifts are run efficiently, providing outstanding guest service, assisting all Front Office staff and maintaining a calm, professional environment at all times.

Supervises and assign duty roster for F/O attendant, Concierge, Bell Counter, Guest Relations and Business Centre. Responsible for VIP movement in the Hotel.

DUTY MANAGER DUTIES AND RESPONSIBILITIES:

- Greets the VIP guests of the hotel. As directed by the Front office Manager, Performs special services for VIP Guest's.

- Assists in VIP's arrival departure in absence of guest relation officers.
- Checks cleanliness of lobby and public areas, lights and as well as front office staff in proper and orderly appearance and behavior.
- Checks on registration cards of arriving guests and ensures all information should be filled on each cards either by Guest Relation Officers or the guests.
- Assists in sending guest messages or faxes.
- Gives the instructions to the Night Reception, during the high occupancy periods, regarding: walk-in guests and release room blocked because of no- shows
- Assists in handling room lock problems.
- Prepares and checks for VIP's arrival and escorts guests to rooms.
- Co-ordinates with all departments concerned in order to maintain Front Office functions properly.
- Operates the front office computer system in order to assist front office attendants.
- Checks group department, fit and ensure switchboard makes appropriate wake up calls.
- Handles guest complaints and other related problems and reports on the Assistant Manager's log book.
- Assists reception, business Centre, cashier, concierge and bell captain during they are busy.
- Answers guest's inquiries, handles complaints and attend to the needs of the guests.
- Approves and sign for allowances, rebates etc., as required by Front Office Cashier.
- Authorizes charges to be made for late departures and/or compliments on them.
- Promotes and maintains good public relations.
- Motivates and maintains good staff relations.
- Maintains and be guided of hotel policy on credit/lost and found hotel guests properties.
- Follows up in credit check report, liaise with credit manager.
- To responsible for front office operation during the absence of Front Office Manager (HO).
- To discuss all matters that needed to follow up with the next shift Reception Manager.
- Approves the working schedule for the front office attendants and submits them to front office manager (HO).
- Conducts and ensures the neat of appearance of front office attendant as well as correct attitude and behaviour, discusses problems that encountered on this point with front office manager, assistant front office manager and their shift leaders.
- Assigns and Approves Duty roster for all Front desk staffs.

PREREQUISITES:

Must be able to communicate in English writing and speaking and other languages are advantages. Good personality and charming is important to be the Assistant Manager in the way to represent himself on behalf of hotel management.

Education:

Graduates bachelor degree and/or diploma in hotel and restaurant management or other related field

Experience:

Minimum of two years of experience in similar position. Should be familiar with basic computer skills and previous experience in using Hotel management software's, Telephone Switch board.

GUEST RELATIONS EXECUTIVE

POSITION TITLE: GUEST RELATION EXECUTIVE - GRE

REPORTS TO: Front office manager / Asst. Front office manager

POSITION SUMMARY:

Attend to guests courteously and deal promptly with their requests and queries. Has detailed information about the hotel and city. Check on VIP guest movements, complete their pre-registration formalities.

Allocate rooms to all arriving guests after checking the guest preferences. Collect guest feedback forms and do any possible first hand service recovery steps.

GRE DUTIES AND RESPONSIBILITIES:

- Welcome guests during check-in and giving a fond farewell to guest while checkout.
- Handling guest complaints and concerns in an efficient and timely manner.
- Overseeing VIP guests, arrivals and departures.
- Coordinating and multi-tasking job duties in a busy environment.
- Should possess detailed information about the Hotel, city as well as the competition.
- Detailed information regarding arrivals and room requirements.
- Have up to date information on daily room occupancy
- Providing excellent customer service as per hotel standards.
- Greeting guests as they enter and exit the hotel.
- Providing information regarding the Hotel, town attractions, activities etc.
- Check on VIP reservations, complete their pre-registration formalities.
- Allocate rooms to all arriving guests.
- Maintain up-to date information on room rates, current promotions, offers and packages

- Maintain all guest folios in the manner instructed and type out necessary guest likes and dislikes to the appropriate fields on the profile.
- Co-ordinate with housekeeping for clearing of rooms.
- Collect Guest feedback during guest departure along with his likes and dislikes.
- Perform basic cashier activities as and when required.
- Maintain guest lockers for safe custody.
- Ensure that all check-ins and check-outs are handled smoothly without unnecessary delay or discomfort to any guest.
- Give proper and complete handover to the next shift
- Should be able to handle all guests without bias or prejudice.
- Follow the house rules and policies laid down by the management.
- Adhere to strict staff grooming and hygiene standards.
- Consciously and continuously strive to better his/ her skills and increase his/ her knowledge.
- Good command of the English language is essential, both written and verbal
- Must possess strong organization time management skills, attention to detail.
- Must be guest service focused and a team player.
- Positive attitude and outgoing personality is essential.
- Must be able to work shifts - days, evenings, weekends and holidays.
- Ability to relate well to Hotel guests and employees.
- Professional in demeanor and presentation.
- Personable, enthusiastic, self-motivated and able to work independently.
- Observant, discriminating and detail-oriented
- Ability to understand and carry out oral and written instructions and request clarification when needed.
- Strong interpersonal and organizational skills.
- Able to work morning, evening, weekend, holiday, and overnight shifts.

PREREQUISITES:

Good guest interaction skills.

Good listening skills.

Sound decision making.

Good interpersonal and communication skills.

Leadership/People management.

EDUCATION:

Must be able to read, speak, write, and understand the primary language used in the workplace. His/her behavior and personal appearance will always be geared to the objective of being an example to all other staff within the Hotel. He/she will strive to use a polite language and well-groomed in his/her relation with the Hotel guests, colleagues and staff.

EXPERIENCE:

Two years of Front Office experience, Minimum of one year of hotel front desk supervisory experience, experience handling cash, accounting procedures, and general administrative tasks, Additional languages spoken would be an asset.

TELECOMMUNICATIONS

Nowadays, every hotel, regardless of its size and situation, has a telephone board/ exchange. The larger the property, the greater is the need for more incoming and outgoing lines and internal extensions. A small hotel may have a switchboard placed at the reception counter. The receptionist operates it adding to her usual responsibilities. A larger hotel, on the other hand has a dedicated room to house the telephone switchboard with operators who operate them. The room adjoins the reception area as both have to coordinate for better service. The telephone exchange has a controlled temperature environment to maintain modern equipment.

Very often, the first and sometimes the only contact a guest may have with a hotel, is with the telephone operator. The speed and manner with which the call is attended to, leaves a lasting impression—either good or bad. It is of paramount importance for all telephone operators to attend to calls promptly, with a clear, friendly voice, the tone of which conveys courtesy, patience and cheerfulness. The number of rooms in the hotel also determines the size of the switchboard and the number of operators required to man it. The telephone department has to be manned twenty-four hours a day which requires three shifts. Additional operators are employed during peak times to cover the traffic. The peak hours are when guests are in the house, normally mornings and evenings. Daytime hours are occupied by the hotel telephone traffic as all departments are usually open.

TELEPHONE EXCHANGE

The telecommunications industry has developed rapidly with new innovations every six months. They have hotel telecommunications as follows: 1. Satellite connections have made cumbersome telephone exchanges redundant. 2. Electronic exchanges can be operated from desktops requiring minimal space. 3. A telephone operator can service several hundred rooms because of many automatic features in guest room extensions that do not require operator contact. 4. Mobile phones make communication easier reducing the use of the telephone exchange. There are many types of calls a guest may place during a hotel stay:

- Local calls
- Domestic long distance calls
- International calls

Calling card calls, Credit card calls, Collectcalls, Conference calls, Person-to-Person call, Toll-free calls

Type of Exchanges Before we go further in this lesson, it is important to know the difference between different exchanges. The exchange has had rapid evolution from the simple PBX, PABX to the EPABX.

PBX — stands for Private Branch Exchange. The features are: 1. It requires the telephone operator to connect all incoming and outgoing calls. 2. They come in many sizes for example, 3+9, 5+20, 10+50, etc. The first digit/s stands for the number of incoming lines and the second digit stands for the number of extensions. 3. The exchange can be increased in capacity in a modular way. This exchange is probably outdated now. It may be found in countries that do not have satellite access.

PABX — stands for Private Automatic Branch Exchange. Its features are: 1. Guests can make local and domestic long-distance calls directly from the rooms. 2. Only international calls are routed through the telephone operator. 3. The exchange works on the basis of independent meters for each extension. These meters are situated behind the front office cashier's cabin. All he/she has to do is note the opening and closing reading of the meter of a room to determine the number of units used by the guest. She/he multiplies the units with the hotel charge per unit to arrive at the total telephone charge for the room. She/he posts this charge in the guest folio. With the tremendous surge in telecommunication development this type of exchange has been retired except in developing states.

EPABX — stands for Electronic Private Automatic Branch Exchange. This type of exchange acts as virtual telephone operators and responds to all the needs of a guest. The EPABX is based on satellite connections. The EPABX can fulfill the following functions:

- Direct dialing local calls
- Direct dialing domestic
- Direct dialing of International calls

Direct dialing domestic long distance calls. Other features include:

Direct dial, internal extensions Call, waiting facility, Speed dialing, Hold buttons, Hands free speakers, Voice messaging service, Message waiting alert, Do-not-disturb service, Conference calling, landline to landline Calling, landline to mobile phones, Caller identification, Call block service, Personalized ring tone, bank Charge monitoring facility, Wake-up call facility. All charges are electronically fed into the front office automated systems which charge the guest folio directly through a call accounting system. CAS is software that interfaces with the hotel management system. This eliminates earlier tedious billing procedures.

OTHER COMMUNICATION EQUIPMENT

The telephone department also maintains other forms of telecommunications. This is required by both the hotel staff and guests. Some of these are:

Two-Way Walkie-Talkies: They are used by the security personnel to communicate with each other when on their rounds to all parts of the property. They are especially valuable during large gatherings.

Pager: They are distributed to hotel staff who are spread throughout the property on duty and need to be contacted. The pager beeps them and they call the telephone department for instruction from the nearest house phone.

Mobile phones: These are purchased and maintained by the telephone department for hotel employees and VIP guests as a value-added facility. Executives and employees on the move find them convenient to coordinate with the hotel.

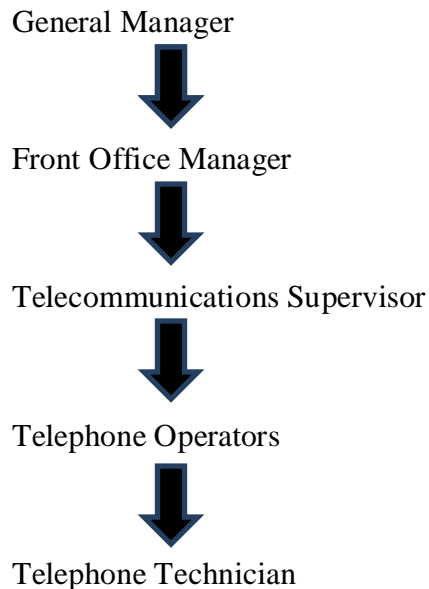
Telephone Instruments: They are procured and installed by the telephone department with the help of the telephone company. The department is required to attend to any problems and complaints of telephone instruments in guest rooms and offices.

Pay Phones: They are used by budget hotels and some motels that strip room telephone facility to keep prices down. They may install pay phones in the lobby for guests to use. These are maintained by the local phone company which receives the revenue found in the phone box. Some hotels may have an arrangement with the phone company for long distance calls which are connected and monitored by the hotel. The hotel may charge a commission for such service to the phone company.

Fax and Internet: Modern hotels provide dual lines in guest rooms—one for the telephone instrument and the other for laptop and fax interfaces. Rooms have access to the internet for guests to send and receive written communication. Some hotels may have wireless technology in their rooms as they progress towards high-tech rooms. Hotels will naturally have to work with the Internet service providers on a contract basis. To facilitate several internet users at the same time, service providers will need to link up with broadband satellite services.

ORGANISATION OF THE TELECOMMUNICATIONS DEPARTMENT

The organization chart of the telecommunications department is given below:



Job Descriptions of the Telecommunications Department

Job Title- Telecommunications Supervisor

Reports to- Front Office Manager, Accommodations Manager

Job Summary - Organize, supervise and control all telecommunications operations; provide telecommunication services to guest and management satisfaction; and maintain equipment So that they are operational at all times.

Duties & Responsibilities

1. Schedule staff to cover work requirements on all shifts. Take attendance and ensure they are punctual.
2. Train staff to maximum departmental efficiency.
3. Brief staff on a daily basis to promote a two-way communication.
4. Debit telephone charges of guests and management correctly and such debits to the cashier promptly.
5. Check all telephone equipment periodically.
6. Ensure that the telephone operators exhibit the best telephone etiquettes and manners.
7. Liaise with local government telecommunications authorities and ensure the necessary licenses, fees, bills and reports are discharged promptly.
8. Be aware of VIPs in the house and ensure that the operators provide the necessary services as per policy.
9. Ensure that all telecommunications staff are fully conversant with fire procedures and conduct drills along with the security.
10. Maintain an updated list of emergency telephone numbers at all times.
11. Coordinate with the Front Office for the latest arrivals and departures of guests.
12. Supervise the wake call procedures and ensure that they are carried out promptly.
13. Represent the department at coordination meetings.
14. Ensure that the privacy of guests and management in telephone traffic is maintained at all times.
15. Appraise the operator performance and recommend rewards and recognition where applicable.
16. Attend to guest complaints and ensure that they are acted upon promptly.
17. Supervises Telephone Operators

Limits of Authority

1. Can make telephone charges to guests for services.
2. Can deal with the government telecommunications authority directly.

3. Can deal with telecommunication maintenance contractors directly.
4. Represents the department at coordination meetings.
5. Appraises telephone operator performance and recommends rewards and recognition.
6. May discipline staff and recommend disciplinary action.

Coordinates With

1. All departments on telecommunication matters.
2. Government telecommunication authority—on matters of licensing, fees, bill settlement and maintenance.
3. Telecommunication Maintenance Contractors—to troubleshoot any equipment and cabling problems and carry out preventive maintenance.
4. Finance & Accounting—for the settlement of fees and telecommunications bills with the Government authority.

Minimum Educational Qualifications

Graduate with a Certificate in Telephone Operations

Experience

Three years as a telephone operator

Skills & Competencies

- Fluency in the English language with a clear diction
- Ability to take pressure
- Telephone etiquettes and manners
- Capable of good listening

Telephone Operator

Job Title - Telephone Operator

Reports To- Telephone Supervisor, Front Office Manager

Job Summary

Provide prompt, efficient and courteous telephone services to guests and hotel employees as per standards set by management.

Duties & Responsibilities

1. Organize the wake-up call service and provide a timely service to guests.
2. Be familiar with all operational procedures within the department.
3. Maintain the telephone equipment and ensure its proper usage.
4. Update and maintain the guest information rack (in the manual system) so as to be aware of details of guests in rooms.
5. Maintain the information board of the room numbers and names of VIPs, groups and airline crews in the house.
6. Responsible for the accurate accounting of telephone charges of guests and employees.
7. Practice proper telephone manners.
8. Offer prompt and accurate connections to guests and employees (in the old exchange systems).
9. Take over shift log book and note the special instructions for the shift. Record special instructions for the next shift as appropriate.
10. Maintain caller privacy at all times.

Coordinates With

1. All departments for telephone connections but the following on a special basis
2. Reception—for updating the telephone guest rack on guest arrivals and departures.

3. Housekeeping—for testing telephone equipment in guest rooms by chambermaids. Convey guest room complaints to the housekeeping desk.

4. Front Office Cashier—for telephone charges to guest folios.

SKILLS AND COMPETENCIES OF THE TELEPHONE OPERATOR

Skills are as follows:

1. **Accuracy** is required in the following circumstances
 1. Providing information, especially when the telephone department is sometimes the only point of contact with the hotel.
 2. Connecting the right extension of either the guest or hotel staff.
 3. Recording appropriate charges for services rendered.

Errors are usually caused by carelessness, misunderstanding or inattentiveness resulting in unprofessional service.

2. **Speed-** Speed in service is important but not sacrificed for accuracy. Speed is a skilled performance for each operation with the least effort. An expert maintains consistency with speed.
3. **Clarity of Speech** The telephone is an instrument where people do not see each other. This poses the following challenges
 1. Communication is done with the strength of speech.
 2. Improper communication creates misunderstanding.
 3. The voice must have a proper tone and pace.
 4. The voice must sound professional and not emotional. Emotions trigger emotions from the listener.

The operator must always repeat the message of the guest to get the instructions right.

Competencies

Punctuality it is important to report for duty at least five minutes before her shift commences. This practice facilitates the following

1. Take over from the previous operator.
2. Relieves the previous operator after a tiring shift.
3. Mentally prepare for duty.

Grooming Telephone staff is well groomed for the following reasons

1. Some exchanges are located at the reception counter.
2. Some operators may need to assist the receptionist requiring guest contact.
3. The receptionist in smaller hotels may operate the telephone exchange.
4. Telephone staff may have to visit guest rooms for telephone complaints.
5. The department looks professional to the odd guest who drops in.
6. It shows personal discipline.

Oral Hygiene Operators are required to maintain high standards of oral hygiene as they are handling earphones and mouthpieces used by other operators as well.

Teamwork- Teamwork is the co-operation between colleagues. Co-operation in the telephone department is shown in the following ways:

1. Pass messages immediately and correctly.
2. Help a colleague in answering a phone at her station.
3. Be on time to relieve the operator on the previous shift.
4. Strictly maintain the time limits of coffee breaks. Seek permission from the supervisor before leaving a station. She can put a substitute.
5. Complete all tasks and instructions in the shift.
6. Show respect and courtesy to your fellow colleagues.
7. Protect the image of the department by excellent performance.

Secrecy The rules and regulations make it an offence, which is punishable, to violate the secrecy of telephone conversations. They must follow the following norms

1. It is forbidden to listen into conversations or to interrupt them unless there is an emergency. 2. Do not allow others to listen into conversation.
3. Keep the telephone exchange as a restricted area for telecommunications personnel only.
4. Keep the room numbers of guests confidential and follow the procedure (discussed later) to maintain secrecy.

Memory

Developing a good memory is an important competency of an operator.

1. Remember the numbers of various extensions in the house.

2. Remember important numbers in the city especially the fire department in case of an emergency.
3. Remember the guest names as it gives recognition and a personal touch.
4. Memorise the policies and procedures governing telecommunication practices in the hotel.

Cheerfulness It is important that an operator is cheerful while speaking because it carries through in her tone of voice to the caller. Operators are trained to smile when speaking on the phone because it helps in exuding cheeriness.

Telephone Etiquettes A telephone operator would have been trained when she qualified as a telephone operator to show telephone etiquettes. These include

1. Addressing guests as 'Sir' or 'Ms.'
2. Not listening into conversations.
3. Not interrupting conversations.
4. Inform a guest waiting for a connection the status of a call.
5. Calling back guests if it is promised to them.

GENERAL DUTIES OF A TELEPHONE OPERATOR

This section covers all the general duties of a telephone operator in a hotel. These include:

Log Book - The telephone department maintains a log book. It is an important source of communication between shifts. Operators of a shift note those important information and instructions for the next shift operator. Such communications include

1. Change in duty roster

2. VIPs in the house
3. Wake-up calls instructions
4. Change in telephone rates
5. New policies and procedures
6. Groups and crews staying in the hotel.

An operator reads this log book first before assuming duty at the exchange.

Complaints Register - The complaint register notes all complaints by guests and hotel staff regarding faulty telephone instruments. Since communications is vital these complaints must be resolved immediately by the telephone technician. Equipment is replaced if necessary.

Shift: FromAM/PM. To..... AM/PM.

Serial No.

Date Time Name of Guest/Dept.

Room/ Ext. No.

Nature of Fault

Received by

Completed by Name Date Time

While technical faults constitute a large part of complaints received, there are also others which concern not being given a wake call; not receiving a message left by a caller; rude behavior of the operator; slackness in service quality; etc. Such complaints are referred to the telephone supervisor.

Updating Guest Rack - Updating the guest rack is one of the most critical functions in the PBX or PABX systems.

Internet Access- Introduction

As technology continues to evolve, the hotel industry is rapidly changing. Because the rest of the world has altered its expectations in terms of communications, hoteliers must work to meet consumer demands in order to make guests feel comfortable and happy throughout their stay. How does your business stack up against the competition? By taking a look at the changes that industry leaders are making to their hotel's phone systems, you can take measures to bring your establishment up to speed.

At a basic level, your hotel internet is similar to other commercial systems. It relies on internet cables and business-grade equipment that supports wireless users, hotel IoT solutions, and office operations. Typical Wi-Fi setup includes: Routers connect to your internet service provider's network.

Dial- up access

Dial-up Internet access is a form of Internet access that uses the facilities of the public switched telephone network (PSTN) to establish a connection to an Internet service provider (ISP) by dialing a telephone number on a conventional telephone line.

High speed with wired access

Wired broadband means a high-capacity transmission technique that uses a cable to transmit a wide range of frequencies to a residence or business. It includes wired broadband service provided by digital subscriber line, cable modem, or fiber optics.

High speed with wireless access

Wi-Fi is a wireless technology used to connect computers, tablets, smartphones and other devices to the internet. Wi-Fi is the radio signal sent from a wireless router to a nearby device, which translates the signal into data you can see and use.

Future of Hotel telephones- Voice-over-internet-protocol (VOIP)

First and foremost, if your hotel is still utilizing a landline system, it's time to cut the cord. Traditional phone systems are quickly being phased out in favor of Voice over Internet Protocol (VoIP) telephony, which enables users to transmit data via an Internet connection. Not only is this extremely affordable and reliable, but it also improves the communications experience – both for hotel administrators and guests.

VoIP phone systems are ideal for hotels for several reasons. First, you can take advantage of auto attendants, ensuring that you never miss a call from a current or future guest. Secondly, VoIP phone consoles interface with the internet, making it easy for attendants to check guests in and out via the phone system, and to make alterations or notes about their stay. A detailed caller ID readout prevents nuisance calls and improves professionalism. And of course, guests benefit as they are able to take advantage of features like voicemail, customized wake-up calls, and checking out of the hotel from their room.

Changes to Calling Rates

Because VoIP phone systems help to significantly cut down on hotel expenses, a growing number of businesses have made the decision to reduce the calling rates applied to guests. This can greatly improve a guest's opinion of your establishment, make them happier about their stay, and more inclined to return or recommend your hotel to others. You may consider offering free local calling to all of your guests, for example. If you find that your savings are substantial enough, you may also decide to extend decreased long-distance calling rates to your patrons, making it more affordable for them to communicate with business correspondents and family. Even when you charge less to your guests for calls made, you will still benefit, as your overall costs are reduced by Internet calling, and the popularity of your hotel will increase as word spreads about what you offer.

Smartphone Apps

Any practical hotelier understands that many guests will choose to make use of cell phones and other mobile devices before, during, and after their stay. Because of this, it's also important to touch on this aspect of the market

in order to meet customer needs. Many of the more prominent hotel groups, such as Hilton, Best Western, IGH, Four Seasons, etc. are making use of mobile apps as a means of improving the overall convenience factor for loyal guests, and boosting customer opinions.

In order to keep your hotel relevant, it's a good idea to consider introducing smartphone apps to your guests. It's possible to develop apps that enable customers to book a stay at your hotel, enroll in customer loyalty programs, view loyalty point balances, redeem points, select customized billing preferences or room preferences, etc. Guests can even take advantage of click-to-call front desk apps for your hotel, making it very easy for them to reach an attendant, as needed.

The times are a-changing', but that doesn't mean that your hotel should be left in the dust. By making just a few changes to the way that your facility handles communications, you can significantly improve your guest's impressions of your hotel.

AYS – AT YOUR SERVICE

- This is a front office section which deals with the following aspects:
- Answer, record, log, and process all guest calls, requests, questions, or concerns.
- Operate telephone switchboard station. Process guest requests for wake-up calls, screening calls, do not disturb, call forwarding, conference calls, TDD relay calls, and non-registered guest calls.
- Advise guest of any messages received. Monitor busy or unanswered lines, check back with callers on hold to update status, and offer to take a message.
- Receive, record, and relay messages accurately, completely, and legibly.

- Activate/deactivate guest room message lights as appropriate.
- Instruct guests on how to access the internet transfer guests with problems to provider's customer support line.
- Test communications equipment to ensure it works properly.
- Respond to special requests from guests with unique needs.
- Contact appropriate individual or department as necessary to resolve guest call, request, or problem.
- Follow up with guests to ensure their requests or problems have been met to their satisfaction. Dispatch bell staff or valet staff as needed.

