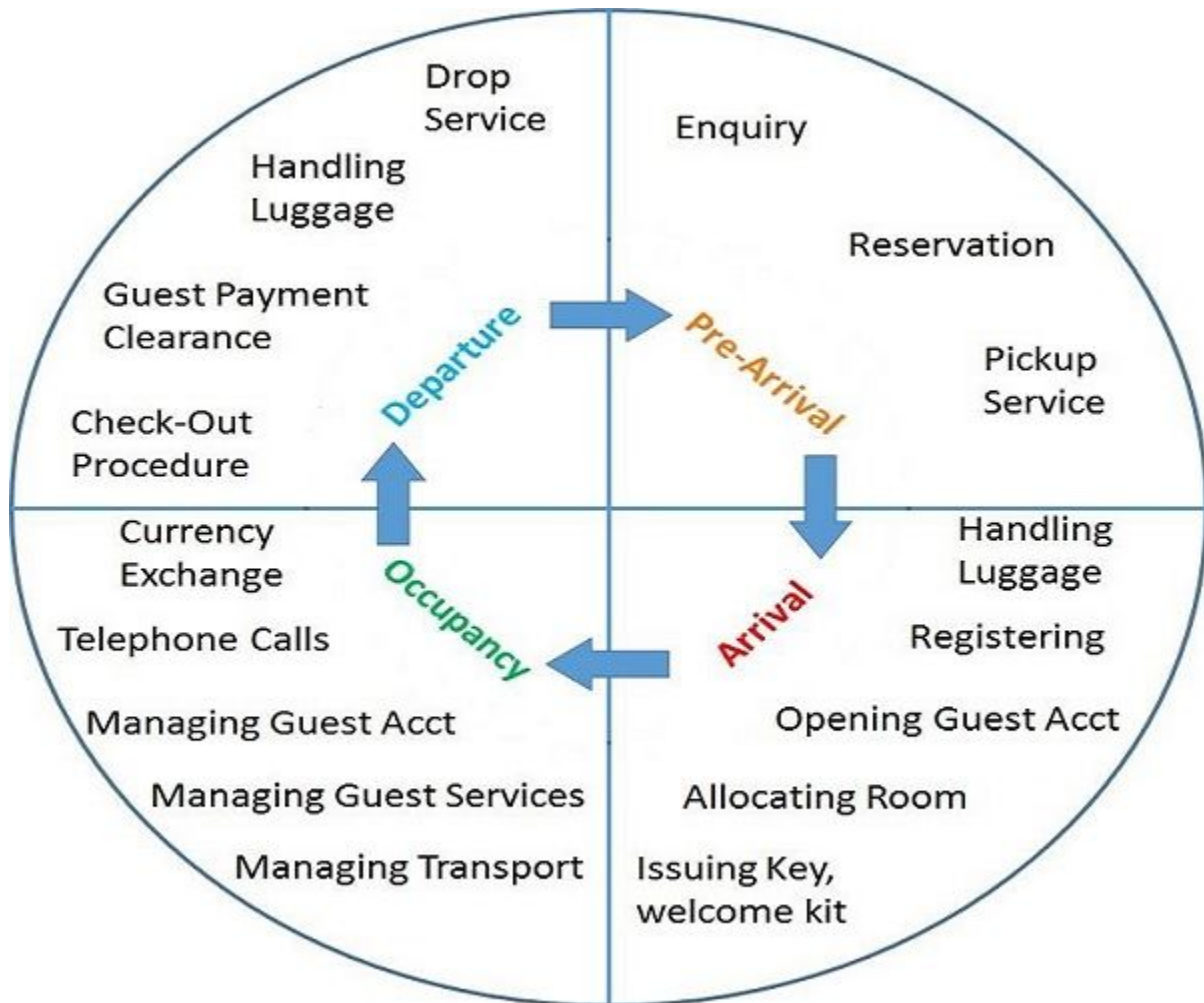


# Chp 1. RESERVATION



## The Guest Cycle :

The financial transactions a guest makes while staying at a hotel determine the flow of business through the property. Traditionally the flow of business can be divided into a four stage guest cycle. These four stages: pre arrival, arrival, occupancy and departure. Within each stage, important tasks related to guest services and guest accounting can be identified and analyzed.

Since activities and functions tend to overlap between stages, some properties have revised this traditional guest cycle into a sequences of pre-sale, point of sale, and post-sale events. For computerized properties, this revised sequences may improve co-

ordination among hotel operating departments. However, the traditional guest cycle is still widely used in the industry.

Front office employees need to be aware of guest services and guest accounting activities at all stage of the guest stay. Front offices employees can efficiently serve guest needs when they clearly understand the flow of business through the hotel. The guest cycle also suggest a systematic approach to managing front office operations.

## GUEST CYCLE PROCESS

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### 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, including previous experiences with the hotel eg. advertisements, company travel policy, recommendations from travel agents, friends or business associates, the hotels location or reputation, frequent traveler programmes, preconceptions based upon the hotel's name or chain affiliation. The guest's decision may also be influenced by the ease of making reservations and how the reservations agent describes the hotel and its facilities, room rates and amenities. The reservation department employees should be "sales oriented" and present a positive strong image of the hotel. The attitude, efficiency, and knowledge of the front office staff may influence a caller's decision to stay at a particular hotel.

A reservations agent must be able to respond quickly and accurately to request for future accommodations. The proper handling of reservation information can be critical to the success of lodging property. Efficient procedures will also allow more time for the reservations agent to capture needed information and to market hotel services.

If a reservation can be accepted as requested, the reservations agent creates a reservation record.

The creation of reservation record initiates the hotel guest cycle. The record 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 guest that his or her needs will be addressed. Using the information collected during the reservation process, a hotel may also be able to complete pre registration activities. Such activities include assigning a specific room and rate to guests who have not yet registered and preparing a guest folio. A guest folio is a record of the charges incurred and credits acquired by the guest during occupancy.

An effective reservation system helps maximize room sales by accurately monitoring room availabilities and forecasting room revenue. By analyzing reservation information, front office

Management can develop an understanding of the hotel's reservation patterns. Data collected during reservation process becomes useful in subsequent front office functions. The most important outcome of an effective reservations process is having a room available when the guest arrives.

### **ARRIVAL**

The arrival stage of the guest cycle includes registration and rooming functions. After the guest arrives, he or she establishes a business relationship with the hotel through the front office. It is front office staff's responsibility to clarify the nature of the guest-hotel relationship and to monitor the financial transactions between the hotel and the guest.

The front desk agent should determine the guest's reservation status before beginning the registration process. Guests with reservation may have already undergone pre-registration activities. Guests without reservations, termed walk-in guests, present an opportunity for front-desk agents to sell guest rooms. To sell successfully, the front desk agent must be very familiar with the hotel's room types, rates, and guest services and be able to describe them in a positive Manner.

A guest is not likely to register if he or she is not convinced of the value of renting particular room.

A registration record completed either as a part of registration activity or at the time of check in, is essential to efficient front office operation. A registration record should include information about the guests intended method of payment, the planned length of stay, and any special guest needs such as a rollaway bed, crib or a preferred guest location. It should also include the guest's billing address, telephone number and signature.

Gathering all requisite information at the time of registration enhances the front office's ability to satisfy special guest needs, forecast room occupancies, and settle guest accounts properly. At check out the guest registration card is the primary source for guest history records.

The front desk agent uses the registration information to assign a room type and a room rate for each guest. It also depends on reservation information. The housekeeping should update the room status as soon as the rooms are ready for sale for efficient operation.

When assigning the guest rooms the front office assistant must also be aware of all the guest room characteristics for each room type. Hotel room types may vary from standard room to the luxury suite. Furnishings, amenities and location within the property will tend to differentiate rooms within the same room type.

Once the guest decides to rent a room the front desk agents turns his or her attention to identifying the method of payment. Registration is complete once the method of payment and the guest's departure date has been established. The guest room key may be issued. When the guest arrives at the room, the occupancy stage of the guest cycle begins.

### **OCCUPANCY**

As the center of the hotel activity, the front desk is responsible for coordinating guest services; among many services the front desk provides the guest with information. They should respond to guest's request in time and accurate to ensure guest satisfaction. A concierge may also be provided to provide special guest services.

Sound guest relations are essential for repeat visits. The front desk agents should carefully attend to guests concerns and try to seek a satisfactory resolution as quickly as possible. Security is another primary concern. Procedures for hotel and guest key control, property surveillance, safe deposit boxes, guest's personal property, and emergencies are also important.

Another important job is to maintain guest folio. It has to be ensured tat house limit is taken care.

### **DEPARTURE**

The final element of guest service is processing the check out and creating a guest history record.

The final element of guest accounting is settlement of guest's account.

During the checkout the front office staff should determine whether the guest was satisfied with they stay and encourage the guest to return to the same hotel and or of same chain.

The purpose of account settlement is to collect money due to the hotel prior to guest departure.

Depending on the guest's credit arrangements, guests will pay. Account balances should be verified and errors corrected before the guest leaves the hotel. Once the guest has checked out the front office analyze data related to guest's stay. Front office reports can be used to review operations, isolate problem area, indicate where corrective action may be needed, and highlight business trends. Daily reports typically contain

information about cash, and charge sales, accounts receivables and front office statistics. Operational analysis can help managers establish a standard of performance, which can be used to evaluate front office performance.

## RESERVATIONS:

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### **Define-**

**Booking and Blocking of a particular guest room , for a specified duration of time, for a particular guest, is called as reservation**

From a guests point of view, the most important outcome of the reservation process is having a guestroom ready and waiting when the guest arrives. This guest room should not be just any room, but the room that the best meets the needs the guest expressed during the reservation process. At the same time, the hotel manager and owner have different objectives for the reservation process to provide the highest occupancy and room revenue possible.

To achieve this outcome, hospitality operations must have efficient reservations procedures in place. Finely turned methods allow reservation agent to identify what the guest requires and what the property has to sell for the dates requested, record and act on reservation details, promote hotel service and ensure accuracy. Reservation agent must be able to respond in quick accurate and pleasant manner. The time they spend on researching rates and package plans, paperwork, filling, and other clerical tasks should be held to a minimum.

Processing reservation involves matching rooms request with room's availabilities and rates; recording, confirming, and maintain reservations, and producing management reports. Reservation information is especially is useful in other, front offices function. For example, with the information gathered during the reservation process front office personnel can use a property management system to finalize room assignment initiate guest accounts, and fulfil guest special request.

At the same time, achieving high occupancy and revenue takes considerable research; planning and monitoring the person assigned to this task usually the reservations manager and supervisor. In some cases, the front office manager rooms division manager, or even general manager may have these responsibilities. Although selling

rooms is very important role for the reservation department, deciding what rooms should be sold and the price to sell them is just as important without proper planning and control, rooms may be vacant that could be otherwise sold. In addition, rooms may be improperly priced leading to lost revenue opportunities.

## TYPES OF RESERVATION

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The majority of hotel guests make reservation. Reservations may take many forms. A brief discussion of the major types of reservation provides some important distinctions.

### **Types of reservation**

- **Reservations can be of the following types:**
  - **Tentative Reservation:**
  - **Waitlisted Reservation**
  - **Confirmed Reservation**

### **Tentative reservation**

- It is a reservation request that a prospective guest makes on a tentative basis for particular stay dates. The hotel holds the room for the guest till a cut-off date, by which the guest should confirm the reservation. Upon confirmation from the guest the hotel changes the tentative reservation to a confirmed reservation; otherwise it cancels the tentative reservation, and updates its records accordingly.

### **Waitlisted reservation**

- A reservation is waitlisted when the requested category of room is not available for the requested dates.
- The waitlisted reservation is confirmed when the hotel receives a cancellation request for a room of the same category.

- This way the hotel ensures that its rooms will not remain vacant in case of cancellations.
- The hotel does not guarantee a room for waitlisted reservations; it is understood that the guest will be assigned a room only in the case of a cancellation or a no show.

## **Confirmed Reservation**

- Once a guest confirms a reservation request, the hotel blocks a room for specified stay dates and sends a written confirmation of the same to the guest. A confirmed reservation can be of the following two types:
  - Guaranteed reservation
  - Non-guaranteed reservation

### **GUARANTEED RESERVATIONS:**

A guaranteed reservation assures the guest that the hotel will hold a room until a specific time of the day, following the guest scheduled arrival date. This time may be check-out time, the start of the hotel day or any time the lodging property chooses. The guest in turn guarantees to pay for the room, even if it is not used, unless the reservation is canceled according to the hotels cancellation procedure. Guaranteed reservation provides some protection for the hotels revenue over in the case of no show, a situation in which a guest makes a reservation but does not register or cancel the reservation.

### **Different types to guarantee reservation are:**

**Prepayment:** A pre -payment guaranteed reservation requires that a payment in full be received prior to the guest day of arrival from the prospective of the front office, this is generally the most desirable form of guaranteed reservation.

**Credit Card:** Credit card guaranteed reservation are the most common form of guaranteed reservation and are customary in commercial hotels. When billing for a no show reservation. Most hotels charge one night rate plus tax. Resort may charge more

night, since the length of stay at a resort is usually longer and if it is more difficult to fill rooms due to advanced bookings.

Major credit card companies have developed systems to ensure that participating lodging properties receive payment for no shows through credit card guaranteed reservation. Unless a credit card guaranteed reservation is properly canceled before a stated cancellation hour, the lodging property will charge the guest credit card holder.

Debit card can also be used for guaranteed reservations. Although hotels pay a fee to credit card company to process a charge, credit card guarantees are easy and convenient. Some hotels charge the credit card for advance deposit amount on the day reservation is made. In this way, they have the cash they require sooner, and the guest has the convenience for using their credit [or debit] card instead of sending the cheque.

**Advance Deposit:** An advance deposit guaranteed reservation requires that the guest pay the hotel a specified amount (one night) which will be larger if reservation is more than one night. The pre-arrival amount will typically be larger if they are resort hotels.

**Travel agent:** Travel agent guaranteed reservation used to be very common. Under a travel agent guaranteed reservation, travelers pay the travel agent in advance for the transportation and room charges and the travel agent guarantees the client a reservation. In case of a no show, the hotel generally bills the travel agency for payment and the travel agent must then collect money from the guest. These have become less common since both travel agents and hotels prefer the protection provided by credit card.

**Voucher or MCO:** Another type of travel agent guaranteed reservation. Travelers pay the travel agent in advance for their transportation and room charges and the travel agent must then collect money from the guest. Hotels today generally accept travel agent guaranteed reservation from only the largest and most financially responsible agencies.

**Corporate:** A corporate may sign a contractual agreement with the hotel which states that the corporation will accept financial responsibility for any no show business travelers. The corporation sponsors the reservation (client). A corporate guaranteed reservation involves a corporation entering into an agreement with a hotel. Such contracts are often popular in downtown or business centre hotels with a large number



of transient guests. The corporation receives one invoice from a hotel for several stays, simplifying payment at the same time; the hotel receives one check for the stays simplifying their record keeping.

## Non Guaranteed Reservations:

In the case of non guaranteed reservation, the hotel agrees to hold a room for the guest until a stated reservation cancellation hour on the day of arrival. This type of reservation does not guarantee that the property will receive payment for no shows. If the guest does not arrive by the cancellation hour the hotel is free to release the rooms, meaning that it can add the room to the inventory of other rooms available for sale. If the guest or if a person arrives after the cancellation hour, the hotel will accommodate the guest if a room is available.

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 at the same time, it is important for hotels reservation process. It is full occupancy conditions. The strategy here is to hotel cannot collect on. In some states, confirming a guaranteed and non guaranteed reservations. The guaranteed reservation is considered a binding contract. If the hotel then fails to provide the room for a guaranteed reservation, legal penalties can be applied if the guest files a complaint with the state.

**Reservation Inquiry:** A property receives reservation inquires in a variety of ways. Reservation requests (modes):

- 1) May be made in person over the telephone or by mail,
- 2) via facsimile FAX (Fully AUTOMATED XEROX),
- 3) Through the internet,
- 4) Through a central reservation system,
- 5) Through a global distribution system or
- 6) Through an intersell agency.

Hotel chains have come to realize that through distribution channels they have the more opportunities from where guests will have to inquire and book their rooms. The reservation agent or online form should collect such information as the guest's name, address and telephone number, company or travel agency

name, date of arrival and date of departure and the type and number of rooms requested. The reservation agent or online sequence should also try to establish the room rate, number of people in the party, method of payment or guarantee and any special requests.

## Source of reservation

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### **1. Central Reservation systems**

- Affiliate reservation network (Hotel Chains)
- Non Affiliate reservation network
- Leading hotels of the world
- Distinguished hotels

### **2. Global distribution systems**

- SABRE
- Galileo International
- Amadeus
- World Span

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

### **4. Corporate Companies**

### **5. Airlines Companies**

### **6. Government sector**

### **7. Hotel Websites**

### **8. Property Direct**

### **9. Internet**

Most of the information gathered during the reservation inquiry will be used to create the reservation record. A guest coming to hotel as an individual is referred to as a **free independent traveler (FIT)**.

## Central Reservation Systems

A majority of lodging properties belong to one or more central reservation systems. There are two basic types of central reservation systems : affiliate networks and non affiliate networks

**An affiliate reservation network** is a hotel chains reservation system in which all participating properties are contractually related. Today, virtually everyone function to reservation technology supplier.

Reservations are often passed on from one chain property to another through an automated reservation network. If one property is fully booked, the reservations systems handling the transaction may provide an online referral to accommodations at a chain property in the same geographic area. Referrals may also be made to properties whose locations appear more convenient or suitable to the guests needs. Affiliate reservation networks that allow non chain properties to participate in the reservation system are able to represent themselves to a broader market. Non chain properties in an affiliate reservation system are referred to as overflow facilities. Reservation requests may be routed to overflow facilities, they pay a fee to the hotel or reservation network for these referrals.

**A non affiliate reservation network** is a subscription system designed to connect independent hotel operators to enjoy many of the same benefits as chain affiliate hotels. Operators like an affiliate reservation network; a non affiliate network usually assumes responsibility for advertising its service.

**A central reservation office (CRO)** typically deals directly with the public by means of a toll free telephone number or online web address. Most large lodging chains support two or more reservation centers, with calls and contacts being directed to one of the centers.

Central reservation offices typically exchange room availability information with member properties and communicate reservation transactions as they occur. This

may be accomplished through an online communications connections at the member hotel. In this way, reservation information is immediately transmitted between the central reservation office and the hotel.

**Affiliate and non affiliate central reservation systems** often provide a variety of services in addition to managing reservation processing and communications. A central reservation system may also serve as an inter property communication network, an accounting transfer network, an accounting transfer system, or a destination information center. For instance, a central reservation system is used as an accounting transfer system. When a chain hotel communicates operating data to company headquarters for processing when a central reservation system communicates reports on local weather, special events, and seasonal room rate, it serves as a destination information center.

## **Global Distribution System**

Most central reservation system whether they be an affiliate or a non affiliate network, connected with one of the global distribution systems (GDS). The largest and the best known GDS include SARBE, Galileo International, Amadeus & World span. Each GDS is owned by an airlines or consortium of airlines. GDSs provide worldwide distribution of hotel reservation information & allow selling of hotel reservation around the world. GDSs also provide distribution of airline tickets, automobile rentals and other services required by the travelers.

Selling hotel rooms is usually accomplished by connecting the hotel company reservation system with the GDSs. Most travel agents around the world have terminals connected to one or more of the many airlines, reservation system to book airline travel. In one transaction a travel agent can sell an airline ticket, hotel room and automobile rental.

Since most airlines have leisure travel departments, airline reservation agents can also sell hotel rooms. With over 200,000 terminals around the world, GDSs have become a powerful force in hotel reservation.

Ω **AMADEUSIT**

- It is one of the most commonly used GDS.
- Owned by the Amadeus IT Group.
- It was formed in **1987**.
- Airline Companies formed Amadeus IT; these companies were **Air France, Lufthansa, Iberia Airline, and Scandinavian Airlines**.
- It specializes in the booking of hotel,, airlines, cruises, travel services, and car rentals.

Ω **GALILEO**

- Galileo International was founded in 1971 as Chicago-based United Airlines introduced the Apollo computer reservation system for use in their own office to automated seat booking.
- This is owned by "**Travelport**", and is used for reservation of travel, tourism, and hospitality products and services.
- It allows a single record to be created for multiple airline booking on one database.

Ω **SABRE**

- **Semi Automated Business Research Environment (**SABRE**)**
- It is a computer based reservation system used by airlines, hotels, travel agents and railways, and other travel related companies for reservation.
- It was first developed in the early **1960**'s to help **American Airlines** to automate their reservation system.
- It is a unit of SABRE Holding's **Sabre Travel Network** division and is one of the largest electronic travel reservation system.

Ω **WORLD SPAN**

- This is a GDS used by travel agents and tour operators for travel and hospitality related bookings.
- Owned by **Travelport**.
- It was created in **1990** by **Delta Airlines, Northwest Airlines , and Travel World Airlines** to sell their GDS services to travel and hospitality worldwide.

## INTERSELL AGENCIES

An intersell agency is a central reservation system that contracts to handle reservations for more than one product line. Intersell agencies typically handle reservation service for airline companies, car rental companies, and hotel properties – a “one call does an Intersell agency typically channel rooms’ reservation requests to a hotel central reservation system, they may also communicate directly with a destination hotel. The fact that a hotel participates in an intersell arrangement does not preclude its participation in another form central reservation system.

## CORPORATE COMPANIES

- Hotel also receives reservations from corporate companies like FMCG(Fast moving consumer goods), Pharmaceuticals, etc. Non-Governmental Organisation (NGO) like CARE, OXFARM, RED CROSS, WHO, etc. and Institutions like educational, financial, banking, etc.
- These companies also provide bulk reservations to hotels and get rooms at low rate.

## Airline Companies

Airline companies are the important source of Reservation for hotel. Airline companies have an agreement with hotel for accommodation purpose. Hotel formulates special room rate for Airline Companies. Room Rate are normally discounted rates (%).

Two types of guest arrive to hotel from airlines- Passengers and Staff (Crew).

Airline Company issue two types voucher to its passengers – **Meal and Accommodation Order {MAO} and Passenger Service Order [PSO].**

For Crew it issues Order for Accommodation Letter.

Airlines give reservation guaranty by Company Letter.

## Government sector

Hotels receive bookings from government sectors such as public sector undertakings, embassies, and consulates.

As the government officials travel to different places on official work and need accommodation at the place of visit, they constitute a major source of reservation and revenue to the hotel.

## **Hotel Websites**

- A hotel website is another potential source of receiving reservations.
- The website contains a link for reservation request.
- By clicking the link, guest can make a hotel reservation as per their requirements from the comforts of their house/office/cyber café.
- Most of the hotel provides “*photo gallery, descriptions of the rooms categories, and hotel facilities and visual tours*” of the hotel to aid the guest selecting the hotel and room category.

## **Property Direct**

Hotels handle many of their reservation transactions directly. Depending on the volume of direct customer contact, a hotel may have a reservation department aside from front desk. This arrangement is common in hotels of 200 rooms or more. A reservation department handles all direct requests for accommodations, motions, any communication links with central reservation system and intersell agencies & communication links with central reservation system.

## Reservation through Internet

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Many Airlines, hotels companies & car rental firms offer online reservation services thorough their Internet sites. This enables travelers from many different market segments to use their personal computers to book flights, reserve hotel rooms & select rental cars. Vacation travelers, corporate travel offices, international visitors all are able to use World Wide Web to arrange for their own travel & accommodation needs.

Large and small hotels alike have a presence on the Internet chains often have website focusing on first the brand & its features, then on the individual properties

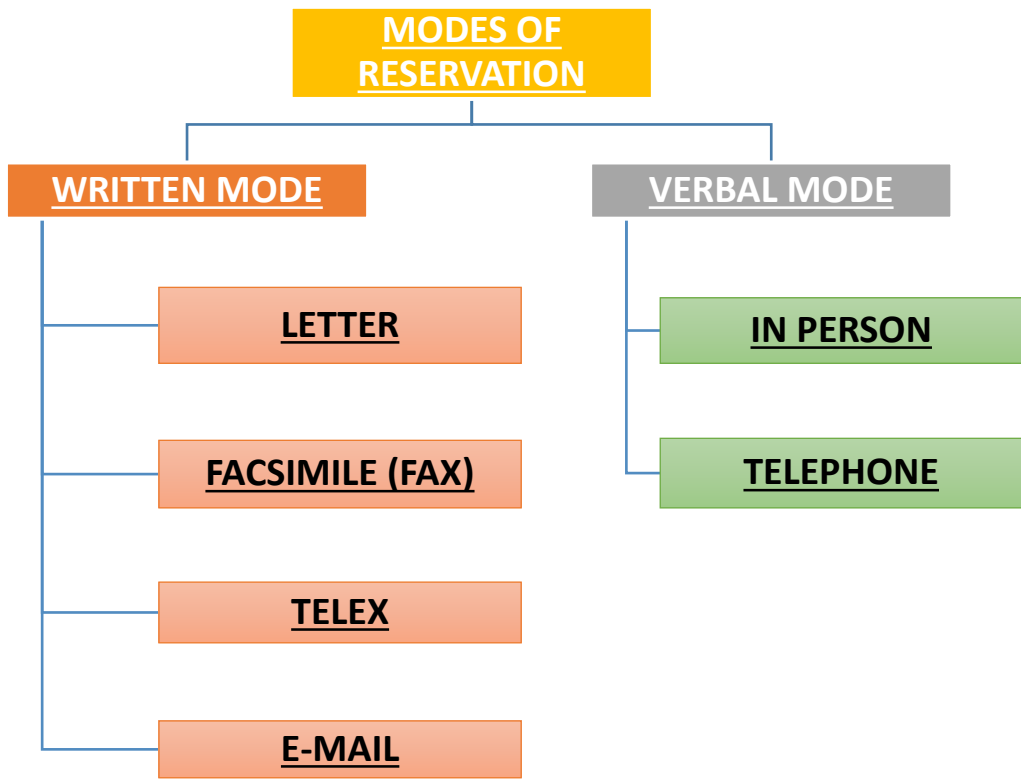
most chain Internet sites allow visitors to the site to book reservation independent hotels are also experimenting with web sites

The degree of privacy & security of financial transaction over the Internet has prompted concern and in many cases, this concern has limited the volume of Internet commerce. Security procedure exists today & will become even more sophisticated in the future.

In additional to providing a user friendly reservation process & security transaction, online system also perform.

# Modes of Reservation

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# Written Mode of reservation

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- When reservation request reach the hotel in writing, the mode is classified as a written mode of reservation.
- It includes, **Letter, Facsimile (FAX), Telex, E-Mail** etc.
- **Advantage:** it is clear, unambiguous and acts as a written record (proof) for hotel incase of confusion or miscommunication.
- This modes of request reach the hotel on paper, hotel file the paper a reservation document.
- **Disadvantage:-** it is a time consuming process, in case if the reservation is not complete then it take long time to process the request.

## Ω Mode of Reservation- LETTER

- It is a good mode of reservation.
- It work as the documentary proof for hotel.
- Needs to be send quite in advance as it takes time to reach the hotel.
- It is commonly used by contract based sources like the Travel Agents, Tour Operator, Corporate Companies.
- Now a days it is out of fashion.
- In response, hotel send confirmation letter to guest, acknowledging the receipt of the letter & accepting the request.

## Ω Mode of Reservation- FACSIMILE

- This is a electronic scanning technique to send and receive reservation request over telephone line.
- It is fast mode of sending reservation request.
- It become easy for hotel to process as communication can be done on fast basis.
- Hotel send confirmation letter to guest once accepts the request.
- Guest can send credit card authorisation through the fax to guarantee the reservation.
- The time saving MODE.

## Ω Mode of Reservation- E-MAIL

- It's a modern means of communication.
- Letter is sent through computer & internet called as E-mail.
- At a time more number of recipients can be sent a one E-mail.

- Guest need to send e-mail on hotel e-mail address.  
Ex: [hotelmughal@gmail.com](mailto:hotelmughal@gmail.com)
- Hotel sends offer letter to guest in response.
- E-mail provides written record of reservation for future reference.
- It fast and convenient.

## VERBAL MODES OF RESERVATION

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- Reservation request reaches hotel through oral communication.
- Ex:-**1. In-Person 2. Telephone**
- **Advantages:** it is fast, convenient & responsive mode.
- Provide complete information for reservation purpose.
- **Disadvantage:** needs to be recorded on paper.
- Does not provide permanent record.

### **IN- PERSON:-**

- If guest or someone from on guest behalf like relative, colleague, subordinates etc. comes to hotel for booking it is called as in-person mode of reservation.
- Its good as reservation assistant get full information in one attempt.
- Confirmation letter is handed over immediately to guest.
- For reservation guarantee, guest can be asked to make payment.

### **TELEPHONE**

- Most of the reservation request comes to hotel through telephone.
- Staff is trained & scripted to handle reservation through telephone.
- **Advantage:** It is fast, economical, convenient & reliable mode of reservation.
- **Disadvantage:** But does not provide permanent record for reservation. Today, call record can be generated.

## Reservation confirmation

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A reservation confirmation means that a hotel acknowledge & verified a guest room request and personal information by telephoning, faxing, telexing or mailing/ emailing a letter of conformation. Written confirmations states the intent of both

parties & confirm important point of agreement means date, rate, type of accommodation number of rooms deposit required or received and number of guest.

Reservation system normally generate a letter of conformation on the day the reservation request is received .Information can be retrieved from the reservation record and automatically reformatted into specifically designed form.

Name & address of guest.

Date & time to arrive.

Length of stay.

Number of person in party

Reservation classification : Guaranteed or Non guaranteed

Reservation confirmation number

Special request if any

If from company the name of the person who made the reservation and the client corporation or travel agency direct billing account number for efficiency the hotel may preload an approved list of corporate travel agency account number for the verification process.

Reservation system should see important aspect of guaranteed a reservation. guest must be aware that their accommodation will be held until a specific time of the day. Guest must also know that they fail to cancel the reservation before specified time, they may forfeit the deposit or the hotel may levy a charge against the guaranteed reservation

In the case of a guaranteed reservation additional information is generally needed for the reservation record

## **Credit card information**

This information consist of the credit card type, the number, expiry date ,the card holder name. Online reservation system many be connected to a transaction of credit card information.

## **Pre-Payment of deposit information**

This information comes in the form of an agreement from the guest to submit a required deposit to the hotel before a specified date . A proposed advance deposit or prepayment guaranteed should be closely mentioned or ensure the correct amount is paid by the desired date. If it is not reservation may need to be cancelled or re-classified as nonguaranteed.

## **Corporate or travel agency account information**

This information includes the name & address of the booking company, the name of the person making the reservation, and the clients corporate or travel agencies direct billing account number (if previously assigned by the hotel).

## **The Reservation Record**

Reservation records identify guest and their occupancy needs before the guest arrival, these records enable the hotel to personalize and or customize guest service and more accurately schedule staff. Reservation records also contain a variety of data that can be used to generate several important management reports.

- \* Guest name (and group name (if applicable)).
- \* Guests home or billing address.
- \* Guests telephone number, including area code
- \* Name of and pertinent information about the person making the reservation if not the guest.
- \* Number of people if the party &per pack, the age of any children arrival date & time

\* Reservation type, Special requirement.

### **Additional Information as needed**

If a guest plans to arrive at the hotel normal reservation cancellation hour, the guest should be informed of the property policy for non guaranteed reservation.

Once the necessary information has been captured.

Depending on the nature of the reservation a letter of confirmation may also include a request for a deposit or prepayment or an update of the original reservation detailing reconfirmation, modification or cancellation.

## CONFIRMATION/ CANCELLATION NUMBER

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**As part of the reservation confirmation process, system may assign a reservation confirmation number.** A confirmation number helps assure a guest that a reservation record exists. It can be especially useful to a hotel in referencing a specific reservation record requiring modification or cancellation.

Issuing a reservation cancellation number protects both the guest and the hotel. In the event of any future misunderstanding, the assignment of a reservation cancellation number can prove that the hotel received the cancellation.

A cancellation number are not normally assigned to guest who cancels their reservation after the hotels stated cancellation hour.

Cancellation number & confirmation number should be stored in separated file for quick referencing.

## RESERVATION MAINTENANCE.

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No matter how through the reservation process, there is probably no way to avoid an occasional reservation records any less important. A system capability for storing & related fields is vital to the reservation cancellation hour. However for example the reservations agent must be able to quickly access the correct record, verify

its contents & process the modification. The system must also be able to promptly re file reservation record & update pertinent reservation report.

## MODIFYING NON-GUARANTEED RESERVATIONS.

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Guests often make non-guaranteed reservations rather than guaranteed reservations when they expect to arrive at the property before the hotel's reservation cancellation hour. However, situations can arise that make it impossible for a guest to arrive on time. For example, an airline flight may be delayed, or may be later than expected, or weather conditions may slow traffic. When delays are apparent, experienced travellers often contact the hotel and try to change the reservations from non-guaranteed to guaranteed reservations. The system capable of processing reservation changes, must closely adhere to hotel policies. Typical a system would:

- 1) Access the correct non-guaranteed reservation record.
- 2) Capture the guest credit card type, number and expiration date.
- 3) Assign the guest a new reservation confirmation number if it is hotel policy.
- 4) Complete the change from non-guaranteed to guaranteed reservation status according to additional system procedure if any.

### **Processing Reservations**

Every hotel has its own standard operating procedure (SOP) to deal with a reservation request from a guest. The standard procedure of responding to a guest's reservation request is first receiving the reservation inquiries, then determining room availability, and then accepting or denying the request for reservation.

- **Receiving Reservations:** The request for a room reservation may reach a hotel from any one of the various modes discussed earlier.
- **Determining Room:** The following information will help to determine the availability of the room requested by the guest:
  - Date and time of arrival.
  - Date and time of departure.

- Number and type of rooms required.
- Number of persons in the party.
- **Accepting or Denying Reservation:** Once the reservation agent has established the availability of the room for the guest, she will either accept or deny the reservation request and conclude the processing of reservation request.
- **Amending Reservation:** When guests with confirmed reservations change their travel plans, they convey the same to the hotel. This change—in the type of reservation (guaranteed or non-guaranteed), date of arrival, duration of stay, type of room, etc.—is termed as amendment.
  - In case of amendments, the hotel has to check the availability of rooms again as per the fresh details given by the guest.
  - The changes are recorded in a specialized form known as the reservation cancellation/amendment form
- **Cancellation of Reservation:** The cancellation of a reservation occurs when a guest with a confirmed reservation informs the hotel about her intention to cancel the reservation.
  - As cancellation might lead to the loss of room revenue, hotels discourage cancellations by imposing retention charges

## Reservation Reports

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The reservation department compiles many reports for the use of all departments. Some of the most commonly used reservation reports include:

- **Reservation transaction report:** The reservation transaction report is the summary of the daily activities of the reservation department.
- **Commission agent report:** This report includes the amount payable by the hotel to the different commission agents
- **Turn away or refusal report:** At times hotels have to ‘turn away’ guests due to unavailability of rooms.

- **Revenue forecast report:** The revenue forecast report is a projection of the volume of business that the hotel will be generating in a specified duration.
- **Expected arrival list:** The list of names and surnames, along with the respective room types, of the guests who are expected to arrive the next day.
- **Stayover list:** The list of names and surnames, along with the respective room numbers, of the guests who are expected to continue to occupy their rooms the next day.
- **Expected departure list:** The list of names and surnames, along with the respective room numbers, of the guests who are expected to depart the next day.

## Importance of Reservation

- Reservation is important for guest as well as for the hotel too.
  - Importance of Reservation for the Hotel: The reservation process is of vital importance to a hotel as it:
    - Gives the first impression of the hotel to guests.
    - Sells the main product of a hotel (accommodation).
    - Generates customers for other departments.
    - Provides important management information to other departments.
- Importance of Reservation for the Guest: A confirmed reservation has the following advantages for the guest:
  - *Assurance about accommodation:*
  - *Choice in the type of accommodation*
    - » *Type of room or suite*
    - » *As per the guest's*
    - » *Preference of floor, view, and personal choice or low-floor room; sea view/pool view/garden view/monument view room; smoking/non-smoking room; etc.*



- *Receive correspondence at the hotel address*

## Manual System of Reservation

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- The hotel may use one of the following systems of manual reservation:
  - Diary System of Reservation
  - Whitney system of reservation

### Diary system of reservation:

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- As the name suggests, in this system a daily diary is kept, in which the reservation agent lists all arrivals due on a particular day.
  - It is usually kept on a loose-leaf basis.
  - The top page represents arrivals on the current date; this is removed and sent to the front desk for receiving the guests.
  - The hotel booking diary may be hard bound also. The diary system of reservation is only suitable for very small properties.
  - The tools used in diary system of reservation are as under:
    - Booking diary
    - Room status board/ reservation journal
    - Expected arrival list/ Movement list
    - Cancellation register
    - Black list

- **ADVANTAGES:**

1. It is useful for small hotels,
2. All the reservation record is available in one consolidated book,
3. The book is easy to store and maintain.
4. Easy to retrieve the information of fast.

- **DISADVANTAGES:**

1. Only one person can work on diary at a time.
2. Unable to store more information about the guest.
3. Because of regular use, diary becomes messy and dirty.

## Whitney system of reservation:

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- This system of room reservation, developed by the American Whitney Duplicating Check Company, is suitable for small and medium properties—with up to 150 rooms. It is based on the use of standard size slips, known as Whitney slips or Shannon slips, which can be held on a metallic carrier on Whitney racks.
- The advantages of using Whitney system are as under:
  - Bookings can be kept in order of the date of arrival.
  - Booking records may be arranged in alphabetical order.
  - The racks and carriers can be used over and over again. The running expense is only of the slips.
  - The Whitney racks are placed vertically, saving storage space

- **Whitney Slip:**

1. In Whitney System of Reservation, Whitney Slips are used (Shannon Slip).
2. Whitney Slip could be of different colour like **Red** for FIT, **Blue** for CIP, **Yellow** for Group, **Pink** for Crew etc.
3. The top line of the Shannon Slip contains the important information like Date of Arrivals, Departure, Name of the guest, Room Type and rate.
4. As and when reservation request is received, it is recorded on Whitney Slip and kept in the Rack with the help of Carrier.
5. Whitney Slip is prepared in duplicate.
6. Original Slip goes in the Whitney Rack and duplicate goes to file.
7. Whitney Slip can be arranged in *Alphabetical Order*.

- **Whitney Rack:-**

1. In the Whitney System of reservation, Racks are used for storing documents. These racks are called as **Whitney Rack**.
2. Whitney Racks are wall mounted.
3. Size: Whitney Rack is 4" in breadth and 24" in length.
4. Altogether **43 racks** are used in Whitney system.
5. **31** Racks for **31 days of month**.
6. **11** Racks for **remaining months** of the year.
7. **1** rack for **next year**.
8. 31 Racks are arranged as per the ***Dates of Month***.

Procedure:

As soon as for booking, the Shannon Slip is typed in duplicate. One copy goes to the Whitney Rack of the corresponding date and other copy is filed.

### **ADVANTAGES OF WHITNEY SYSTEM**

1. Bookings can be kept in order of date of arrivals.
2. Booking record can be kept in alphabetical order.
3. The rack and carrier can be used over again and again. The running expenses are only of the slip.
4. The **Whitney Racks** are placed vertically, saving storage space.

## BED ROOM JOURNAL

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- It is similar to the diary.
- Date wise pages are used to record the reservation information.
- Each page contains occupancy details for that date- the guest name , room No., type of room etc.
- If the guest makes the reservation for four days, it is written on four corresponding pages.

# ADVANCE LETTING CHART [ALC]/CONVENTIONAL BOOKING CHART/ ROOM LETTING CHART.

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- This is an old system of reservation and is used only by small hotels and also by those which don't have computer system.
- The chart is a visual reference of future expected business of the hotel.
- The system uses charts on monthly basis.
- Furnishing details and other highlights can be mentioned along with the room number.
- An efficient staff is required to record reservation on ALC to avoid problems.
- The names of the prospective guest can be written on the chart.
- The chart is useful for Small Hotels where length of stay of guest is long.
- It is also good for **Seasonal Hotels**.
- For **Transit Hotels** where length of stay is short, this chart is not very useful.
- With the help of ALC chart specific room number can be given at the time of reservation.
- It is wall mounted chart.

		Hotel XYZEE																			4-11		1-D+2-T												
		ADVANCE LETTING CHART																			3-7														
																					Month: January		Year: 2015												
Room No.	Type	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
101	D			← Mr. Kumar →																															
102	T																																		
103	T			← Mrs. Gopi →																															
104	T			← →																															
105	D																																		
106	D	← Mr. Rao →																																	
107	Suite																																		
108	T																																		
109	S																																		
110	S																																		
201	D																																		
202	T			← Mr. Kumar →																															
203	T																																		
204	T																																		
205	D																																		
206	D																																		
207	Suite																																		
208	T																																		
209	S																																		
210	S																																		
301	D																																		
302	T																																		
303	T			← Mr. Gupta →																															
304	T			← Mr. Gupta →																															
305	D			← →																															
306	D																																		
307	Suite		← Mr. Desai →																																
308	T																																		
309	S																																		
310	S																																		

- This is another chart used into reservation section for finding room availability.

## Density Chart

### Silent features of density Chart are:-

- Useful only for large hotel operating on **non-automatic system**.
- Useful for hotel where **length of stay** of guest is **short**.
- Better system of finding room availability than Advance Letting Chart.
- This chart is based upon simple principle that every reservation reduces the availability of room and each cancellation increases the room availability.

- Here all rooms of same type are grouped together irrespective of their location. Like all double rooms located on different floors are grouped together on one chart.
- If the hotel has 100 single rooms, then all 100 rooms will be shown on one chart.
- Like this separate charts are prepared for every type of rooms available.
- This chart is prepared for one month. With the help of this chart rooms can be booked for whole year.
- Room number is assigned at the time of actual arrival; not at the time of reservation.
- Advantage of the chart is no specific room number is allocated to guest prior to his arrival and room is given to guest on arrival whichever room of that type is available in hotel.
- Density chart works well in the hotel where all the same type rooms are of same future and tariff is same for them.
- This is wall mounted chart.
- **Disadvantage:**
- Specific room number can not be given at the time of booking like ALC Chart.
- Guest name and other details of reservation can not be written on density chart.
- Types of reservation can not be ascertained from the density chart.
- Booking Diary is needed to be used along with Density Chart to write other details of booking.
- It is only useful for hotels where length of stay is short.

#### **DESCRIPTION OF DENSITY CHART**

- The first shows total number of rooms of that type.
- After first column, there are 31 vertical columns, like ALC Chart, used for 31 days of month.
- In the first column, if top digit shows 50 and chart is for double room that means in that hotel there are 50 double rooms.
- First column of number of rooms is written in descending order.
- Suppose there is 50 Double Rooms, and slash is drawn against number 50 column for one date that means 49 double rooms are available for booking. If it is against 47 that means 46 double rooms are available for the date.
- **Example:**- from the chart lets take a one date of 2 March 2012.
- For this day 7 slash are drawn from top number 23 till the number 17. That means 16 rooms are available for booking for 2<sup>nd</sup> March 2012.
- In case slash is drawn till the number 1 that means all the rooms are booked for that date. And overbooking can be taken.
- At the bottom of the Density Chart, the space for recording overbooking is given.
- Overbooking is taken in ascending order i.e. from 1,2,3,4,5,6,.....10.....

## AUTOMATIC SYSTEM

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- It is **Computerized System**.
- Also called as **Electronic System**.
- Computers are used to process reservation request.

- The nature of the information stored in computer system is same as the manual system.
- Here, we do not require Density Chart, ALC or Bed Room Journal.
- The reservation Assistant can check the room availability by clicking the link on computer screen.
- The information is keyed into computer in electronic format.
- The room status is automatically updated.
- Guest communication can be maintained using the computer by sending e-mails or receiving e-mails.
- Computer system is used by **CRS** or **GDS**.
- Computer system can generate reports once the data is feed.

## OVERBOOKING

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- ❖ Also known as Capacity Management.
- ❖ **Definition:- It is an act of booking more rooms than actually available in the hotel.**
- ❖ **Meaning:-**Any further booking taken for the date which is already fully booked.
- ❖ Overbooking is taken in the small table given at the bottom of the Density Chart.
- ❖ In Density Chart Overbooking is taken in ascending order.
- ❖ Overbooking cannot be recorded in ALC.
- ❖ It is an technique of Capacity Management used by Front Office Manager.
- ❖ It used to compensate the loss occurs due to --Reservation Cancellation, - No Show &  
**Under stay.**
- ❖ During the reservation process, guest is never informed that booking is "**Overbooking.**"
- ❖ Reservation request is processed as a normal reservation.
- ❖ Upon the guest arrivals with overbooking, professional excuse is made and accommodation arrangements are done in the nearby hotel of same standard.
- ❖ Hotel makes provisions of guest stay in other hotel. Hotel arranges vehicle for guest.
- ❖ In some cases, hotel bears charges of one day room rate.
- ❖ F O M should send an apology letter with flower bouquet.
- ❖ If room requested is available guest is brought back to the hotel. If guest agree.

## Explain the terms

1. **Turn away:** The term refers to the guest who came to the hotel without prior reservation but was turned away as the hotel could not provide accommodation there could be many reasons over this.

2. **Over booking:** It is a booking of more numbers of rooms than your actual capacity. In this case, confirmation letters are sent to all the guests. It involves a lot of legal and more responsibility for a front office manager. The front office manager should have good relations with managers of other hotels in order to accommodate overbooked guests. Fixing the time limit also helps in dealing with overbooking.

Objectives of overbooking:

To reach 100% occupancy overbooking is not an error; it is done to ensure that the hotel earns maximum revenue. It helps to compensate for no-shows, early departures, and cancellations.

Guidelines for overbooking

Type of clientele that is executive, regular, non-regular and source of booking. Time gap between dates of overbooking, date of arrival, overbooking percentage can be calculated using the following formula:

$$\text{No show + cancellation} * 100 / \text{available room}$$

3. **Time Limit:** This means a particular time by which a prospective guest with the reservation must check in at the hotel. If he arrives after that time, the room may be given away and he may be refused a room. The time limit is usually fixed for the guest who does not confirm reservation with deposit of guarantee (money), generally six hours is considered as the time limit.

4. **Guaranteed Reservation:** This means that even in the event of a no-show, the hotel does not lose revenue as the payment is guaranteed by the source of booking. In this case, the hotel cannot give away the rooms to walk-in guests without confirming arrival details of the previous guest.

5. **Walk-In:** Walk-In is the term referring to those guests who arrive at a hotel without prior reservation. The hotel has to be careful while giving reservations to walk-in guests because



he may turn out to be a skipper. The hotel takes advance deposit from them which usually cover the highest room rates and daily additional expenses such as guest are referred to lobby manager who authorises their registration. All departments are informed not to give that guest any credit. The receptionist can always sell a high price room to walk-in.

6. **Stay Over:** Stay over is a number of people staying in the hotel for a particular night. In other words they are registered guests who are not checking out before night. They are considered to stay over for that night.

7. **Early arrival:** It refers to those guests who arrive before their scheduled date or time of arrival. It may be due to ignorance or due to change in plan. The hotel is not compelled to give a room to such a guest, in most cases the hotel arranges some other accommodation for the guest.

8. **Skippers:** A person leaving a hotel without paying a bill.

9. **Sleep out:** A room that is occupied, paid, but not slept in.

10. **Floor limit:** The maximum amount of charge (money) permitted by a credit card, to be used at a given property. This limit is established by the property.

11. **House count:** The number of registered guests in the hotel. It can be calculated from room rack also.

12. **Scanty baggage:** People with insufficient luggage. It is one deciding factor for extension of credit.

13. **Murphy bed:** Bed which can be folded into wall.

14. **On change:** The status of the room vacant but not yet ready for occupancy.

15. **Bed board:** A board placed under the mattress, to provide a firmer sleeping surface.

16. **Concierge:** Area situated in the front of the house in which doorman carry out their duty also known as concierge.

17. **Rack rate:** Current rate for each room established by hotel management. and also the rate that is displayed at front desk.

18. **Release time:** Booking held for the guest for particular time. If they do not arrive, room can be sold to another guest, which all hotels within the same hotels claims participate.
19. **Black list:** A list authorised by hotel management of the name of all person not welcome in hotel.
20. **Block booking:** A term used for the reservation of several people at sametime normally on the same rate eg- for group.
21. **Chance guest:** Customer who arrives at the hotel; with no previous booking made also known as walk-in guest.
22. **Back to back:** When the checkout time of the guest is the check in of the other guest.
23. **Folio:** Guest bill on which all charges are recorded.
24. **Group rates:** Specific room rates for groups agreed by the hotel also known as fixed rates hotels.
25. **High season:** Peak season of the hotel, prices are normally the highest.
26. **Imprinters:** Machines usually used to imprint details from the credit cards to the vouchers.
27. **Lead time:** Time period from when booking done, to the time of , check- in in the hotel.
28. **Low season:** Quietest period are known as low season.
29. **Closed dates:** Particular dates on which the hotel is fully loaded.
30. **Day let:** A room given during the day is called as day let.
31. **Dis- honoured cheque:** Cheque return by the bank usually when error has made.
32. **Early departure:** when guest leaves prior to original date.

# REGISTRATION

The first phase of the guest cycle deals with reservation, which we learnt in previous chapter. The second stage arrival deals with the activities involved in the processes in pre-registration and registration. The activities carried out before the guest arrival of the guest to ensure the speedy check-in is termed as pre-registration activities. The registration process which involves the formalization of a valid contract between the guest and hotel, being with the arrival of the guest at the hotel front desk. Here, we will also study how the registration activities can be hastened in order to avoid long queues at the front desk during the peak hours of guest arrivals and to enhance guest's experience.

Hotels follow different check-in procedures for different types of guest – individual, group, crew, vip, walk-in, scanty baggage, and so on. In this chapter we will study the system involved in the check-in of different categories of guest.

## ● PER-REGISTRATION

The activities that are carried out by the front desk agents before the guest arrival, which helps accelerate the process of guest registration, are termed as pre-registration activities. The expected arrival list is prepared on a daily basis to indicate the number and name of guest expected to arrive the next day, along with their time of arrival, date of departure, room request, reservation status, special request, and instructions. Then the room position is calculated, i.e. the room availability status for the next day is arrived at, based on the expected arrivals and departure and also include factors like overstay, under stay, no-show, and out-of-order rooms. Then the amenities vouchers are prepared for the arriving guest which are sent to concerned departments like housekeeping and food & beverage (f&b). These vouchers instruct the departments to provide the mentioned amenities in the guest rooms like cookies, fruits, flower, etc prior to guest arrivals. The front office agent then checks the condition of the vacant rooms to make sure that the rooms are ready to move in.

The front office agent next prepares the guest registration card (grc). The information required to fill the grc can be gathered from the source the reservation form and the guest history card. The information contained in these forms is used to complete the registration form. Guest can experience a quick check-in when they arrived at registration desk, as they only have to verify the information already entered in the registration card and sign the card. The check-in of walk in guest takes comparatively longer as it is not supported by the pre-registration activity.

The pre-registration activity may also include room and rate assignment the creation of guest folios (in case advance payment has been received by the hotel). Some front office managers prefer to assign the room and rate on the arrival of the guest in order to adjust any change in room availability. The pre-registration activity is carried out manually in manual and semi-automated systems, whereas in the

case of fully-automated front office system, the task is carried out by the system that transfer the guest data from the reservation form and the guest history card onto the registration card.

These pre-registration processes inform the hotel staff about the expected arrival and the room availability status. These allow the front desk to make necessary arrangement in advance. It also makes the check- in of guest fast.

## ● REGISTRATION

On there arrival in a hotel. Guest usually goto the reception area first. The reception area is manned by a receptionist who welcome the guest and answer their queries. These is the first face-to-face interaction between the hotel and the guest. The reception remain a focal point of guest contact throughout their stay at the hotel. The registration activity takes place at the same desk. The guest have to fill the required details on a registration card or may have to make entries in a hotel register.

Registration is the process of gathering information from the guest that is mandatory as per the law prevailing in our country. According to the foreigner'act 1946, and the registration of foreigner's rules 1992, hotels should keep the records of the guest staying in his premises as per form f ( of the registration of foreigner's rules 1992).

**Registration is the the valid contract between the guest and the hotel, in which hotel offer the safe and secure boarding and lodging facilities to the guest and the guest accepts to pay for the service and facility received. In case of foreign visitor, the front desk staff should fill form c and verify the passport and visa of guest.**

PTO.

<u><b>GUEST REGISTRATION CARD</b></u>		
HOTEL ABC		
NO:		
<b>SURNAME:</b>	<b>FIRST NAME:</b>	<b>DATE OF BIRTH:</b>
COMPANY NAME:	PASSPORT NO:	
DESIGNATION:	DATE OF ISSUE:	
NATIONALITY:	PLACE OF ISSUE:	
PERMANENT ADDRESS:		

DATE OF ARRIVAL IN INDIA:	
PROPOSED DURATION OF STAY IN INDIA:	
DATE OF ARRIVAL IN HOTEL _____ TIME _____ WHETHER EMPLOYED IN INDIA [ ] YES [ ]NO	
ARRIVED FROM:	REGISTRATION CERTIFICATE NO:
PROCEEDING TO :	DATE OF ISSUE:
PURPOSE OF VISIT:	PLACE OF ISSUE:
DATE OF DEPARTURE FROM HOTEL:	TIME:
CREDIT CARD NO :	
<ul style="list-style-type: none"> <li>• I AGREED THE ABIDE BY THE HOTEL RULES &amp; REGULATION.</li> <li>• CHECK-IN / CHECK-OUT TIME 12 NOON</li> <li>• ALL VALUABLE CASH GUEST SIGNATURE MANAGER SIGNTURE SHOULD BE DEPOSITED WITH CASHIER.</li> </ul>	

**FOR OFFICE USE ONLY**

NATIONALITY CODE:    PAYNMENT CODE:    RESV.NO:

ROOM NO:	NO OF ADULT	PERSONS CHILDREN	ROOM RULES	BILLING INSTRUCTION CASH,CREDIT CARD,COMPANY	BOOKED BY	INITALS OF FOA

## FORM C

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According to registration of foreigner’s rules 1992, rule 14, it is obligatory on the part of hotel owner to send information about foreigners registered at the hotel. Any person who is not an indian national (i.e. A person holding the passport of any country other then india, expect nepal and bhutan) is knowned as a foreigner. The hotel is liable to send the information in the formate of form c to the nearest foreigner regional registration office (frro) or to the local intelligence office (lio) with in tewenty-four hours of the arrival of a foreign national, in the case of pakistan, bangladesh and china nationals information should reach with in 12 hours to the nearest **FRRO** and also to local police station.

Form c should be prepered in duplicate and serial numbered the top copy is send to competent authority and the second copy is kept for permanent record for the duration as specified in law.

<b>Format for form C</b>
Hotel ABC
Form C

(Rules 14)
Hotel Arrival Report
<i>(To be completed in duplicate)</i>
Sr.No:
Date:
Name of hotel:
Name of foreign visitor:
(In full block capitals , surname first)
Nationality:
Passport no:
Date of issue:
Place of issue:
Address in India:
Date of arrival in India:
Arrival form:
Whether employed in India: YES/NO
Proposed duration of stay in India:
Proposed duration of stay in hotel:
Proceeding to:
Registration certificate NO:
Date of issue:
Place of issue:
Manager's signature

## Registration records

The registration activity is carried out in the front desk. The first step in the guest registration begins with acquiring basic information about the guest, eg-name address, telephone no. , purpose of visit, duration of stay, special requests, affiliation, designation, etc. The information gathered during the registration process is stored as the registration record ,which is based on the form F of Foreigner's rule ,1992. Hotels have different ways of posting and storing registration records .depending upon the requirements of the hotel , the registration records may be maintained in a hard-bound register or a loose leaf register , or a guest registration card.

## **HARD-BOUND REGISTER-**

Hard bound registers are normally used by small hotels. In such a register all the pages are bound into a thick book and can be used for a long time.

The major advantages are:

- All records of the duration are found in a single book
- Wastage of paper is minimal
- No filling is required

- There are certain disadvantages of using hard bound registers

- If the book is misplaced, all the records for that duration are lost.
- Only one guest can register at a time.
- During peak hours, guests will have to form a queue and wait for their turn.
- Privacy of the guest cannot be maintained.
- Pre-registration is not possible.
- Registration of groups will take more time.
- It is very bulky and if used for a long time may look shabby at the counter.

## **LOOSE-LEAF REGISTER-**

A loose-leaf register contains the same data as a hard-bound register, with the difference that the pages are not bound.

One new page is used everyday

**Some major advantages are:**

- The privacy of the guest can be maintained to a certain extent.
- If a sheet is lost, only one day's records are lost.
- It's convenient to hand over to the guest to fill in the details.

**Some major disadvantages are:**

- The pages may get lost easily.
- The space in the sheet goes waste if there are not enough guests on a particular day.
- Only one guest can register at a time.
- Pre-registration is not possible.
- The sheets have to be filled.

## **GUEST REGISTRATION CARD-**

To overcome problems of hard-bound and loose-leaf registers, most hotels use individual guest registration cards (GRC) for registration records. The format of GRC is shown. GRCs may be used in duplicate or triplicate as per the policy of the hotel. They are given to the guest at the time of arrival to complete the registration formalities.

**Some major advantages are:**

- The efficiency of front desk is increased as many guests can register themselves at a time using different cards.
- As each guest fills a different card the privacy of the guest can be maintained.
- Pre-registration is possible.

Major disadvantages of using GRC are:

- They are quite expensive.
- If not stored properly they can get lost.

## Registration process

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The registration process involves many stages.

**1. Identification of the guest:**

The identification of the guest status is important as the hotel processes the registration of the guest with confirmed reservations and walk-ins in a slightly different manner.

The front desk agents verify the status of the guest for confirmed reservations by referring to the day's arrival list. As the pre-registration activity has been carried out for these guests they have a speedy check-in. For the walk-in guest, the front desk first refers to room availability status, the front office staff collects the relevant information from the guest for filling the GRC form. The check-in of these guests usually takes longer.

**2. Formation of registration records:**

A guest fills the registration form. Verification is done and is signed. The guest's signature completes and formalizes the registration record. On the basis of this record, the hotel develops other hotel records, arrival notification slip, guest folio, guest history card, etc. The complete registration record is a legal requirement, this should be stored for a minimum period of three years or as required by the law prevailing in the state. The same records can be accessed by a competent local authority as and when required.



### **3. Room and Rate Assignment:**

After completing the registration record, the next step is to allocate and assign a room of the specific category as requested by the guest. In case of a walk-in guest, the hotel may

Exercise the option of upselling. The details regarding the availability of the different types of rooms and their corresponding which room should be assigned to the guest. While assigning a room the guest preferences, like floor level, proximity to the elevator, view of the room, colour scheme, etc, should be kept in mind.

### **Establishment of the mode of settlement of bills**

The determination of the guest credibility and the mode which they will be settling their account is very important for the hotel. Hotels prefer cash & cash equivalent modes (travellers cheque, demand draft and credit/charge card) of accounts settlement other modes include travel agent(TA) voucher or bill to company. The credibility of a guest can be determined by:

- Asking the guest to produce her credit card at time of arrival & by swiping the same for authorization from the credit card company
- The guest may be asked to produce the T.A voucher /authorization letter from the company in case the bills would be settled by the TA or company.
- Advance deposit may also be asked at the time of check in.

### **Completion of check in procedure and issuance of room keys:**

After the front desk registers a guest, assigns her a room and establishes the mode of account settlement ,it issues the room keys to the guest. A bell boy is called to escort the guest and to take the guest luggage to the assigned room .The front desk agent carries out the following activities after every check in:

- Updates room status report
- Prepares arrival notification slips and sends arrival notification slips and sends them to the concerned departments in the hotel.
- Creates guest folio
- Fills form C (in case of foreign nationals) sends the same to the concerned authority

## **THE REGISTRATION PROCESS**

<b>Greet the guest as per the time of the day and ask if the guest has reservation</b>
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### **Identification of guest**

Identifying the status of a guest with confirmed reservation or walk-in-guest and to process registration accordingly.

### **Check the day's arrival list and verify the guest reservation status**

#### **Formation of registration records**

Guest fill the registration form or verify the pre filled GRC and sign to approve and formalize the registration record

#### **Room and rate assignment**

A room is assigned to the guest and the rate is fixed after deducting any discount.

#### **Establishment of mode of settlement of bills**

Cash/Credit/TAV/TC/DD

### **Completion of check-in procedure all the necessary formalities are completed**

**Room keys are issued**

## CHECK-IN PROCEDURES

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The check-in procedure involves all stages from the arrival of a guest to the issues of the room key to the guests. In case of manual or semi-automated operation systems, the process begins as the guests arrive at a hotel and are greeted by the front office staff, subsequent to which they complete the registration formalities, and finally the guests are assigned rooms and issued the room key by the front office personnel.

### **CHECK-IN PROCEDURES IN MANUAL/SEMI-AUTOMATED HOTELS**

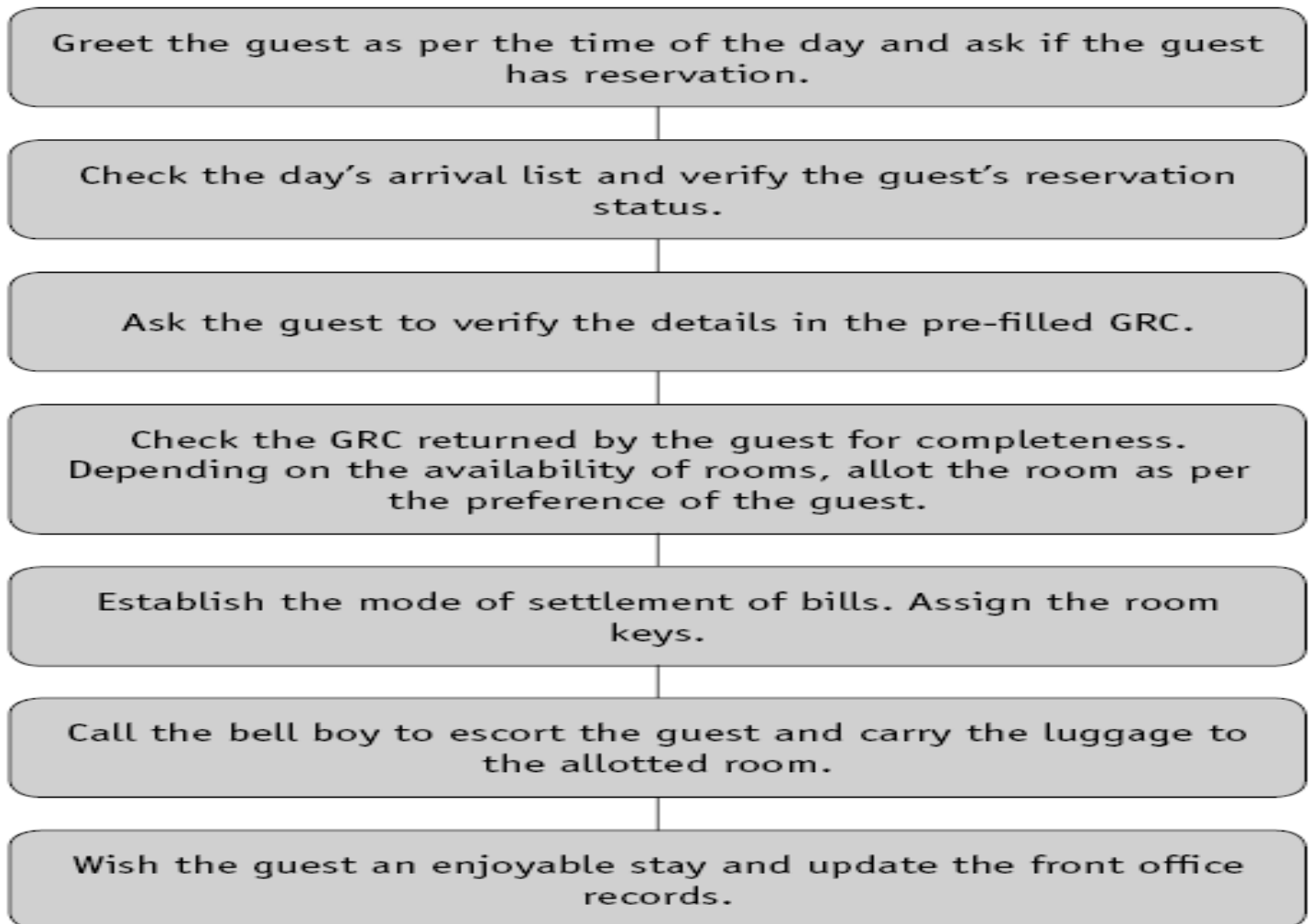
The check-in procedure varies for guests with confirmed reservation and walk-in guests. It may take a specialized form in case of VIPs, groups, crews, scanty, baggage guests, and foreigners. The check-in procedures of guests with different status are discussed as under:

- Guests with confirmed reservation
- Walk-in guests
- VIPs
- Groups/crews (domestic and international)
- Scanty baggage guests
- Foreign nationals

**GUESTS WITH CONFIRMED RESERVATION** The procedure for the check- in of the guests with confirmed reservation involves the following steps:

- As the guests arrive at the hotel, the front office staff should welcome them and ask them they have confirmed reservation
- If the guests have confirmed reservation, the front office agent should check the day's arrival list to confirm the reservation status of the guests
- Once the reservation status of a guest has been confirmed, the front office agent should give the pre-filled GRC to the guest to verify the details.
- When the guest has signed the GRC, the front office agent should check if all the details have been filled in, including the billing instructions.
- The front office agent should check the availability of rooms as per the guest's preference, and allot the room accordingly
- The front office agent should issue the room keys to the guest and authorize a bell boy to escort the guest and carry the guest luggage to the room. The bell captain will fill the information in the arrival e rrand card and lobby control sheet
- The front office agent should wish the guest an enjoyable stay at the hotel.

## 1. FLOW CHART for Confirmed Guest



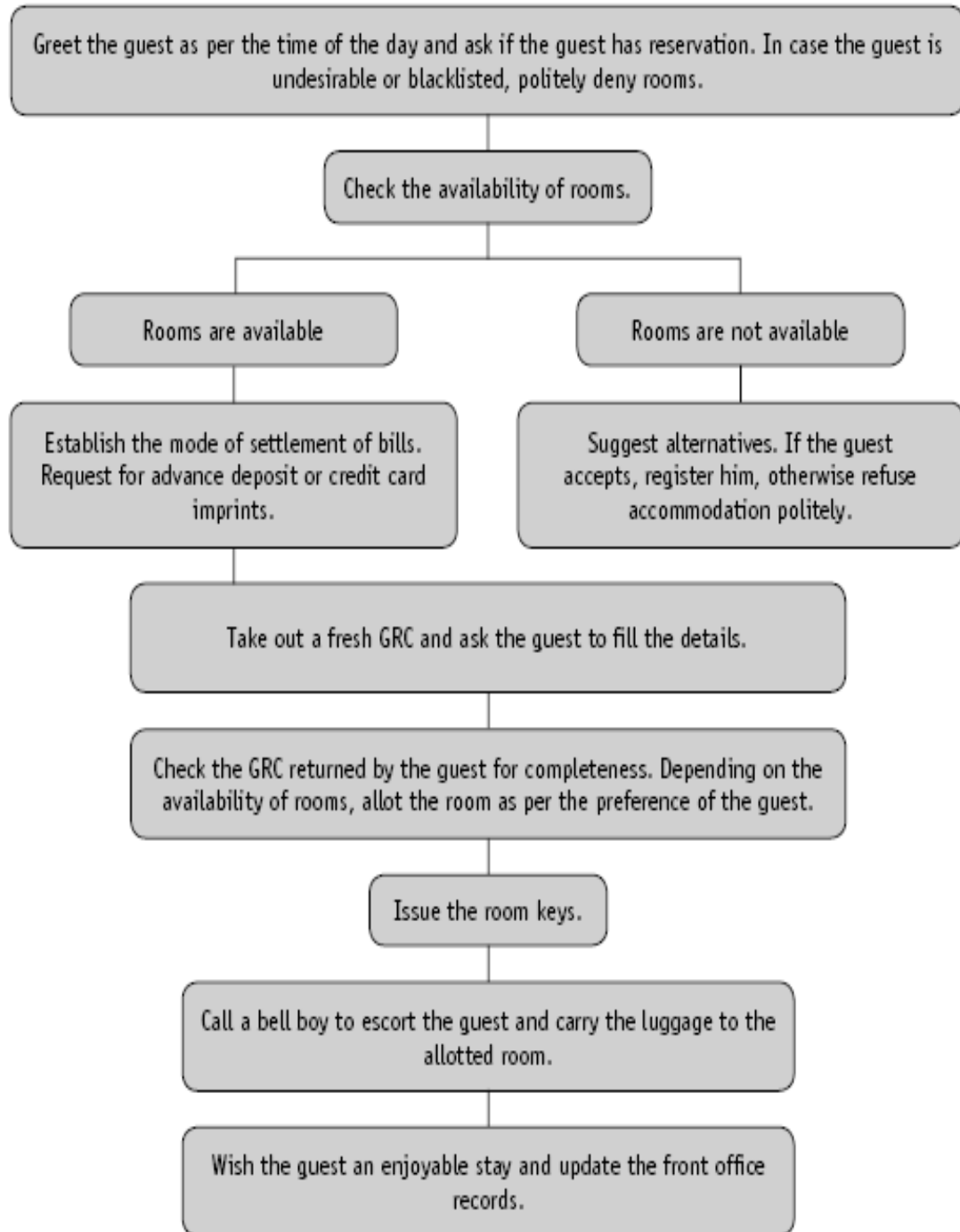
### WALK-IN GUESTS

The check-in procedure for walk-in guests involves the following steps:

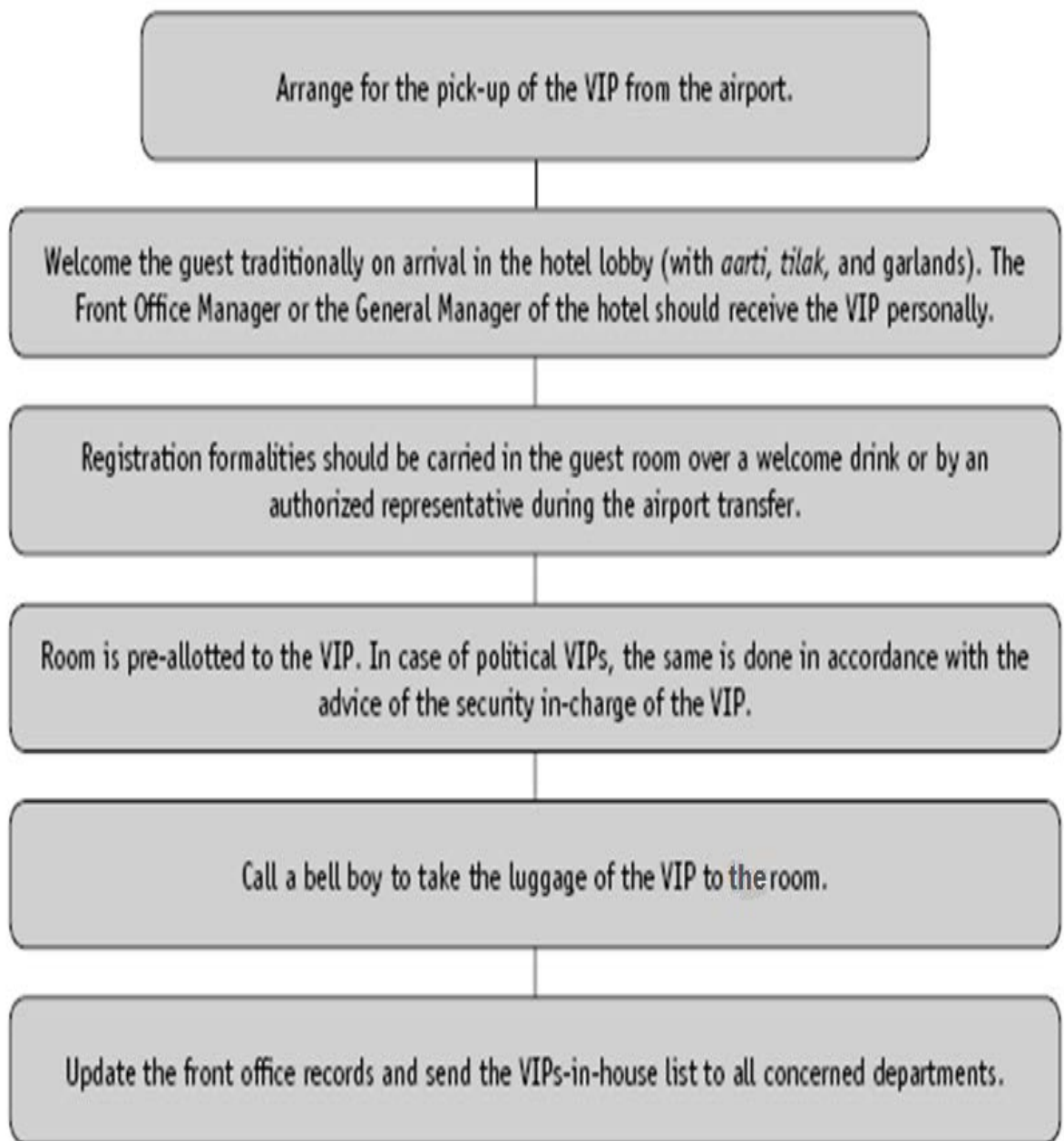
- As the guests arrive at the hotel, the front office staff should welcome them and ask them if they have confirmed reservation
- If the guest does not have reservation, the front office staff should check room availability status for the duration of stay requested by the guest. If rooms are available for the requested duration, the front office should process the reservation and proceed with the check-in activity of the walk-in guest. However, in case of undesirable or blacklisted guests, the front office should politely deny reservation even if the rooms are available.
- The front office should request the guest to fill the GRC, the front office agent should check it for completeness.
- Once the guest has filled and signed the GRC, the front office agent should check it for completeness.

- The front office agent should check the availability of rooms as per the guest's preference, and allot the room accordingly.

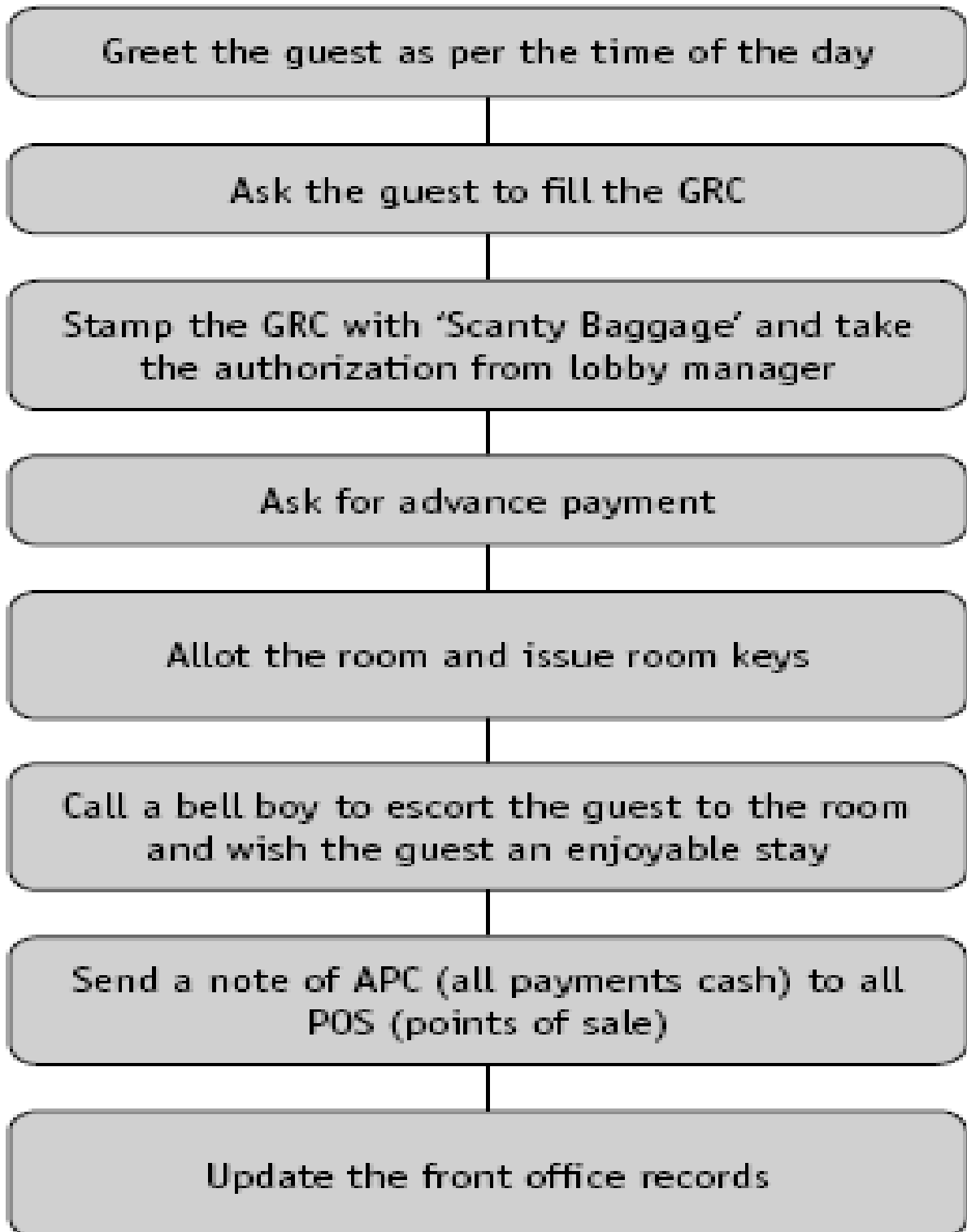
## 2. Flow Chart for Walk in Guest



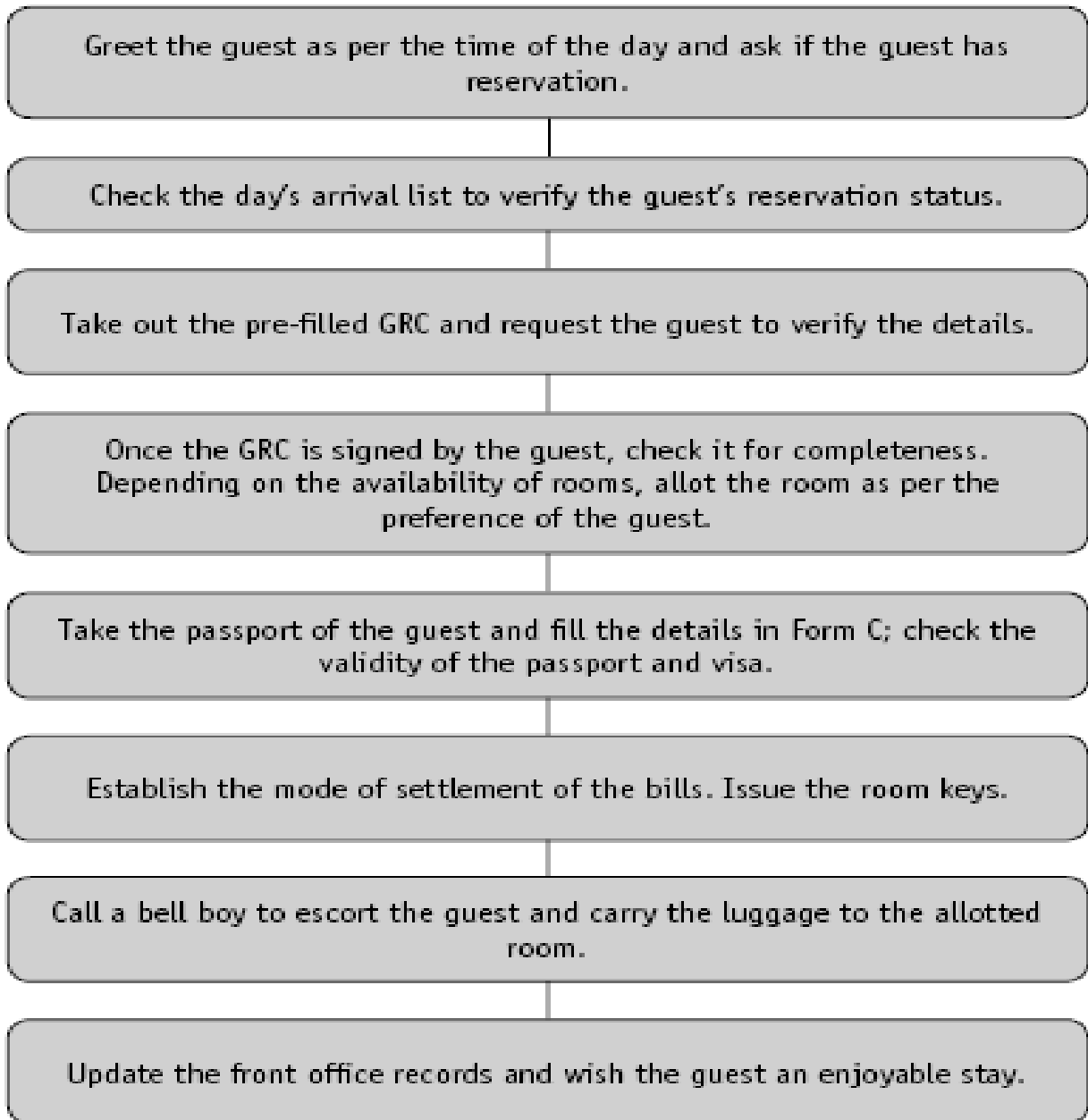
## 3. Flow Chart For VIP Guest



#### **4. Flow Chart for Scanty Baggage Guest**



## 5. Foreign Guest



### **Profiling of Guest**

- A form that contain the information required frequently visiting the hotel.



- This documents help in pre-registration, sales and marketing activities, and for planning guest services.
- PROFILING the guest means collecting the guest details / information and arranged in the logical order and kept in a hotel record for future reference.
- The guest information is normally collected from three sources –
  - Reservation
  - Registration
  - Guest Feed Back
- *\*\*Sometime the Hotel staff also gives their in-puts about the guest.*
- Hotels has developed an special format for such guest data.
- The Profiling the Guest is also called as **Guest History Card**.

**Following Guest Information is Collected-**

- Full Name of the Guest
- Address
- Telephone/Cell No
- Occupation
- Company Name and Address
- Date of Birth
- Marriage Anniversary
- Gender
- Room Preferences:- Type, Rate, Location
- Food Preferences:- Indian/ Continental/ Chinese.
- Payment Preferences:- Cash/Credit
- Payment History
- Special Instructions
- Past Experience
- Mode of Transportation:- Flight/ Vehicle
- Airport pick-up:- Needs Airport pickup

<b>Hotel ABC</b>							
<b>Guest History Card</b>							
Name.....							S.No. 000786
Designation.....				Company.....			
Credit.....				Address.....			
Marriage Anniversary.....				Date of Birth.....			
S. No.	Arrived	Room	Rate	Departed	Amount	Special Instructions	Remarks
1							
2							
3							
4							
5							

**Fig. 10.6** Sample guest history card

# GUEST SERVICES

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In the previous chapter we learnt about the pre registration and registration activities and processes involved in the second stage of the guest cycle i.e arrival. The various services and facilities offered by the hotel during their stay, is the third phase of the guest cycle. This stage is very important for the hotel as the guest experience for the hotel is crucial in generating repeat business and positive word of mouth publicity, a guest experience is primarily based on the level of service and facilities offered by the hotel so the hotel staff should provide various services to guest in a caring and personalized manner to ensure recommend it to their colleagues and friends

## HANDLING GUEST MAILS

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When guest are away from their homes they need a contact address where they can receive any urgent mails, calls, parcels, or taxes. During their stay in a hotel, guest may provide their family and client the contact details for communication. Thus they may receive letters , parcels and packets at the front desk , bell desk or information desk as per the house customs .Mails can be divided in 2 categories: incoming mails and outgoing mails

### INCOMING MAILS:

The person who receives the incoming mails at hotel stamps them with the date and time of receipt. The mails are sorted as guest mails or hotel mails and then they are arranged in alphabetical order. The hotel mails are further divided into official mails and employee mails. The hotel mails are delivered to the concerned departments and the employee mails are sent to the time office to be placed in the mail display boards, from where the employee may collect their mails the guest mails are delivered in the guest is not present in the room the mails are placed in the key rack and delivered to the guest when she arrives at the front desk to collect the room key.

Incoming mails may be of two types' ordinary mails and registered mails.

**ORDINARY MAILS:** The mails whose delivery record is not maintained by the delivering agency (post office/courier company) are known as ordinary mails. Hotels keep a record of all mails received at the mail receiving desk in a mail log book.

**REGISTERED MAILS:** The mails whose delivery record is maintained by the delivering agency are known as registered mails. The postman maintains the record of delivery report as a token of receipt of the mail. It is advisable not to accept tampered registered mail. When registered mails are received they are recorded in the mail log book and the guest signature is taken at time of delivery.

### **Procedure of mail delivery:**

The mails received by a hotel on behalf of its guest are delivered accordingly to the mail handling procedure followed by the hotel.

The standard mail delivering process is as under:

- 1) Stamp date and time of receipt on every mail received
- 2) Sort the mails as hotel mails and guest mails
- 3) Arrange each category of mails in alphabetical order
- 4) Further sort hotel mails into official Mail & employee mails
- 5) Send employee mails to time office for delivering to the concerned employee
- 6) Deliver the official mails to the concerned office
- 7) Send guest mails to the information section ‘
- 8) The information section assistant will further sort the mails into the following categories :

Resident guest (staying in the hotel)

Checked –out guest (departed from the hotel)

Future guest (guest with a confirmed reservation for future dates)

9) The mails of resident guests are delivered in the guest rooms by the bell boys .If the guest are present in the rooms. If they are out of the hotel (and the

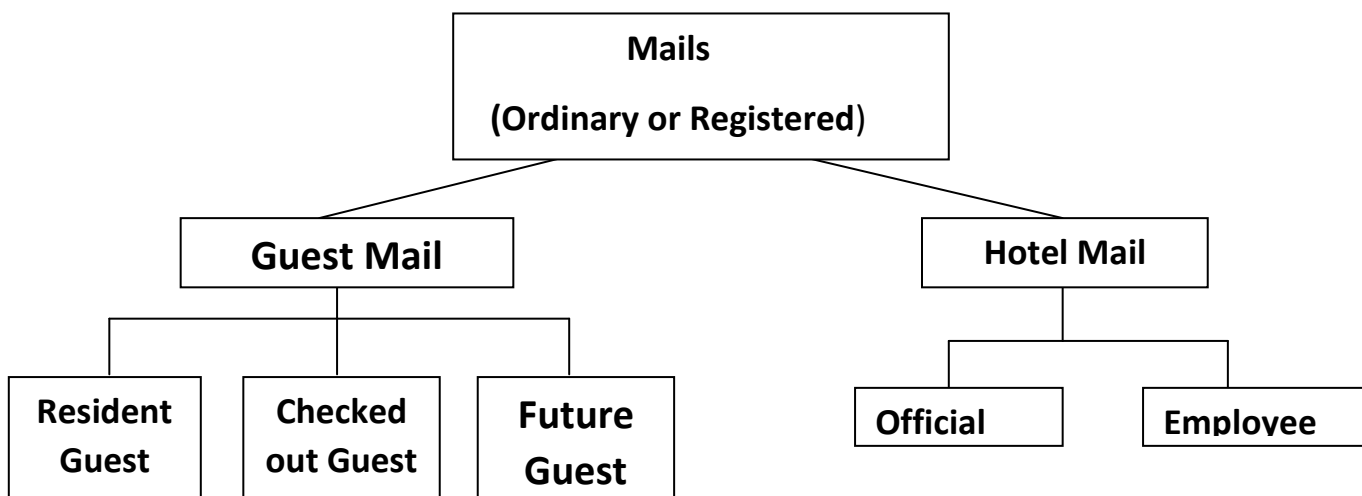
room keys are in the key rack), the mails are placed in the key rack & delivered when they come to collect the room keys.

10) The mails of checked – out guests are sent to the back office, from where the mail forwarding address is taken & mails are re –directed to that to that address. The format of the mail forwarding address slip is drawn .In case there is no forwarding address, the mails are sent back to the sender.

11)The mails of future guest are sent to the reservation section ,where they are placed along with the reservation record .On the date of the arrival of the guest , The mails are attached with pre – filled registration card & delivered to the guest at the time of registration

Outgoing Mails: If a guest wants to send any personal mails the hotel provide the service of collecting the mails from the guest room & posting them ,The charge for the service are added to the guest account through a miscellaneous charge voucher .

The miscellaneous voucher is authenticated by a competent authority & sent to the front desk cashier for posting into the guest master folio. A record of the same is maintained in the outgoing mail register.



Mail forwarding address slip

<p><b>Hotel ABC</b></p> <p><b>Mail Forwarding Address slip</b></p> <p>This Address will be in file for 10 days, unless otherwise requested          .please fill it &amp;hand over at the reception.</p>
--

## Outgoing Mail register

Hotel ABC

### Outgoing Mail Register

No	Room No .	Name Of guest	Addressee To	Description of Mail	Charges	Received By	Date &time of receiving	Posted By	Date & time of posting

## Message Handling

At times, there are telephone call or visitors for a resident guest when she is not present in the hotel .In such situation, the front desk agents take the message for the guest & deliver the same as soon as the guest comes back .The process of receiving & delivering message to resident guests is known as message handling .The prompt & timely delivery of message to guests reflects the degree of professionalism of the front desk employees.

If a resident guest is expecting a call or visitor during her absence, she may leave a location slip (which is similar to a message slip but is in a different colour) at the front desk. In such a case, the front desk assistant follows the instruction of the guest on receiving the telephone call or visitor for that guest.

### **Message handling procedure:**

Every hotel has its own standard operating procedure for handling guest message .Most hotel follow the given procedure with some variation.

1. When there is a visitor or a telephone call for a guest, the front desk assistant should look at the information rack to see whether the guest is a resident guest, future guest, or checked-out guest.
2. In case of a resident guest, the agent must check whether he/she is present in the room or not. If the guest is not present in the room, then the agent must check the key rack for the location form or any instruction of the guest.
3. If guest has not left any instruction or the location form at the front desk, the front desk assistant should take down the message for the guest on a message slip.
4. The message slip is prepared in duplicate the original copy is placed in the key rack & the duplicate copy is placed in a message slip envelope & slipped through the door of the guest room by a bell boy. The purpose of preparing the message to the guest.
5. If there is a visitor or a call for a guest who has checked out of the hotel, then the front office agent should give the information as per the instructions left by the guest.
6. If there is a call , for a future guest , then the agent should note the message on a message slip& and send the slip to the back office ,where it would be placed along with the reservation record .While printing the registration form so that the message can be delivered to the guest at the time of check –in
7. Some hotel have automated systems for delivering message to guest .the telephone in the guest room has a message indicator that can be switched on by the front desk agent in case any message is waiting for a guest. This prompts the guest that there is a message for him and he may call the front desk to receive it. In some hotels, guests can read messages on the television screen by dialing a number

Sample message slip

Hotel ABC

Message Slip

Date:

.....

Time:

Name of Guest:

Room No:

**In your absence**

Mr./Ms

From:

•	Come in person	•	Will call again
•	Telephoned	•	Please call back
		•	Waiting for you
		•	Please meet him/her

Message:

.....

.....

Signature of information assistant

**GUEST PAGING**

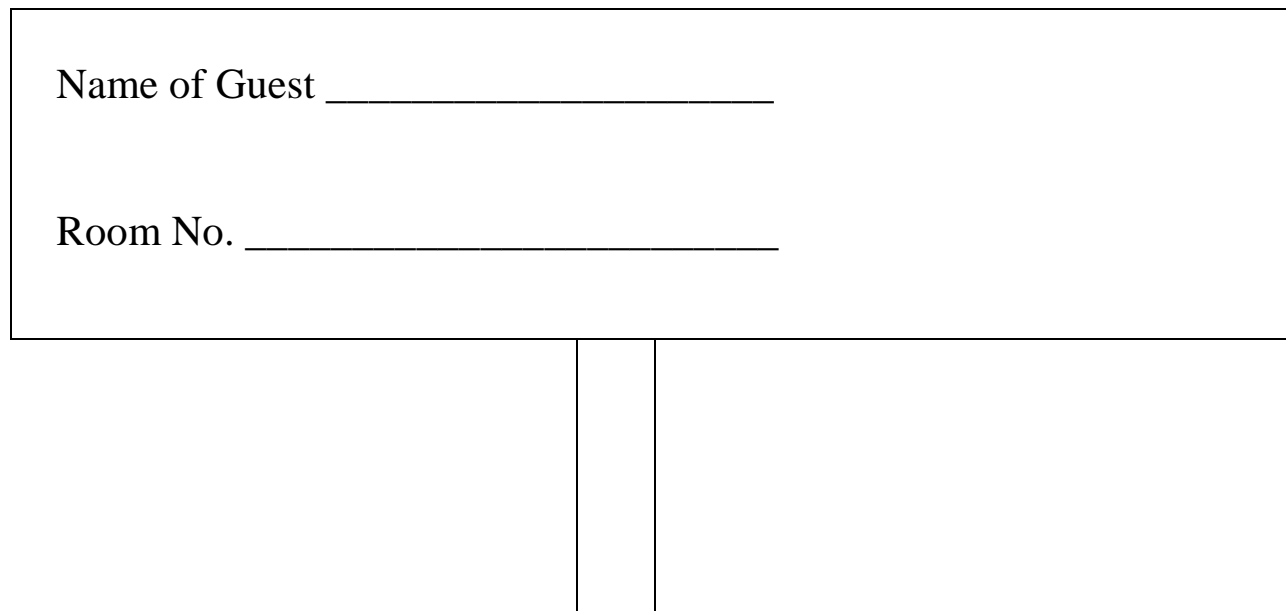
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Paging is the process of locating guests in a specified area of the hotel. When a guest is not in her room (through she is in the hotel premises) and is expecting a visitor, she may fill a location form and leave the same at the front desk.

When the visitor comes to meet the guest, the front desk agent writes the name and room number of the guest on a page board and sends a bell boy , he holds the page board above his head and roams the property. The guest contacts the bell boy, who escorts her to the front desk to meet the visitor.

### Page board

Name of Guest _____
Room No. _____



## SAFE DEPOSITE LOCKER

A key connection for guests is the safety of their belongings, especially cash jewellery, and important documents.

Hotels provide safe deposit lockers for the same. At the time of check – in, guests are advised to keep their valuables in the safe deposit lockers available at the front desk. Some hotels may also provide in-room safe deposit lockers, depending on the room category. These safe deposit lockers have a single key, so only the guest can operate the locker.



Some hotels have lockers which open by the simultaneous use of 2 keys- one is issued to the guest and the other is with the front desk agent. This means that the lockers can only be opened when both the keys are used. Whenever guest wishes to operate the locker, the front desk agent and the guest use their respective keys to open the lock. The hotel may provide this facility for a nominal charge or no charge, depending upon the house policy. Guests who wish to use this facility have to sign the safe deposit locker register to get the keys of the safe deposit box.

### **Procedure for Using Safe Deposit Lockers.**

Every hotel has its own operating procedure for the allotment of safe deposit lockers. The standard procedure has two stages:

- 1) Issue of locker
- 2) Surrender of locker

Issue of locker: When a guest wishes to use the locker facility extended by the hotel, the following procedure is followed:-

- 1) An empty safe deposit locker is allocated to the guest with the locker number.
- 2) A safe deposit box registration card is handed over to the guest and the guest is requested to fill the necessary information.
- 3) The locker is assigned and the locker key is handed over to the guest.
- 4) The guest keeps his valuables and documents in the locker, locks the box, and carries the key.
- 5) The guest can use the safe deposit box as and when required; he is required to make an entry in the safe deposit locker register for each use.

### **Surrender of locker:**

When the guest surrenders the safe deposit box, the following procedure is followed:

- 1) The guest is requested to withdraw the articles placed in the locker.
- 2) The guest is requested to sign an acknowledgement that he has received all the articles that has been placed in the safe deposit box.
- 3) The guest surrenders the locker key to the front office agent.

Safe deposit locker register

Hotel ABC

Safe deposit locker Register

S. No.	Date	Name of the Guest	Room No.	Locker No.	Key Issued	Guest Signature	Guest signature	Remarks

## GUEST ROOM CHANGE

Guest rooms are the most important commodity of a hotel. They form a large component of the guest's overall experience at a hotel. In case a room doesn't match the guest's expectations, the guest may want to change the room. There are times when the hotel may wish to change the room of a resident guest. If the change of room is done in the presence of the guest, it is called a live move, and if it is carried out in the absence of the guest, it is known as a dead move.

A guest may want to change his room in the following circumstances:

- 1) If the room assigned to the guest is not as per his choice.
- 2) If one or more equipments or facilities in the room are not working satisfactory.
- 3) If the number of occupants in the room changes.

The hotel may wish to change the guest's room for the following:

- 1) If the guest was upgraded due to the non-availability of the requested category of the rooms.
- 2) If the guest overstays and the hotel does not have room of the same type allot to the next guest.
- 3) If the hotel has scheduled a spring cleaning for the room.
- 4) If the rooms requires maintenance work.

It is important for the hotel and the guest to mutually agree on the change of rooms to avoid any discord or unpleasantness.

#### Procedure for Changing the Guest Room:

To change the room of a resident guest, the following procedure is followed:

- 1) The front office informs the guest about the room change in advance so that the guest packs his luggage properly.
- 2) The front office agent fills six copies of the guest room change slip - for reception, bell captain, front desk cashier, telephone exchange, housekeeping and room service and takes authorization from a competent authority.
- 3) A bell boy is called and given the keys of new room. He proceeds to the guest room to shift the guest's luggage.
- 4) In case of dead move, the bell boy asks the room boy/ floor boy to open the guest room. If it is a live move, he goes to the room and requests the guest to allow him to shift the luggage.
- 5) The bell boy removes all the guest's belongings from the room and locks the room. He then carries all the belongings to the new room and hands over the new room keys to the guest. He collects the keys of the room being vacated from the guest and deposits the same at the front desk.

Room change slip

Hotel ABC

## Room change slip

S. No. : \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

From

To.

Room No.: \_\_\_\_\_

Room No. : \_\_\_\_\_

Rate: \_\_\_\_\_

Rate: \_\_\_\_\_

Name of the Guest: \_\_\_\_\_

Reason for change \_\_\_\_\_

Authorized by:

Signature

Copy to: Reception, Bell Captain, Front Desk Cashier, Telephone,  
Housekeeping and Room Service.

## LEFT LUGAGE HANDLING

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There are times when guests checkout of their rooms but would like to leave the luggage in the hotel and collect it later. For example, a guest who has take an evening flight, may; vacate the room at the checkout time to save the room charges for another day. In such a case the guest luggage may be brought down and stored in the left luggage room. The same facility may be extended to a guest who would return to the hotel after a short visit to another city. Thus, the left luggage facility helps guests to keep their luggage in the hotel for a short time even though they have settled their bills and checked out of the rooms. Some hotels may charge for the left luggage facility while other may not.

## **Procedure for left luggage Handling:**

Hotels normally follow the following procedure while accepting the luggage to be stored in the left luggage room:

- 1) The agent may sure that the gust wishing to keep his luggage in rhe left luggage room has cleared his bills.
- 2) The luggage tag is filled tied to each luggage.
- 3) The details of the luggage are entered in the left luggage register.
- 4) The counterfoil of the luggage tag is torn and handed over to present the same for the collection of his luggage.
- 5) The luggage is kept in the left luggage room.

While delivering the luggage to the guest, the following procedure is followed:

- 1) The front office agent requests the guest to show the luggage tag counterfoil.
- 2) The front office agent tallies the counterfoil with the tag attached to the baggage.
- 3) The front office agent makes an entry in the left luggage register and requests the guest to sign for the delivery of the luggage.
- 4) The front office agent hands over the luggage to the guest.

## **Key Control**

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- To ensure safety and security of guests' belongings, the front desk must keep the room key in safe custody.
- It is important for the front desk to exercise a strict control on room keys for the following reasons:
  - It helps to prevents unauthorized access to the guest room.
  - It can be established who all entered the guest room.
  - It ensures security of the guest and their belongings like jewelry, cash, gadgets, documents etc.

- It prevents intrusion in the guest's privacy.

### **Systems of room locking**

- **CONVENTIONAL HARD KEY SYSTEM:**

- Manual locking system- Traditional Metal keys are used.

- **ELECTRONIC LOCKING SYSTEM [E L S]:**

- Computerised locking system-plastic keys are used.

- (ROOM KEY, FLOOR MASTER KEY, MASTER KEY AND EMERGENCY KEY)

- The room key of the occupied room should be placed in the “**Mail and Key Rack**”.
- The guest room key issued to the guest after Registration process is over.
- It remains with the guest till the time guest makes departure.
- During occupancy phase of guest cycle, guest needs to deposit the room key at reception or information desk whenever going out.
- In Computerised Locking System, guest is issued with **Key Card**, which acts as “**Identification Card**” of the In-house guest when guest deposit key at reception.
- **Key Card** is issued to guest for the guest identification purpose so that the right guest is handed over the right key.
- It should not be given to unauthorized person who is not registered in hotel.
- It also carries some information about hotel like outlets, its timings, specialties and other available facility.
- Guest had to show the Key Card at the time receiving room key front desk.
- Sometime room key is lost by guest or guest has forget to return the key at the time of check-out then, guest room lock is needed to be changed.
- If it's a Metal Lock, it easy & economical, it is easy to remove and replace.

- But if it is Electronic Locking system, it uneconomical and difficult to replace the lock.
- The Information Assistant maintains **Key Control Sheet**.