

STUDY MATERIAL FOR STUDENTS

FOUNDATION COURSE IN ROOMS DIVISION OPERATIONS-I (BHA-105) FRONT OFFICE



**National Council For Hotel Management
and Catering Technology**

(An Autonomous Body Under Ministry of Tourism, Govt. of India)

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Author: Dr. Pratik Ghosh, HOD, AIHM Chandigarh
Ms. Priya Sharma, HOD, IHM Raipur
Dr. Priyadarshini Seth, Sr. Lecturer, IHM Lucknow
Mr. Veenit Kumar Sinha, Lecturer, IHM Ranchi

Editor : Dr. Priyadarshan Lakhawat, Director (Academics), NCHMCT

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Preface



Gyan Bhushan, IES

*Sr Economic Advisor and CEO, NCHMCT
Ministry of Tourism, Govt of India*



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Welcome to the exciting world of hotel management. This student handbook has been meticulously crafted to provide you with a comprehensive understanding of the principles, practices, and strategies that are essential for success in the dynamic hospitality industry. As the global hospitality landscape continues to evolve, the role of hotel managers become increasingly multifaceted. This handbook written as per the new curriculum based on NEP is a reflection of our commitment to equipping you with the knowledge and skills that will make you not just a successful hotelier but a true hospitality professional.

I would like to extend my gratitude to the dedicated team of educators and industry experts who have contributed their expertise to this textbook. Their collective wisdom ensures that you receive the most relevant and up-to-date information. Remember, in the world of hotel management, the guest is at the heart of everything we do. I invoke you to approach your studies with the same spirit of guest-centricity. It has been a deliberate effort to keep the language used in the student handbook as simple as possible. Necessary pictorial illustrations, formats and review questions have been included to help the learners understand the concept without any difficulty. I wish you a rewarding and enriching learning experience.

Comments and suggestions are welcome for further improvement of the book.

Gyan Bhushan, IES

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Patron

Shri Gyan Bhushan, IES – Sr Economic Advisor MOT & CEO NCHMCT

Advisors

1. Shri L.K.Ganguli, Director- Administration & Finance
2. Dr. Satvir Singh, Director- Studies

Content Development Team

1. Dr. Pratik Ghosh, HOD, AIHM Chandigarh
2. Ms. Priya Sharma, HOD, IHM Raipur
3. Dr. Priyadarshini Seth, Sr Lecturer, IHM Lucknow
4. Mr. Veenit Kumar Sinha, Lecturer, IHM Ranchi

Editing and Coordination

Dr. Priyadarshan Lakhawat, Director- Academics



Contents



1. INTRODUCTION TO HOSPITALITY & HOTEL INDUSTRY	1-22
2. CLASSIFICATION OF HOTELS	23-62
3. RESERVATIONS	63-76
4. GUEST ARRIVAL	77-98
5. DURING THE STAY	99-125

1

Chapter

INTRODUCTION TO HOSPITALITY & HOTEL INDUSTRY

INTRODUCTION

The hospitality industry has a rich history, evolving from ancient inns and taverns to become a global phenomenon. It encompasses domestic and international hotel companies, catering to the diverse needs of travellers worldwide. Out of the departments in a hotel, some are revenue-producing while others are not. Some are operational while others are leased or possess rental arrangements. At the core of every hotel is the Front Office Department, serving as the nerve centre of operations, responsible for guest registration, check-out, and overall guest services. The department's layout is strategically designed to optimize efficiency and guest engagement, with divisions such as the Reception Desk, Reservations Department, and Concierge Desk working harmoniously. A hierarchical structure ensures effective management, with roles ranging from Front Office Manager to Guest Service Agents. The Front Office Department relies on various equipment and technology, including computerized reservation systems and communication devices, to streamline operations and enhance guest experiences. Understanding the evolution of the hospitality industry and the intricate workings of the Front Office Department provides valuable insights into this dynamic and ever-growing sector



FUN FACTS....

Do You Know?

Why PINEAPPLE is Symbol of Hospitality?

So.... Here is the story behind that The first recorded encounter with pineapples dates back to 1493, when Christopher Columbus was on his second voyage to explore the Caribbean. While there, some of his crew discovered a myriad of different and unique fruits and vegetables. One in particular with an abrasive exterior similar to a pinecone but the interior texture of an apple. They wanted to share this new fruit with their friends and family back in Europe. When they returned, the pineapple became a huge hit amongst the royal family. Throughout the years, European farmers did all they could to create an environment conducive to harvesting pineapples. It took almost two hundred years before gardeners were able to create a perfect hothouse

1.1 ORIGIN & EVOLUTION OF HOSPITALITY INDUSTRY

The hospitality industry encompasses a wide range of businesses and establishments that provide services to guests or customers to ensure their comfort, enjoyment, and satisfaction. It includes lodging (hotels, resorts, motels), food and beverage (restaurants, cafes, bars), travel and tourism services (travel agencies, airlines, attractions), events and conferences, entertainment and recreation, and hospitality technology.

Travel and tourism had a direct impact on how the hospitality sector began and expanded. A person may travel for a variety of purposes, including business, leisure, study, medical treatment, pilgrimage, and anything else. People used horses, camels, and elephants for transportation before the wheel was created. For safety, they used to travel in groups known as caravans back then. They avoided travelling after dark out of respect for wild creatures and bandits, as well as animal tiredness. As a result, they searched for a location where they could spend the night in safety from robbers and wild animals while also having access to water and fuel for cooking. Primitive

environment that would allow the growth of the tropical fruit. The complexity of growing pineapples is what created the idea that they were a symbol of royal privilege. With the availability of pineapples sparse, the tradition says that if you were attending an event, and the host had a pineapple to offer their guests, you knew that they had pulled out all the stops to create a beautiful event. Additionally, if you were offered a meal that included a pineapple-topped dish, it was considered an honour. In this manner, the pineapple became the symbol of hospitality and gracious hosting.



inns and lodging places were created primarily to meet the demands of the travelling public. They were known by various names around the world, including Dharamshala (built by Hindu kings) and Sarai (built by Muslim rulers) in India, ryokans in Japan, pousadas in Portugal, coffee houses in America, Chalets, taverns & inns in Europe, cabarets & hostelries in France, mansions and hospitia in Switzerland, phatnal in Greece, paradors in Spain and relay houses in China. The original innkeepers were typically families or husband-and-wife teams who offered guests spacious hallways where they could make their mattresses and spend the night on the floor. For a fee, they also offered stable facilities for the animals as well as simple, healthful food and beverages like wine, port, etc.

In biblical times, INNS only had a corner COT or BENCH. Large halls where guests were housed had shared bathrooms, poor cleanliness, and no privacy. The Roman Empire built a vast network of brick-paved roadways throughout Europe and Asia Minor in the third century A.D. There were built several lodges along the roads. Inns and Taverns underwent

no substantial alterations before the Industrial Revolution. Private chambers, European castle comfort, and individual sanitary facilities were included in the construction of individual constructions to house wealthy guests. These classy establishments acquired the word HOTEL in French. Rates were too high for the average traveller. The word "XENIA" in Greek, which signifies hospitality as well as protection from discomfort extended to travellers, can be used to date back to the early history of accommodations. Goddess "ATHENA" was known as "XENIA ATHENA" because she was regarded as the protector of strangers. The invention of the INN idea. Inns were expanded throughout the 17th and 18th centuries. Modes of transportation and the popularity of holidays led to big changes. The hotel industry continued to expand until 1950 when it ruled the world as a place to stay.



Self-Check Questions: -

Q.1 What are the names of Lodging Facilities in Europe?

Q.2 Which Greek word signifies Hospitality?

1.2 DOMESTIC & INTERNATIONAL HOTEL COMPANIES



Courtesy: Events
Industry Council
EM STATLER

An opportunity to consider our legacy is presented by learning about the pioneers of the hotel industry. Studying the pioneers who shaped the modern hotel industry, including Statler, Hilton, Marriott, Jamshetji, Oberoi, and Haksar to name a few, enables a student of the Hospitality Industry to learn about the fascinating history of hoteliers. Examining their innovations may also aid future professionals in their career planning. Let's examine the early leaders of the sector who were driven by tremendous sums of wealth and famous people to start understanding the history of the modern hotel industry.

The Statler hotel chain, initiated by Ellsworth Milton Statler, began with the construction of a hotel in Buffalo, New York, specifically for the 1901, Pan-American Exposition. Over time, Statler expanded the chain to include three standard hotels in various cities such as Boston, Cleveland, Detroit, New York City, St. Louis, among others. In 1954, Conrad Hilton acquired this franchise from Statler. Statler planned to open a remarkable two-story, rectangular wood building with 2084 rooms and space for 5000 visitors. It was to be a temporary building with a light plaster covering.



Courtesy:
Wikipedia
CONRAD HILTON

After World War I, Conrad Hilton (1887-1979) acquired many hotels in Texas during its oil boom and went on to become a prosperous hotelier.

He established the Hilton Hotels Corporation in 1946 and the Hilton International Company in 1948, which eventually included more than 125 hotels. By purchasing the Statler chain in 1954, Hilton established the first significant chain of contemporary American hotels, i.e., a collection of establishments that all adhere to the same standards for marketing, reservations, customer satisfaction, food and beverage operations, housekeeping, and accounting. In addition to Hilton Hotels, Hilton Garden Inns, Doubletree, Embassy Suites, Hampton Inns, Harrison Conference



Courtesy: Wikipedia
CESAR RITZ

Centers, Homewood Suites by Hilton, Red Lion Hotels and Inns, and Conrad International are now part of the Hilton Hotels portfolio.

The Hôtel Ritz in Paris and The Ritz Hotel in London were both founded by Swiss hotelier Cesar Ritz (23 February 1850 – 24 October 1918). The word “ritz” is derived from his name and the names of his hotels. Ritz started working as a floor waiter at the Hôtel Splendide in Paris in 1872, where he met a lot of wealthy, independently wealthy Americans. He worked as a waiter in Vienna during the International Exhibition

in 1873. When he took on restaurant management at the Grand Hôtel in Nice that winter, he launched an astounding career in hotel management. Then, regular transfers began, typically twice a year, just before the international tourist crowd left the hotels of Nice or San Remo in winter to Swiss mountain resorts such as Rigi-Kulm and Lucerne in summer.



Courtesy: Marriott
JW MARRIOTT

The Twin Bridges Marriott Motor Hotel in Virginia, close to Washington, DC, served as the foundation for John Willard Marriott's hotel empire, which he founded in 1957. Marriott Hotels and Resorts had expanded to include Courtyard by Marriott and American Resort Group by the time he passed away in 1985.

The Howard Johnson Company was now owned by J. W. Marriott Jr. He then sold the hotel to Prime Motor Inns while keeping 350 restaurants and 68 turnpike units. One of the biggest hotel chains in the world today is the Marriott Brand. The Marriott Company opened the first Fairfield Inn in Atlanta, Georgia, in 1987, marking the company's entry into the low-cost lodging market. In 1987, the Marriott Company completed expanding its Worldwide Reservation Centre in Omaha, Nebraska, making it the largest single-site reservations operation in U.S. hotel history. One of the biggest hotel chains in the world today is the Marriott Brand. With more than 50 years of leadership, he has transformed Marriott from a small family restaurant enterprise to a large lodging conglomerate with more than 3,700 locations spread across 73 countries and territories. Mr Marriott, who is well-known in the field for his hands-on management approach, has established a renowned company culture that stresses the significance of its employees and acknowledges the value they add to the business. Currently, 300,000 employees servicing guests in Marriott-managed and -franchised hotels across the globe are identified by name badges from Marriott International. Regarded as a pioneer in the hospitality industry, Mr Marriott started changing the company's business strategy from hotel ownership to property management and franchising in the late 1970s. His tactical choice helped the business expand its leading position and accelerate expansion. This shift resulted in the business's division in 1993 into Host Marriott International, a hotel

ownership company led by Mr. Marriott's brother Richard Marriott, and Marriott International, a hotel management and franchising company, managed by Mr. Marriott.



Courtesy: Gulf News
JAY & DONALD PRITZER

Jay Pritzker purchased the Hyatt House Motel adjacent to the Los Angeles International Airport in 1957, laying the foundation for the establishment of Hyatt. With the involvement of his brother Donald Pritzker and other family ventures, the business expanded rapidly over the next decade, transforming into a prominent North American hotel management and ownership corporation,

eventually going public in 1962. Subsequently, Hyatt International was formed in 1968 and later became a separate public corporation. In 1979 and 1982, the Pritzker family took Hyatt Corporation and Hyatt International Corporation private, respectively. Eventually, on December 31, 2004, both entities, along with numerous hospitality assets controlled by the Pritzker family, merged under the name Hyatt Hotels Corporation. Jay's strategic leadership and deal-making abilities, along with Donald's operational management, fuelled acquisitions and financial strategies that propelled Hyatt to become the fastest-growing hotel chain in the United States. Over time, Hyatt expanded globally, opening its first overseas hotel, the Hyatt Regency Hong Kong, in 1969, followed by the introduction of the Grand Hyatt and Park Hyatt brands in 1980. Despite Donald's passing in 1972, Jay continued to lead the company, solidifying Hyatt's position as a major player in the hospitality industry.



Courtesy: Tata

JAMSETJI TATA

Indian Hotels Company Limited (IHCL), also known as Taj Hotels Palaces Resorts Safaris, is a chain of hotels and resorts with its corporate office in Mumbai's Express Towers neighbourhood of Nariman Point. Jamsetji Tata, the man behind the Tata Group's founding, established IHCL in 1903.

On December 16, 1903, Jamsetji Nusserwanji Tata, the founder of the company, established the Taj Mahal Palace, a prestigious hotel overlooking the Arabian Sea in Mumbai (then called Bombay). It marked the first Taj hotel and property. Tata's motivation for opening the Taj Hotel is attributed to various accounts. One narrative suggests that he was inspired to build the hotel after experiencing racial discrimination at Mumbai's Watson's Hotel, which only permitted European guests. During that era, many hotels in British India had similar discriminatory policies. Another story indicates that Tata's decision was influenced by a friend's complaint about the lack of quality motels in Bombay. However, Lovat Fraser, one of Tata's close friends and an early director of the IHCL group, provided a more compelling argument, stating that the idea had been in Tata's mind for a while, and he conducted extensive research on the matter. Although Tata initially had no intentions of owning a hotel, he sought to enhance the beauty of Bombay and attract tourists to India.

There are rumours that Jamsetji Tata personally visited several cities, including London, Paris, Berlin, and Düsseldorf, to arrange supplies, artwork, furniture, and interior decorations for his hotel. Following the establishment of the Taj Mahal Palace, the Tata Group continued to support the growth and success of the Taj Group.

In the 1970s, the Taj Group expanded its operations, introducing the Fort Aguada Beach Resort in Goa, which became the first five-star luxury beach resort outside of India. The group ventured into metropolitan hotels during this period, including the Taj Coromandel in Chennai, a five-star deluxe hotel, and acquiring an equity interest in and operating contract for the Taj President, a business hotel in Mumbai. The Taj Mahal Hotel in Delhi also debuted in 1978. Since then, the Taj Group has been involved in transforming Indian royal houses into lavish hotels. The Lake Palace in Udaipur was the first palace to be converted into a luxurious Taj hotel in 1971, followed by other notable examples like Rambagh Palace in Jaipur, Umaid Bhawan Palace in Jodhpur, Falaknuma Palace in Hyderabad, and Nadesar Palace in Varanasi.



Courtesy: Wikipedia

CP KRISHNAN NAIR

The Leela Palaces, Hotels and Resorts was founded by Captain Chittarath Poovakkatt Krishnan Nair and is managed by Hotel Leelaventure Limited, which was incorporated in Mumbai in 1987. The Leela Group, whose portfolio includes upscale hotels and resorts, owns the business. At the helm of the group is Captain C. P. Krishnan Nair, the chairman, whose visionary outlook is fuelled by his strong belief that India has the potential to rival the world's top vacation destinations. Captain C. P. Krishnan Nair's life has been characterized by unwavering dedication and hard work. From establishing the first Students' Union during his school days to serving in the army during World War II and later transforming his father-in-law's handloom business into the nation's largest garment

exporting house, he has demonstrated remarkable leadership.

During his frequent business trips to Europe and America, Captain C. P. Krishnan Nair encountered hotels with exceptional service standards, which sparked his interest in the luxury hospitality industry. At the age of 65, he embarked on the construction of The Leela Palaces, Hotels, and Resorts, which has grown to become one of the most esteemed indigenous hospitality organizations in the premium market. The group has ambitious plans for hotels in Agra, Lake Ashtamudi (Kerala), Jaipur, and a new property soon to open in Chennai. Additionally, The Leela is a member of the Global Hotel Alliance, based in Geneva, Switzerland, and has marketing agreements with Preferred Hotels & Resorts, a US-based company.

The Leela Palaces, Hotels, and Resorts are known for bringing drama and grandeur to life, combining opulent exteriors with theatrical interior architecture. The team is deeply committed to providing warm, kind, and thoughtful service, reflecting the true spirit of Indian hospitality. The group's core philosophy revolves around delighting and exceeding guest expectations, a principle rooted in ancient Indian scriptures known as "Atithi Devo Bhava" or "Guest is God." This authentic Indian experience is evident throughout their hotels and resorts, showcasing the essence of India in the most welcoming manner possible.



Courtesy: Indiatimes

RAI BAHADUR OBEROI

The Oberoi Group, India's second-largest hotel chain, was founded by Indian hotelier Rai Bahadur Mohan Singh Oberoi, who also served as its chairman. formed in 1934, employed around 12,000 employees globally, and as of 2012, owned and managed about 35 hotels and five luxury cruise ships. The Indian hotel sector can rightfully be referred to as having its father in M.S. Oberoi. One of the first to see the potential of the tourist sector, and its capacity to support India's economic expansion and provide both direct and indirect

employment, was Rai Bahadur Mohan Singh Oberoi. He put forth a lot of effort to promote the Indian hotel business around the world. The Oberoi Intercontinental, the nation's first contemporary, five-star hotel, debuted in Delhi in 1965 under the direction of M.S. Oberoi. He founded the acclaimed Oberoi School of Hotel Management in 1966, and the International Hotel Association of Paris later recognized it. The 35-story Oberoi Sheraton in Mumbai was inaugurated in 1973 by The Oberoi Group. Women were originally hired by Rai Bahadur M.S. Oberoi in the hospitality industry. After consolidating his early businesses, Mr Oberoi opened the first contemporary five-star hotel in India by signing a contract with an established hotel

chain from around the world. In 1965, New Delhi's Oberoi InterContinental opened. The Icon, as it became known, was India's first luxury hotel and provided amenities that no other hotel in the nation could equal. The 35-story Oberoi Sheraton opened in Bombay in 1973, adding to this accomplishment. Mr Oberoi was the first Indian to promote India to visitors from abroad by collaborating with global businesses. Due to this, there was a significant increase in international travellers, and foreign occupancy rose to an average of 85%. Due to this, the Oberoi Hotels were able to make a major contribution to India's foreign exchange revenues.



Courtesy: Bite the Bullet

AJIT NARAIN HAKSAR

Ajit Narain Haksar ITC Hotels, India's first chain of five-star hotels, was established in 1975 and has come to represent Indian hospitality. ITC Hotels, building on the assets of the ITC companies' excellent sustainability standards, pioneered the idea of "Responsible Luxury" in the hospitality industry.

Innovative green technologies and cutting-edge design elements are combined to deliver the highest level of luxury in the most ecologically sustainable manner. This philosophy is personified by the phrase "Responsible Luxury." ITC Hotels' dedication to environmentally conscious luxury mixes natural elements to provide guests a standout value proposition and educate them on their responsibility to preserve the environment. The ITC Hotels - Luxury Collection brand's super deluxe and premium accommodations are situated in prominent commercial and tourism hubs. ITC Maratha and ITC Grand Central in Mumbai, ITC Narmada in Ahmedabad, ITC Royal Bengal & ITC Sonar in Kolkata, ITC Gardenia & ITC Windsor in Bengaluru, and ITC Kakatiya & ITC Kohinoor in Hyderabad.



Self-Check Questions:

Q. What is the full form of IHCL? Which Hotels Group is under IHCL?

1.3 HOTEL ORGANISATION – FULL SERVICE/LIMITED SERVICE

1. Introduction to Hotel Organization:

Hotels are establishments that provide accommodation, food, and various services to travellers and guests.

The organization of a hotel refers to its structure, departments, and management hierarchy.

Two primary types of hotels are-

- 1. Full-Service Hotels**
- 2. Limited Service Hotels**

1.3.Full-Service Hotels:

They offer world-class service to luxury market segments like top business executives, celebrities, political figures, and wealthy clientele. They typically cater to both leisure and business travellers, offering a comprehensive guest experience. They are characterized by a wide range of amenities, facilities, and services provided to guests.

These hotels usually provide –

- Upscale restaurants
- Exquisite lounges
- Concierge service
- Grand meeting and conference halls
- Opulent rooms and suites with expensive furnishings, décor, and artwork in rooms
- SPAs, Sauna and Jacuzzi
- Amenities like plush bath towels, bathrobe, bath sheets, dental kit, shaving kit, bath amenities – shower gel, bubble bath, body lotion, shower caps, etc.
- Magazines and daily newspapers
- Presence of a variety of retail outlets like gift shops, ethnic stores, SPA/ Health Club
- Gymnasium
- Temperature-controlled swimming pool
- Executive floors/ tower or club floors with private lounge
- Butler service
- A ratio of two or more employees per guest room
- Business Centre
- Secretarial service
- Laundry and dry-cleaning service

1.3.2 Limited Service Hotels

Limited-service hotels are a popular and large market segment among budget-minded travellers who want rooms with the minimal amenities required for a comfortable stay.

They offer a more streamlined guest experience with fewer amenities compared to full-service hotels. They are designed to cater to budget-conscious travellers who require basic accommodation without the additional frills.

These hotels usually provide –

- Clean & comfortable rooms
- In-room telephone
- Swimming pool
- Limited food & beverage service
- Small meeting rooms

Key Differences between Full-Service and Limited-Service Hotels

Table 1 : Key Differences between Full-Service & Limited-Service Hotels

Attributes	Full-Service Hotels	Limited Service Hotels
Amenities	Offer a wide range of amenities	Offer fewer facilities.
Service Level	Provide a more personalized and comprehensive guest experience	Provide limited personalized and comprehensive guest experience
Target Audience	Cater to various traveller segments, including business and luxury travellers	Primarily target budget-conscious travellers
Price	Generally have higher room rates due to the additional amenities and services provided	Budget rates are due to the additional amenities and services provided.

Activity

Make a visit to nearby hotels and/or refer to books, hospitality Journals or official hotel websites and compile a list of 10 Full- service hotels and 10 Limited service hotels. The findings should be presented in a well organised manner, including the brief description of services and amenities along with the names of the hotels.

1. Organisation chart of a Full-Service Hotel

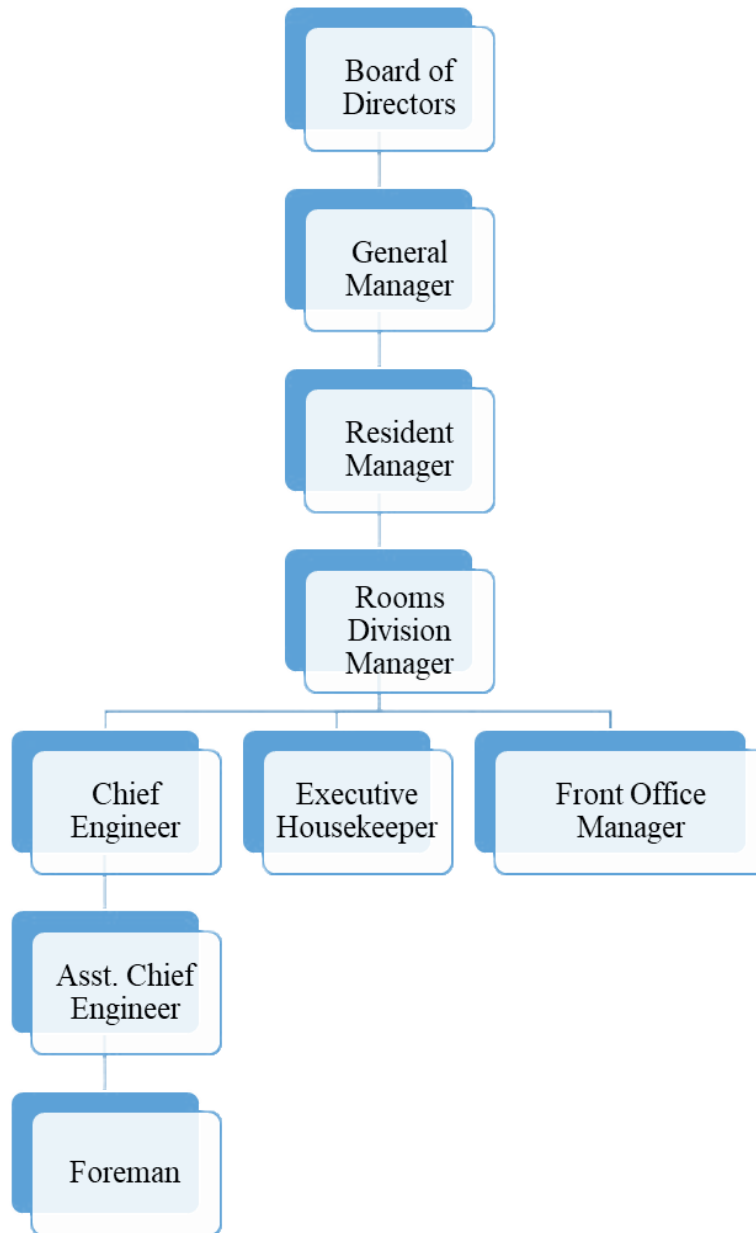


Figure 1: Organisation Chart of a Full-Service Hotel

1.1 Organisation chart of the Housekeeping Department of a Full-Service Hotel

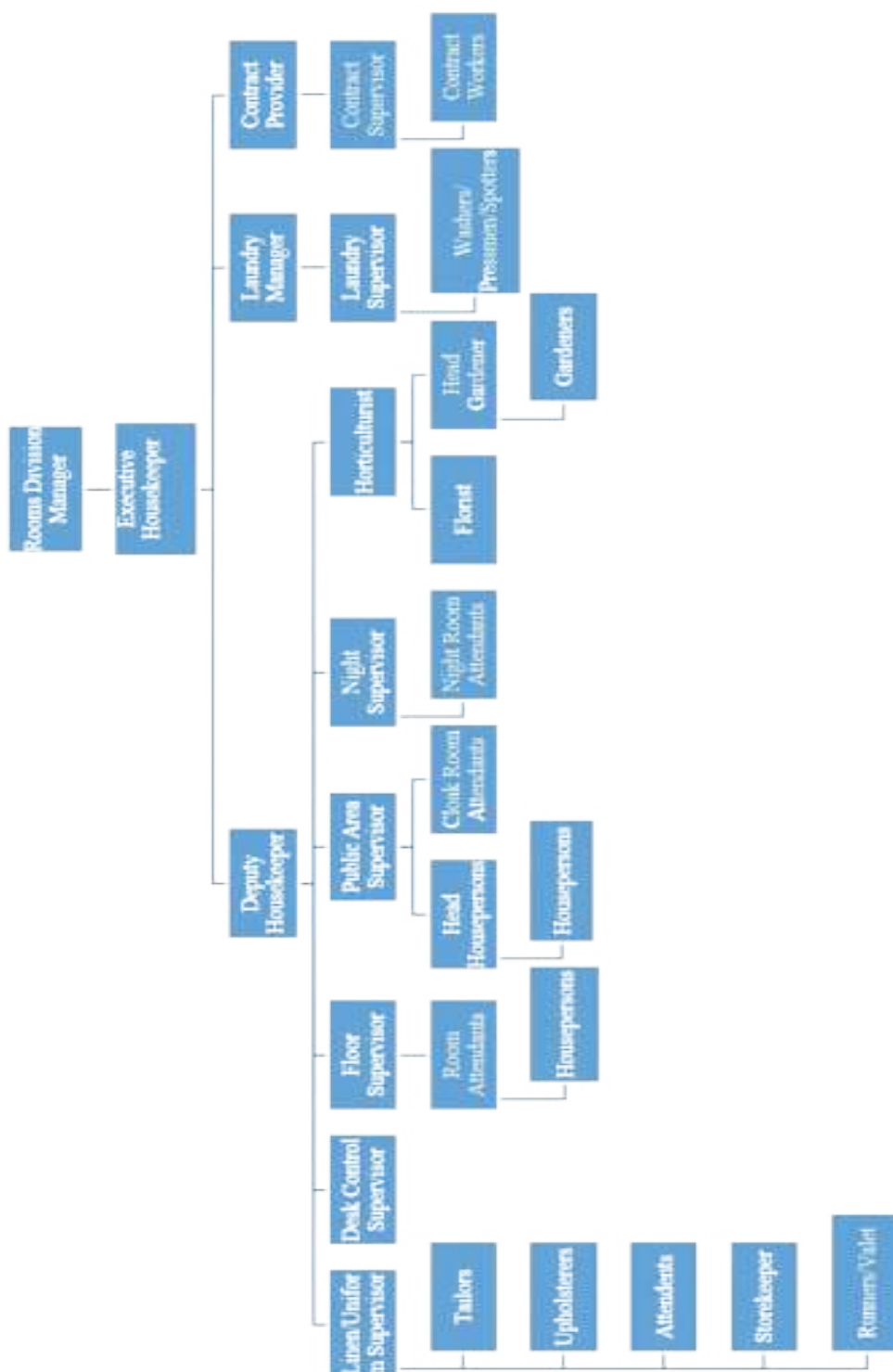


Figure 2: Organisation chart of the Housekeeping Department of a Full-Service Hotel

1.2 Organisation chart of the Front Office Department of a Full-Service Hotel

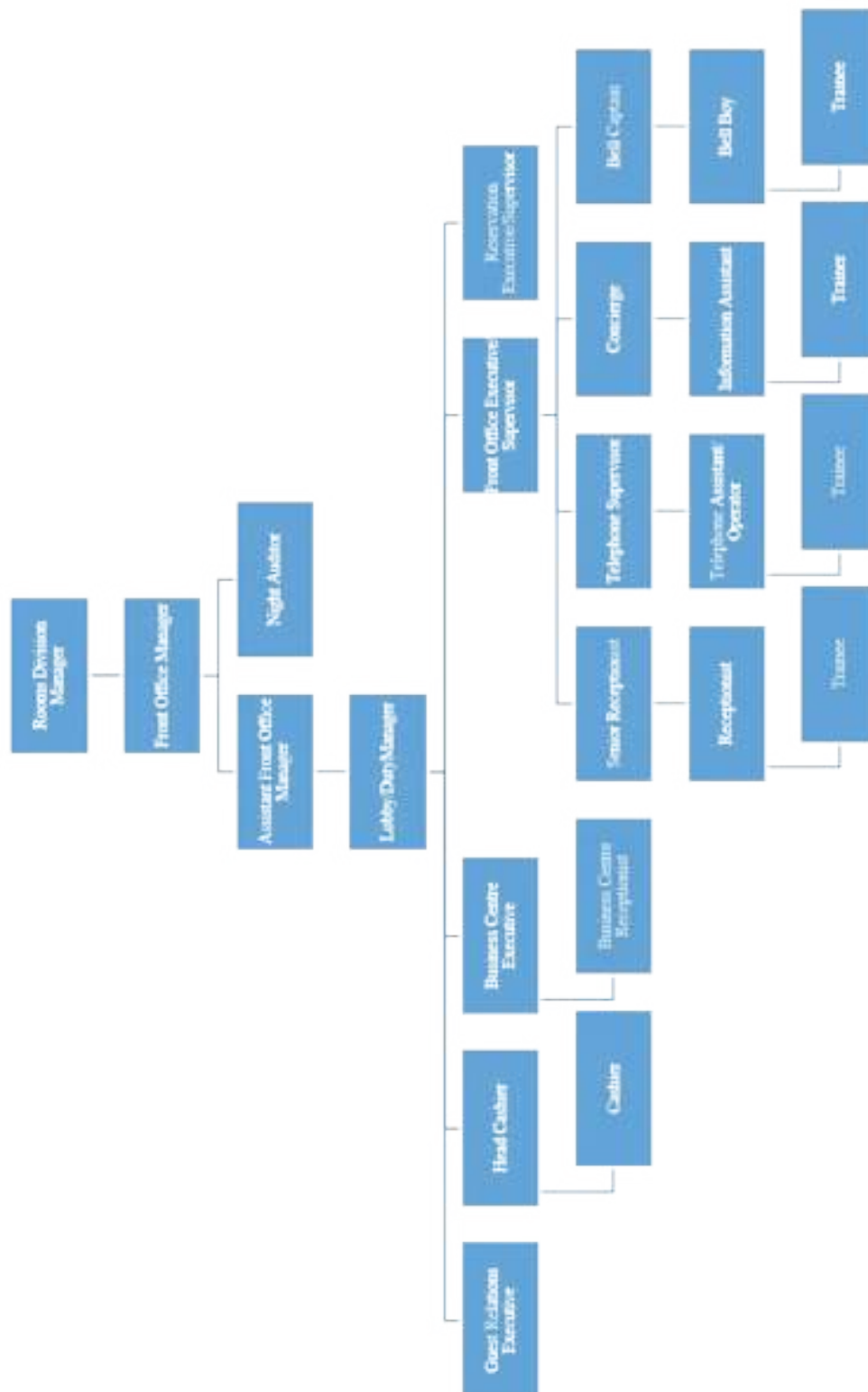


Figure 3: Organisation chart of the Front Office Department of a Full-Service Hotel

2. Organisation Chart of a Limited-Service Hotel

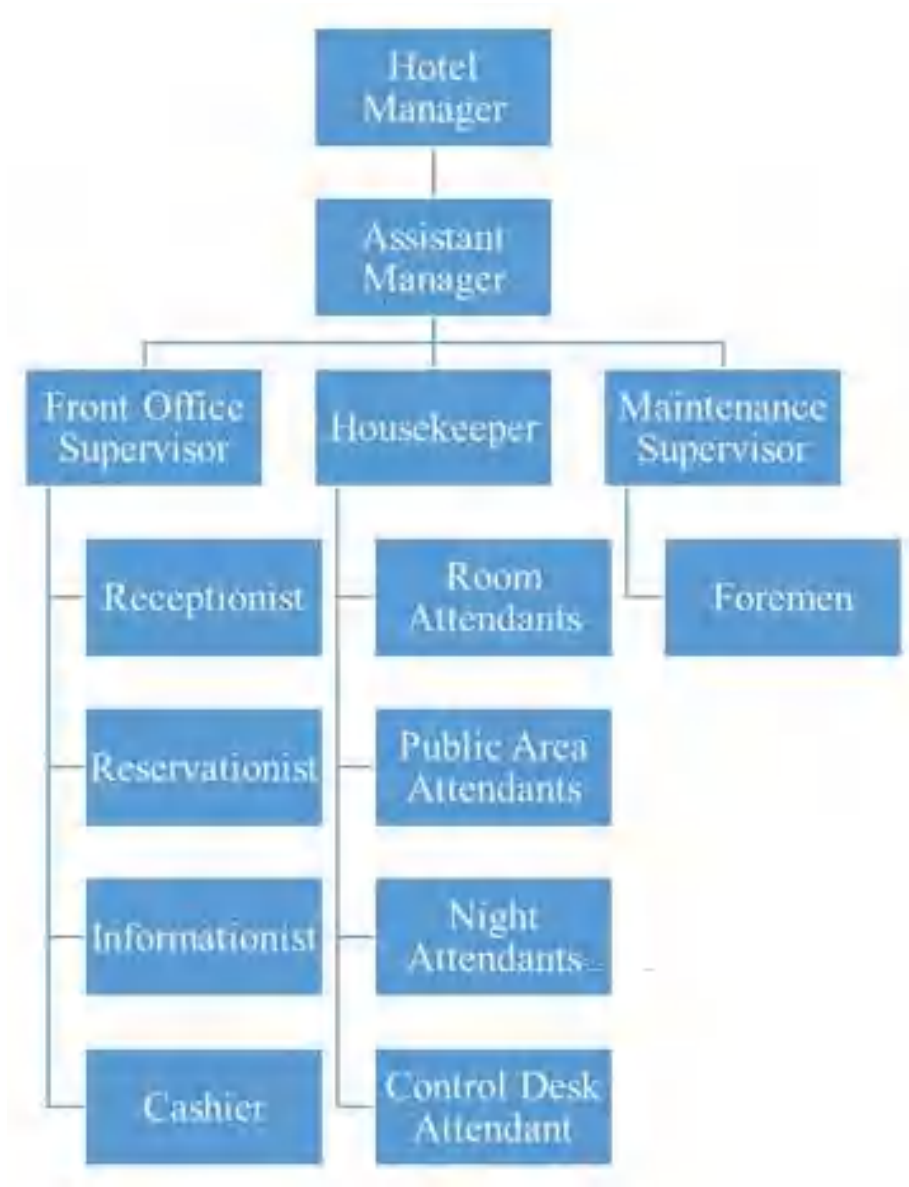


Figure 4: Organisation chart of a Limited-Service Hotel



Self-check Questions

- Q.1. Differentiate between Full-Service hotels and Limited-Service hotels.
- Q.2. Draw the organizational chart of the Front Office department of a Full-Service hotel.
- Q.3. Make a comparison between the organization chart of the front office department of a full-service hotel and a Limited-service hotel.

1.4 OPERATING & NON-OPERATING DEPARTMENTS OF HOTELS

A hotel is a complex organization comprised of various departments that must collaborate closely to ensure the smooth and efficient functioning of the establishment. While certain departments play a critical role in generating revenue, others may not directly contribute to revenue but are vital for overall operational success. Consequently, the hotel's departments can be categorized into three main groups.

- Operating and revenue-producing (ORP)
- Operating and non-revenue producing (ONRP)
- Non-operating and revenue-producing (NORP)

1.4.1 ORP

1.4.1.1 Minor revenue-producing departments

Telephones: Hotel telephone services entail billing guests for local and long-distance calls, managed either by telephone operators or direct dialling with meters. Smaller hotels often have a basic switchboard handled by receptionists, whereas larger hotels maintain a separate telephone section with operators working in shifts.

Swimming Pool: While hotel guests typically enjoy complimentary access to the swimming pool, charges may apply for accompanying non-guests. Some hotels provide a complimentary swim as part of a buffet lunch package offered near the poolside (charged per person). Additionally, certain hotels offer paid memberships for individuals wishing to utilize the pool facilities.

Laundry: Hotels offer laundry services for guests' belongings, either through an in-house laundry facility or by outsourcing to an external laundry service. Regardless of the arrangement, guests are charged for utilizing the laundry service.

Spa and Salon: The hotel spa and salon is a luxurious oasis within the hotel, offering guests a rejuvenating and pampering experience. The guests are charged for availing the services of this department.

Some minor ORPs may also be leased out on a commission basis or rental agreements by a hotel and run as NORPs.

1.4.1.2 Major revenue-producing departments

Rooms Division: The rooms division comprises two departments - front office and housekeeping, both of which are involved in the sale of rooms. The front office is directly engaged in selling rooms and interacts directly with guests. On the other hand, housekeeping focuses on maintaining cleanliness in guests' rooms, ensuring they are ready for sale.

Food and Beverage Division: The food and beverage division is divided into two departments: food and beverage Production, and food and beverage Service. The food and beverage production department encompasses the kitchens, bakery, confectionery, stores, and pantry. These areas operate behind the scenes, also known as the back area, and are responsible for the entire process of food preparation, starting from receiving and storing raw materials to the final cooking of the dishes. On the other hand, the food and beverage service department comprises all the service outlets where the food prepared by the food and beverage production is served and sold to the guests. Some of the food and beverage service department comprises coffee shop, banquet, bar, room service, restaurants, etc.

1.4.2 ONRP

Security: The security department is entrusted with ensuring the safety and well-being of the hotel, its staff, and guests. It is also responsible for managing any unforeseen incidents that may occur within the hotel premises.

Maintenance: The maintenance department is in charge of overseeing the complete maintenance and preservation of both guest rooms and public areas. This includes handling tasks such as air conditioning, elevators, plumbing, electricity, lighting, carpentry, and other related duties.

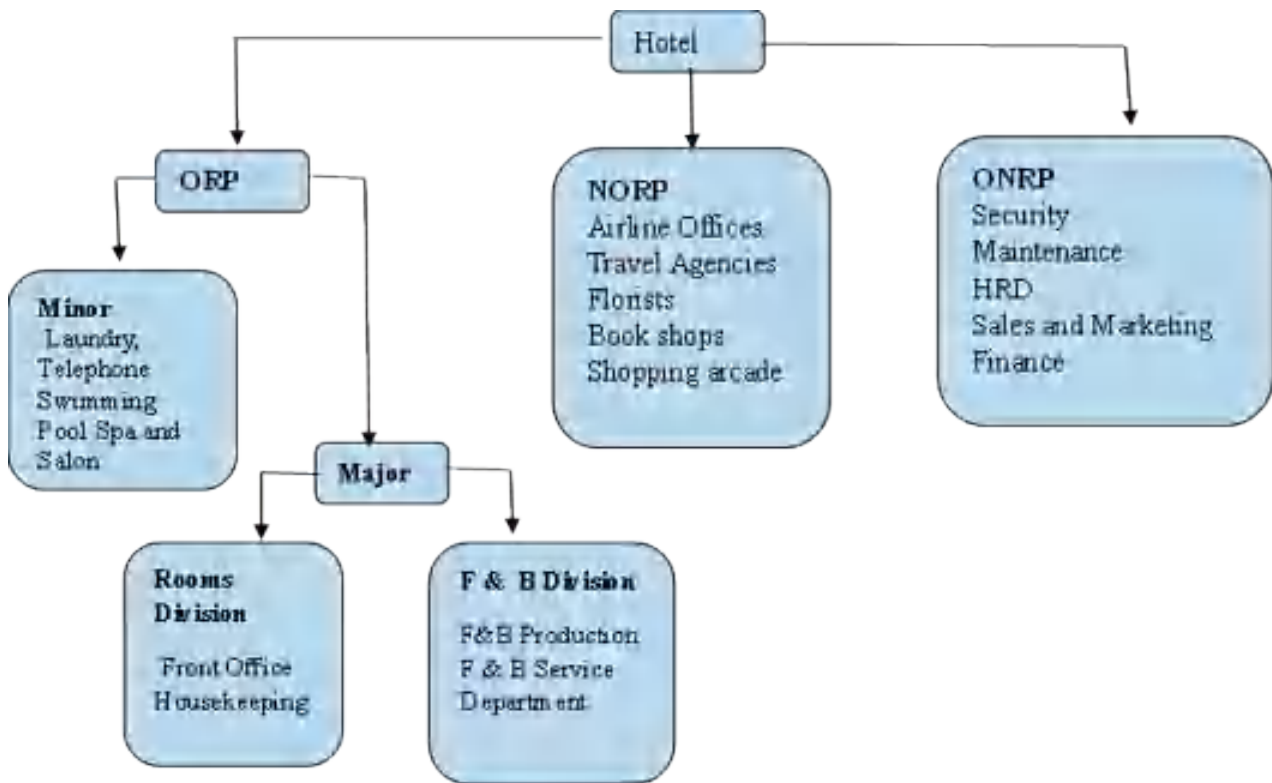
Human Resource Department: This department is involved in the hiring and development of employees and trainees. It oversees staff induction, promotions, performance evaluations, employee welfare, and related activities.

Sales and Marketing: This department focuses on acquiring and retaining customers for both the rooms division and the Food and Beverage Department of the hotel. Additionally, it works towards enhancing the hotel's reputation and brand image in the market.

Finance: The finance department handles all financial matters of the hotel. All hotel transactions are either processed through this department or recorded via various vouchers. Additionally, it is responsible for maintaining financial records, assisting with budgeting, and evaluating the overall hotel operations.

1.4.3 NORP

These departments encompass airline offices, travel agencies, bookshops, chemist shops, florists, banks, and more. These facilities can be leased out on either a commission basis or through rental agreements. They are also referred to as concessionaires. It is crucial to exercise caution when choosing these concessionaires as their reputation plays a significant role, considering they will interact directly with hotel guests.



Self-Check

1. What are concessionaires?
2. Why ONRP departments are significant for hotel functions?

1.5 FRONT OFFICE DEPARTMENT

The front office department is a crucial part of the hospitality industry, especially in hotels and resorts. It is the first point of contact for guests and plays a vital role in ensuring a smooth and enjoyable experience throughout their stay. The front office department is responsible for various guest-facing and administrative tasks. Some key functions and responsibilities of the front office department include:

1. Guest Check-In and Check-Out
2. Guest Services
3. Reservations and Room Allocation
4. Concierge Services
5. Handling Phone Calls
6. Handling Emails and Online Bookings
7. Managing Guest Accounts
8. Guest Safety and Security

9. Handling Guest Feedback

10. Night Audit

Overall, the front office department serves as the face of the hotel, creating the first and last impression on guests. Their efficiency, hospitality, and professionalism contribute significantly to the overall reputation and success of the property.

1.5.1 FRONT OFFICE SECTIONS

In a hotel, the front office department is typically divided into various sections or areas, each with specific roles and responsibilities. These sections work together to ensure the smooth functioning of the front office and provide excellent guest service. The main sections within the front office department of a hotel are:

Table 2 : Major Role of Front Office Sections

FRONT OFFICE SECTIONS	MAJOR ROLE OF THE SECTIONS
Reception/ Front Desk	<ul style="list-style-type: none"> The reception or front desk is the central hub of the front office department. This section is responsible for guest check-in and check-out, handling reservations, managing guest inquiries, and providing information about hotel amenities and services.
Concierge Desk	<ul style="list-style-type: none"> The concierge desk is responsible for assisting guests with various services, including arranging transportation, booking tours and activities, making restaurant reservations, and providing recommendations for local attractions.
Reservation Section	<ul style="list-style-type: none"> The reservation section handles room bookings and inquiries. This team ensures accurate room allocation, manages room availability and handles online and phone reservations.
Guest Relations Section	<ul style="list-style-type: none"> The guest relations section focuses on building and maintaining positive relationships with guests. This team addresses guest concerns, handles complaints, and ensures that guests have a pleasant and satisfactory stay.
Bell Desk/ Bell Service	<ul style="list-style-type: none"> The bell desk or bell service assists guests with their luggage upon arrival and departure. They also help with delivering packages to guest rooms, provide luggage storage, and offer porter services.
Telephone Section	<ul style="list-style-type: none"> The telephone section manages incoming and outgoing calls for the hotel. They handle guest inquiries, provide information, and route calls to the appropriate departments.
Business Centre	<ul style="list-style-type: none"> The business centre provides various business-related services to guests, such as internet access, printing, copying, and faxing facilities.
Night Audit	<ul style="list-style-type: none"> The night audit section is responsible for reviewing and reconciling the day's financial transactions, preparing reports, and ensuring the accuracy of guest accounts.

Information Desk	<ul style="list-style-type: none"> The information desk assists guests with general inquiries, directions, and information about local attractions and events.
Cashier Section	<ul style="list-style-type: none"> The cashier section manages financial transactions, handles guest payments, and maintains accurate records of receipts and payments.

Each section within the front office department plays a crucial role in delivering excellent guest service and ensuring that all guest needs are met efficiently and professionally. The coordination and collaboration between these sections contribute to the overall success of the hotel's front-office operations.

LAYOUT OF FRONT OFFICE DEPARTMENT

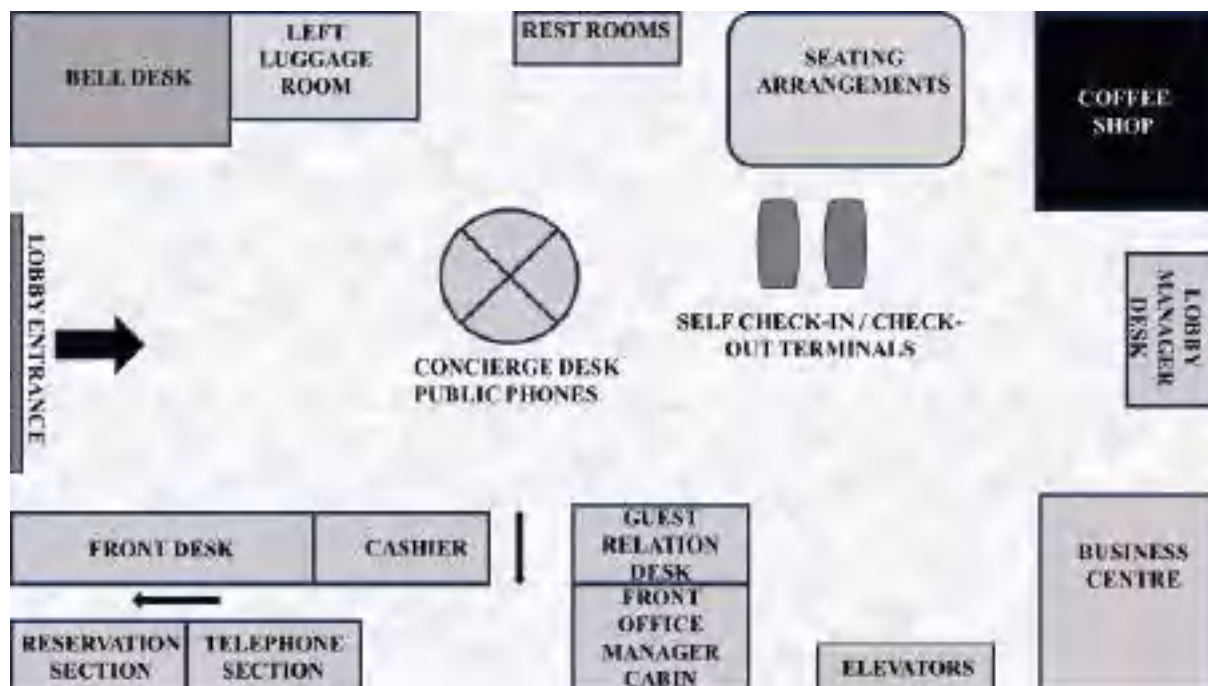


Figure 6 : Layout of Front Office Department

1.5.2 LOBBY




The lobby is a critical function area in a hotel and serves as the primary entry point and gathering space for guests. It is strategically designed to create a positive first impression and set the tone for the guest's overall experience. The lobby performs various essential functions that contribute to the smooth operation and guest satisfaction within the hotel. Some key functions of the hotel lobby include:






- Welcome and Greeting
- Registration and Check-In
- Concierge Services
- Waiting Area
- Information Centre
- Communication Hub

- Meeting Point
- Security and Monitoring
- Decor and Ambiance

The lobby also serves as the last impression guests have of the hotel as they check out and depart. In summary, the hotel lobby is a multifunctional space that goes beyond being just an entrance area. It serves as the heart of the hotel, providing essential services, creating a positive guest experience, and leaving a lasting impression on guests throughout their stay.

1.5.3 FRONT OFFICE EQUIPMENT

NON-AUTOMATED EQUIPMENT IN THE FRONT OFFICE		
NAME OF EQUIPMENT	USAGE	
Mail & Key Rack	A wooden rack is usually situated below the front office counter to store keys and mail of the in-house guest	
Luggage Trolley	A cart with wheels used in hotels to carry guest luggage at arrival or departure	
Bell Hop Trolleys	Curved upright cart with wheels used for heavy luggage at arrival and departure. It may have a hook for hanging suits and small bags also	

Luggage Net	Used to group the luggage in case of group arrivals to avoid exchange or misplacement of the same	
SEMI - AUTOMATED EQUIPMENT IN FRONT OFFICE		
Date & Time punching machine	Used for punch date and time wherever required like mail received	
Telephone	Used for internal and external communication	
AUTOMATED SYSTEMS		
EDC machine	Used for swiping debit/ credit cards for payments.	
Laser Printers/ Scanners/ Photocopier	Used for scanning and making photocopies of documents.	

<p>EPABX System (Electronic Private Automatic Branch Exchange)</p>	<p>A digital/ electronic device that is used in businesses, hotels, workplaces, and a variety of other settings for voice communication.</p>	
<p>Magnetic Strip Reader for Card Key</p>	<p>Used to read the information on the magnetic strip on Debit/Credit/Loyalty cards</p>	
<p>Self Check-in/ Check-Out Terminals</p>	<p>Used for Self Check - and Check-out without going to the reception desk</p>	

Let us Sum Up

The hospitality industry has a long and diverse history, with hotels evolving from simple inns to sophisticated establishments catering to global travellers. Domestic and international hotel companies have played a significant role in shaping the industry's landscape. Hotels can be classified into full-service or limited-service, each providing different levels of amenities to guests. The front office department, as a vital part of any hotel, is responsible for guest services and communication. Its hierarchical structure and essential equipment contribute to a seamless guest experience, making it a crucial component of the overall hospitality operation.



SELF CHECK QUESTIONS

1. Explain the importance of the Front Office department. Draw a layout of the lobby of a five-star hotel.
2. Name any 5 pieces of equipment used in the front office department.

Review Quiz



Multiple Choice

1. Which of the following is not considered a part of the NORP department?
a) Florist b) Finance c) Book shop d) Travel agency

True or False

1. Some minor ORP departments of a hotel may also run as NORP.

Short Type Questions

1. Compare NORP and ONRP departments in a hotel.

Long Descriptive Type Questions

Activity

Fill up the blanks

- Curved upright cart with wheels for carrying luggage is called as _____.
- Section of Front Office which assist guests in photocopying, faxing, printing facilities etc. _____
- Founder of ITC hotels was _____.
- A minor revenue producing department offering guests a rejuvenating and pampering experience _____.
- Three major departments under rooms division are _____, _____, _____.

State True & False:

1	Christopher Columbus was on his second voyage to Caribbean Islands.	T	F
2	The first recorded encounter with pineapples date backs to 1943.	T	F
3	Rooms Division department is headed by Front Office Manager.	T	F
4	EPABX stands for Electric Private Automatic Branch Exchange.	T	F
5	Rooms Division & Food and Beverage Division are major revenue producing departments of hotel.	T	F

Short Answer Questions

- Elaborate on the importance of Front office department.
- Describe the importance of ONRP Department for ORP departments.

Long answer Questions

- Outline the evolution of Hospitality industry.
- Draw the layout of front office department. Explain the functions of its sections.
- Explain the Operating and Non-Operating Departments of a hotel with the help of a flow chart.
- Make a comparison between the organization chart of the front office department of a full-service hotel and a Limited-service hotel.

2

Chapter

CLASSIFICATION OF HOTELS

CHAPTER OVERVIEW

This chapter provides a comprehensive overview of various aspects related to hotels and lodging facilities. It covers the classification of hotels based on their services and amenities, helping readers understand the standards and expectations associated with different hotel classifications. It also highlights the variety of rooms offered by hotels along with the benefits of each room type, helping readers to understand the concept of matching the services to the exact needs and wants of the guest. The chapter also elaborates on the methods used for charging room rent, special rates & discounts offered by hotels, along with the meal plans available for guests during their stay. Readers will comprehend the basis of charging room rent and how guests can take advantage of alternatives and make the most of their visit.

By the end of this unit, the learner will be able to:

UNIT	KEY LEARNING OUTCOMES
CLASSIFICATION OF HOTELS	<ul style="list-style-type: none">• Explain the need of classifying hotels• Explain the classification of hotels based on their size, star, target market, level of service, ownership, and heritage• Describe the various supplementary accommodations
TYPES OF ROOMS	<ul style="list-style-type: none">• Outline the importance of having different categories of rooms in hotels.• Distinguish the various types of rooms found in hotels
BASIS OF CHARGING	<ul style="list-style-type: none">• Identify the various basis for charging room rent.
TYPE OF ROOM RATES	<ul style="list-style-type: none">• Explain the various types of room rates
MEAL PLANS	<ul style="list-style-type: none">• Outline various meal plans offered by hotels• Differentiate between inclusive & non-inclusive meal plans.

2.1 CLASSIFICATION OF HOTELS

INTRODUCTION

The classification of hotels is a vital system that categorizes establishments based on their amenities, services, and overall quality. This system enables travelers to make informed decisions while choosing accommodation that best suits their needs and preferences. Hotels are typically classified into various star categories, ranging from one to five stars, with each level representing a higher standard of luxury, comfort, and facilities. The classification also considers factors like room size, dining options, recreational offerings, and customer service. By understanding the classification of hotels, travelers can easily identify the level of hospitality they desire for a memorable and enjoyable stay during their travels.

PURPOSE

Hotel classification serves the following purpose:

- It serves as a check on hotels in terms of the standard of services provided in each category.
- Provides consistency in services and establishes a hotel's basic standards.
- Gives a sense of the wide range and type of hotel choices available in a given area.



Figure 7: Classification of Hotels

1.1.1 Classification of Hotels Based on Size

The indicator used to grade hotels based on size is the overall number of guest rooms in each property. Hotels can be classified based on size into the following categories:

- a. **Small Hotel:** The hotel having 25 lettable guest rooms or less is classified as a small hotel.
- b. **Medium Hotels:** The hotel with 26 to 100 lettable guest rooms are called medium hotels.
- c. **Large hotels:** The hotel having 101 to 300 guest rooms are known as large hotels.
- d. **Very large hotels:** The hotel having more than 300- 1000 guest rooms are known as very large hotels.
- e. **Mega Properties:** The hotel having more than 1000 guest rooms is referred to as Mega Hotels.

1.1.2 CLASSIFICATION BASED ON STAR CATEGORIZATION

The star classification of hotels is a widely recognized system used to categorize and grade accommodations based on their overall quality, amenities, and services. The star classification allows travelers to easily assess the standard of hospitality and facilities offered by different hotels, making it easier for them to choose accommodations that align with their preferences and budget. Whether travelers seek a budget-friendly stay or a lavish retreat, the star classification system provides valuable guidance for an unforgettable hotel experience. The Indian government's Ministry of Tourism assigns stars. The hotel's star rating is determined by an independent organisation known as the "HRACC"—Hotel & Restaurant Approval and Classification Committee. The committee grades the hotel when the owners submit an application for classification or reclassification. The members of "HRACC" are:



Figure 8: Classification- Based on Size

- Additional Director General (Tourism), GOI- Chairperson
- One Representative of "FHRAI"
- One Representative of "HAI"
- One Representative of "IATO"
- One Representative of "TAAI"
- Principal Institute of Hotel Management (or his/her representative who shall be a member of the teaching faculty of the institute)
- Regional Director, India Tourism Office/ Manager or Director of local India Tourism Office
- Member Secretary HRACC

*Source: https://tourism.gov.in/sites/default/files/2020-02/Hotel_Guidelines_From%2019-01-2018.pdf

The categories of various star hotels have some criteria or facilities, which are called END.

E – Essentials (have to have)

N – Necessities (should have)

D – Desirables (may or may not have)

Note:

*FHRAI: Federation of Hotel & Restaurant Association of India

*HAI: Hotel Association of India

*IATO: Indian Association of Tour Operators

*TAAI: Travel Agent Association of India

*Annexure-I shows END services as per HRACC



Figure 9: Classification based on Star

Five Star Classification

The five-star hotel classification is the highest level of luxury and excellence in the hospitality industry. These hotels offer the most premium and sophisticated experience to their guests. A five-star hotel is known for its top-notch amenities, elegant decor, exceptional service, and attention to detail. The hotels must have a minimum of 10 lettable rooms, each with an attached bathroom. The minimum size of the bedroom excluding the bathroom should be a minimum of 200 sq. ft. Guests can expect a wide range of facilities, including spacious and well-appointed rooms, fine dining restaurants, state-of-the-art fitness centres, luxurious spas, and often, exclusive access to various recreational activities. The staff at five-star hotels are highly trained and provide personalized service to cater to the individual needs of each guest, ensuring a memorable and indulgent stay. Whether it's business travellers seeking impeccable conference facilities or leisure travellers looking for a luxurious retreat, five-star hotels aim to exceed expectations and create a truly remarkable experience for their guests. Due to the high standards and premium offerings, five-star hotels often have higher room rates compared to hotels with lower star classifications.

GENERAL FEATURES	FACILITIES	SERVICES	ECO FRIENDLY PRACTICES (NECESSARY)
<ul style="list-style-type: none"> • Construction should have quality of luxury hotel • Convenient location from airport/ railway/ bus stations • Ample space for parking with valet service • Minimum 10 lettable rooms • All rooms air conditioned • State of the art furnishing • Professional staff • Adequate elevators operating 24 hrs • Atleast one room for differently abled guest • High standard environment 	<ul style="list-style-type: none"> • Reception, cashier, information • Highly professional staff • Conference/ banquet facilities • Telephones in room • Shopping arcade, travel agent safe deposit box, hot and cold water supply, health club, Swimming pool etc. 	<ul style="list-style-type: none"> • International/ indian cuisine • High quality f&b service • 24hr reception informatio and cashier • Laundry services • Professional with good command in english 	<ul style="list-style-type: none"> • Usage of energy saving and pollution control equipments • Waste Management and Water Harvesting • Sewage Treatment Plant • Usage of non-CFC refrigeration and air conditioning equipment

Figure 10: Essential Criteria for 5 Star Classification

Four Star Classification

The four-star hotel classification represents a level of luxury and comfort that falls just below the highest tier of five-star hotels. Four-star hotels offer guests a high standard of service and amenities, providing an excellent overall experience. While they may not have all the extravagance of a five-star hotel, they still provide a range of upscale facilities to ensure a comfortable stay. The hotels need to have a minimum of 10 lettable rooms with attached bathrooms. The minimum size of the bedroom excluding the bathroom should be a minimum of 140 sq. ft. Hotels must implement eco-friendly practices. The staff in four-star hotels are attentive and dedicated to meeting guest needs, though the personalized service might not be as extensive as what's offered in a five-star establishment. Despite this, four-star hotels are an attractive choice for travelers seeking a more luxurious experience without the premium price tag associated with five-star accommodations.

GENERAL FEATURES	FACILITIES	SERVICES	ECO FRIENDLY PRACTICES (NECESSARY)
<ul style="list-style-type: none"> • Construction should have quality of luxury hotel • Convenient location from airport/ railway/ bus stations • Ample space for parking with valet service • Minimum 10 lettable rooms • All rooms air conditioned • State of the art furnishing • Professional staff • Adequate elevators operating 24 hrs • Atleast one room for differently abled guest • High standard environment 	<ul style="list-style-type: none"> • 24 hr reception , information and cashier with qualified staff • Travel agent , foreign exchange, safe deposit box • Telephone in each room • Swimming pool 	<ul style="list-style-type: none"> • International / indian cusiene • Qualified staff • Laundry • Proper room supplies • Centralised air condition • Room service • Clean uniform 	<ul style="list-style-type: none"> • Usage of energy saving and pollution control equipments • Waste Management and Water Harvesting • Sewage Treatment Plant • Usage of non-CFC refrigeration and air conditioning equipment

Figure 11: Essential Criteria For 4 Star Classification

Three Star Classification

The three-star hotel classification represents a mid-range level of comfort and service in the hospitality industry. These hotels provide a satisfactory and pleasant stay for guests without the extensive luxury and amenities offered by higher-starred establishments. Three-star hotels are a popular choice for budget-conscious travellers and those seeking a comfortable place to rest during their journeys. The hotels need to have a minimum of 10 lettable rooms with attached bathrooms. The minimum size of the bedroom excluding the bathroom should be 130 sq. ft. Guests can expect well-maintained and functional rooms with essential amenities such as private bathrooms, television, and internet access. While the dining options may be more limited compared to higher-starred hotels, three-star establishments typically offer an on-site restaurant or a breakfast service. Hotels must implement eco-friendly practices. The level of customer service in three-star hotels is generally decent, with staff available to assist guests during their stay. While the personalization and attention to detail might not be as high as in higher-starred hotels, three-star accommodations still strive to provide a pleasant and welcoming environment for their guests.

FACILITIES	SERVICES	ECO FRIENDLY PRACTICES (NECESSARY)
<ul style="list-style-type: none"> • Convenient location • Ample parking space • 24 hr hot and cold water supply • High quality furnishing • Minimum 10 lettable room with attached bath • 50% rooms should have air conditioning • 24hrs coffee shop • Speciality restaurants • Professional staff with good command on english • Atleast one room for differently abled guest 	<ul style="list-style-type: none"> • International / indian cuisine • Qualified staff • Laundry • Proper room supplies • Centralised air condition • Room service • Clean uniform 	<ul style="list-style-type: none"> • Usage of energy saving and pollution control equipments • Waste Management and Water Harvesting • Sewage Treatment Plant • Usage of non-CFC refrigeration and air conditioning equipment

Figure 12: Essential Criteria For 3 Star Classification

Two Star Classification

The two-star hotel classification represents a basic level of accommodation with modest amenities and services. These hotels are often considered budget-friendly options for travelers looking for affordable lodging. While two-star hotels may lack the luxury and extensive facilities of higher-starred properties, they offer a functional and straightforward stay. They must have at least 10 lettable rooms, 75% of which must have attached bathrooms with showers. 25 % of which essentially have air conditioning in the rooms. The minimum size of the bedroom excluding the bathroom should be 120 sq. ft. Guests can expect simple and clean rooms with essential amenities such as a bed, private bathroom, and basic furniture. These hotels may not have on-site restaurants, but they might provide a breakfast service or have vending machines for snacks and beverages. The level of customer service in two-star hotels is typically adequate. The staff is generally available to assist with check-in, check-out, and basic guest inquiries. Two-star hotels are a suitable choice for travelers on a tight budget or those who plan to spend most of their time exploring the destination rather than staying at the hotel. While the amenities are more limited, two-star accommodations offer a simple and functional place to rest during one's travels.

FACILITIES	SERVICES	ECO FRIENDLY PRACTICES (NECESSARY)
<ul style="list-style-type: none"> Minimum 10 rooms with attached bathroom •Minimum 25 rooms should have airconditioning •Well furnished lounge •24 hrs hot and cold water supply •Atleast one room for differently abled guest 	<ul style="list-style-type: none"> •Phone / call bell in each room •Professional staff •Adequate parking •1- 2 resturants •Clean comfortable room •Provision of T.V./ Music 	<ul style="list-style-type: none"> •Usage of energy saving and pollution control equipments •Waste Management and Water Harvesting •Sewage Treatment Plant •Usage of non-CFC refrigeration and air conditioning equipment

One Star Classification

The one-star hotel classification represents the most basic and budget-friendly level of accommodation in the hospitality industry. These hotels offer minimal amenities and services, catering primarily to travellers seeking simple and economical lodging options. These hotels must have 10 or more lettable rooms, 25% of which must have an attached bathroom. The remaining should share a bathroom. The minimum size of the bedroom excluding the bathroom should be 120 sq. ft., with 25% of the bathroom should have a western WC. These hotels may not have on-site restaurants or room service, but they might provide vending machines or simple breakfast options. The level of customer service in one-star hotels is generally limited, with staff available to assist guests during check-in and check-out. However, the range of services and personalized attention may be limited compared to higher-starred establishments. It is essential for the hotel to follow eco-friendly practices. While they may not offer extensive comforts, one-star accommodations provide a practical and economical option for those looking for a place to rest during their travels without breaking the bank.



SELF CHECK QUESTIONS

1. The hotels with 300 - 500 rooms are categorized as _____.
2. Expand 'HRACC' and list its members.
3. List the General features, facilities, and services provided by a 5 Star Hotel

2.1.3 CLASSIFICATION BASED ON TARGET MARKET

A target market is the type of customers a business seeks to attract by utilizing its products and services. A recent trend in the industry is to identify smaller distinct groups or segments within a larger target market and to develop products and services aimed specially to satisfy these groups. The advantage of such classification is the availability of a variety of properties

at one geographical location attracting an array of customers. On the other hand, the disadvantage is that the customers, guests get confused in differentiating products and services of different properties. The target market can be classified further based on :

- Location
- Clientele
- Duration of Stay

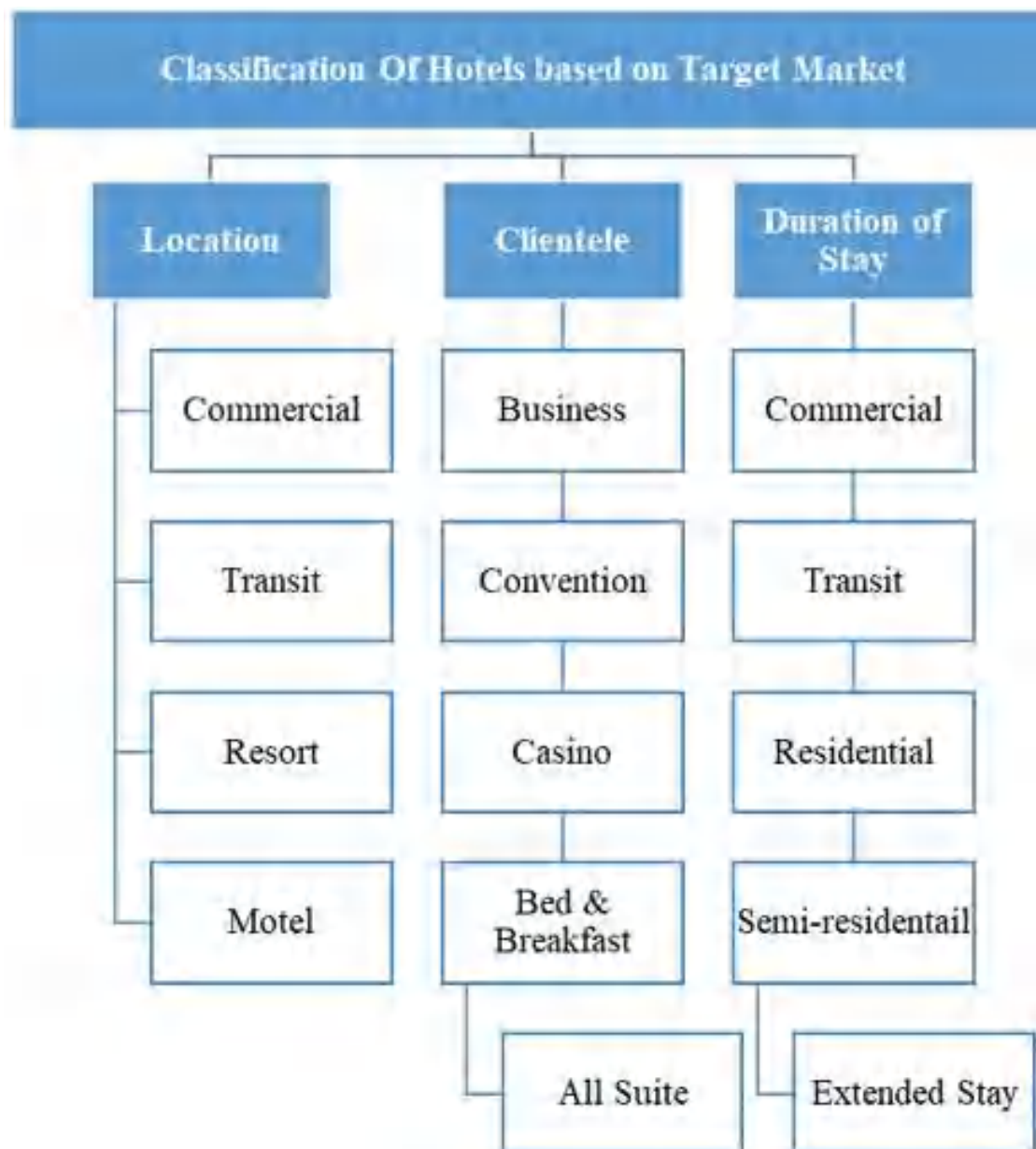


Figure 14: Classification Based on Target Market

2.1.3.1 Classification Based on Location

Commercial Hotel



Courtesy: Westin Bonaventure

- Also called a “downtown hotel”.
- **Location:** In heart of the city, convenient distance from the market, airport, and railway station.
- **Clientele:** business guests, high-income groups, executive class.
- **Length of stay:** 2 days to 1 week
- **Facilities:** 24-hour coffee shop, health club, hot and cold-water supply, shopping arcade, swimming pool, specialty restaurants, conference halls etc.
- **Check-out time:** 12-noon basis

Transit/ Airport Hotels



Courtesy: Novotel Hyderabad

- **Location:** near ports
- **Clientele:** layover passengers, transit passengers, misconnect passengers
- **Length of stay:** a few hours to 1 day
- Check out the system: day basis/ hourly basis
- **Facilities:** same as a commercial hotel

Resorts



- **Location:** away from city life & noise on the outskirts of the city with a lot of scenic beauty.
- **Clientele:** holidaymakers, guests interested in yoga, spa, etc., and the health-conscious segment.
- **Length of stay:** 1 week to 1 month
- **Facilities:** same as a commercial hotel along with indoor games
- **Check-out time:** noon basis
- **Season:** peak, lean, shoulder

Motels



- Common in European countries and America
- **Location:** highways
- **Clientele:** highway travelers'
- **Length of stay:** 1 day to 1 night
- **Facilities:** parking area, garage, gas station, road maps, etc. Other facilities less than a commercial hotel
- **Check out the system:** night basis

2.1.3.2 CLASSIFICATION BASED ON CLIENTELE

Business

- These hotels are the largest group of hotel types.
- They primarily cater to business travelers and are usually located in downtown or business districts.
- Although Business hotels primarily serve business travelers, many tour groups, individual tourists, and small conference groups find these hotels attractive.
- Guest amenities at business hotels may include complimentary newspaper, morning coffee, free local telephone calls, Breakfast, etc.

Convention/ Conference Centers



- Hotels that cater to the needs of the conference delegation.
- The conference halls with desired seating arrangements, food & beverage facilities, flip charts, whiteboards, overhead projectors, led projectors with screens, pas, computers, etc.
- These are large hotels having 300 -400 rooms.

Casino



Courtesy: Planet Hollywood & Casino

- These hotels provide gambling facilities
- They have state-of-the-art gambling facilities, specialty restaurants, bars, round-the-clock room service, and well-furnished rooms for their guests.

Bed & Breakfast Hotels

- Prevalent in European countries.
- Suitable for the budget traveler.
- Operated in large family residences.
- Comprise of 20-30 guest rooms.
- The guest gets accommodation and breakfast only.
- No other facilities are available.

All Suite Hotels

- Provide the highest level of personalized service to the guest
- All rooms are suite rooms (set of bedrooms a living room, a compact kitchenette, attached bathroom)
- Facilities: high-speed internet, personalized stationery, microwave, etc. (Highly customized facilities)

2.1.3.3. CLASSIFICATION BASED ON DURATION OF STAY

Commercial Hotel: the hotels where the duration of guest stay is short which is 1 -7 days.

Transient Hotel: the hotels where the duration of guest stay is only for a few hours.

Residential Hotel/ Apartment Hotel: The hotels where the duration of guest stay is a few months to a few years

Semi-Residential Hotel: The hotels where the duration of stay of the guest ranges from a few weeks to a few months.

Extended Stay Hotels: The hotels where the duration of stay of the guest ranges from a few days to a few weeks.

Table 3 :Classification Based on Target Market at a Glance

TYPE	LOCATION	CLIENTELE	FACILITIES (OTHER THAN ROOM, F&B)	STAY	MEAL PLAN
Business Hotels/ Downtown Hotels	Heart Of the City/ Commercial Hub	Businessmen/ Corporate Executives	Conference Centers, Meeting Rooms, Business Centers, Travel Desk, Specialty Restaurants, Bar, Communication Systems, Wi-Fi	2-4 days	EP/ CP/ MAP
Resort	Natural Surroundings like Beach, Hills, Forests Etc.	Nature lovers, Vacationers, Honeymooners	Outdoor & Indoor Activities, Health Club & Spa, Sightseeing Facilities, Bar, Specialty Restaurants, Activities for Children, Swimming Pool etc.	5-15 days	AP/ MAP
Transit Hotel/ Airport Hotel	Near points of entry like Airports, Railway Station, Port, etc	Travelers on transit	Express Check-In & Check-Out, Flight Schedule Display, Travel Desk, 24 Hours. Coffee Shop & Room Service Airport Transfer, Services Spine, Spa & Massage, etc.	Few Hours to 48 Hours	EP
Motel	On National and State Highways	Road travelers'	Service Station, Parking Space, Multicuisine Restaurant, 24 Hours Room Service, Utility Shop, Medical Assistance, etc.	Overnight	EP



ACTIVITY

- Classify the hotels in your city based on location clientele and duration of stay.
- Complete the following table

CLASSIFICATION	LOCATION	CLIENTELE	DURATION OF STAY
	Highways		Overnight
Transit			
		Holidaymakers	1 week to 1 month
Downtown			

2.1.4 CLASSIFICATION BASED ON THE LEVEL OF SERVICES

Level of service is a measure of the benefit provided to the guest. These are intangible and variable features provided by the hotel.

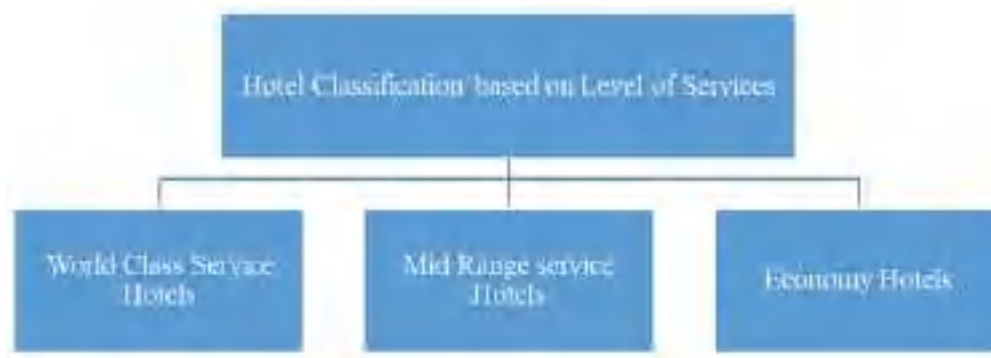
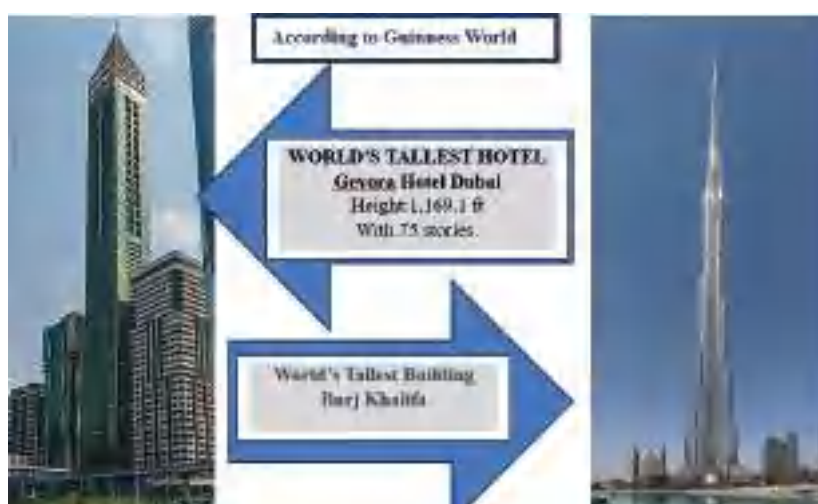


Figure 15 : Classification based on Level of Services

World Class Service Hotels: Hotels in the premium category that targets the affluent segment of society offer top-notch products and individualized service that meets the highest standards. The focus is on quality and style. These hotels provide upmarket restaurants, elegant design of the interior, valet parking, and an extensive array of services.



Mid-Range Service Hotels: The majority of passengers are drawn to these hotels because they provide basic amenities without the luxuries and individualized care of luxury hotels. They provide services like 24-hour room service, a coffee shop, pick-up and drop, a multi-cuisine restaurant, and a bar. They target business travelers, groups, and small conference delegations.

Economy Class Hotels: Addressing the most fundamental requirements of the traveler by offering neat, comfortable, and reasonably priced accommodations. In-room amenities such as a coffee shop, a multi-cuisine restaurant, a telephone, a television channel, health club with a swimming pool are available in hotels.

2.1.5 CLASSIFICATION BASED ON HERITAGE

Heritage classification is executed by a panel of members, under the Ministry of Tourism. Under this classification havelis, residences of Royal aristocratic families, hunting lodges, forts, and palaces are converted into hotels. The original building plan should not be changed, although the interior may not be altered. The room offered to the guest has its history. Traditional cuisine softened to an international taste, is served to guests. Folk performers entertain guests. Activities that give an insight into the past may be carried out by the guest. According to the Ministry of Tourism, heritage hotels are classified under the following categories:



Figure 16: Classification based on Heritage Classification



Heritage: Havelis, residences, hunting lodges, forts, and palaces built between 1935- 1950.

Heritage Classic: Havelis, residences, hunting lodges, forts, and palaces built between 1920-1935.

Heritage Grand: hotels in havelis, residences, hunting lodges, forts, and palaces built before 1920.

TRIVIA

- Homestays are gaining popularity worldwide. Looking at the increasing popularity of homestay the Ministry of Tourism, GOI has also introduced the criterion for classification of incredible India Bed & Breakfast/ homestays establishments.
- Their Classification is majorly done under two categories:
- Silver & Gold
- The Regional Classification Committee will consist of the following:
 - Regional Director, India tourism / Director, India tourism/ Asst. Director, India Tourism – Chairman (in the case of Director / Asst. Director, India Tourism, the nomination should be made by the concerned Regional Director)
 - A representative from IATO.
 - Representative from TAAI.
 - A representative from local Central / State IHM (member of teaching faculty to be nominated by Principal)
 - A representative from State Tourism Department.
- Annexure II shows the mandatory and desirable facilities required for the classification

Source: nidhi.nic.in

2.1.6 CLASSIFICATION BASED ON OWNERSHIP

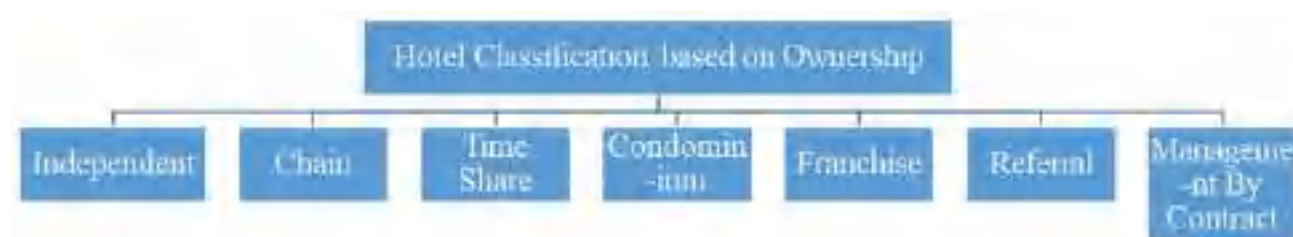


Figure 17: Classification based on Ownership

Independent Hotel: These hotels have no relation with other hotels regarding financial obligations, management, and accounting. These units are privately owned by an individual or a family-owned individual. The proprietor has sole authority to take and execute decisions. There is no profit sharing in business. Independent hotels adapt quickly to market changes. Although, such hotels work on a restricted budget. Guests want to stay in such hotels

because of the individuality of operations. However, an independent hotel may not benefit from widespread branding, less exposure in terms of market size, no consultancy with other hotels, and having to depend on travel agents for volume business.

Chain Hotel: These are hotels belonging to one group. All properties of the same chain follow the same standards, policies, and procedures. Some chains also insist on the same/ specific architecture, management policies, publicity, marketing, advertisement, etc. Chain hotels may have different structures in terms of affiliation or non-affiliation. Affiliated chain hotels have their centralized reservation system however non-affiliated chain systems may not have a centralized reservation system but follow the same standards, policies, and procedures across the properties.

Time Share: This concept is also known as "vacation ownership" or "holiday ownership. A timeshare is a property ownership model that allows multiple individuals to share ownership and usage rights of a vacation property, typically a resort condominium unit. In this arrangement, each owner has the right to use the property for a specific period each year, which is usually a week or two. Timeshare owners are typically required to pay annual maintenance fees to cover the costs of property, upkeep, utilities, and other shared expenses.

It's essential to carefully review the terms and conditions of the timeshare agreement before making a purchase. If you have any doubts or questions, consider seeking legal advice or consulting with a reputable timeshare expert to fully understand your rights and obligations as a timeshare owner.

Condominium: This concept is similar to timeshare, but only has one ownership instead of multiple. Only one owner purchased the property for a certain period and pays the electricity bill taxes etc. The owner can occupy or sell his property but has to follow the rules made by management. This concept has nearly vanished.

Franchise: A system in which the franchise owner grants another hotel the right or privilege to merchandise a product. Selling by the franchiser the right to market-proven products. The person who manages the hotel is referred to as the hotel's "Franchisee," while the franchise owner is referred to as the "Franchiser." In the hotel sector, the majority of businesses that sell franchises first have their products established in terms of quality, operational know-how, décor, design, and standard operating procedures. This standardization of services helps the franchisee to maintain a consistently established product and level of service. Apart from brand name franchiser would provide a franchisee with:

- Global Networking information
- Worldwide marketing campaigns
- Management training programs
- Centralized purchasing
- Consultation on construction and design of the building

Referral: It consists of independent hotels that are coming together for a single objective. Although the referral properties may differ from one another, there is enough consistency in the level of service to meet customer requirements. Guest referrals to other member hotels are made by other member hotels.

Management by Contract: In this system, properties owned by an organization or individual are managed by other management companies. The management companies usually

operate the hotel, pays its expense and in turn receives an agreed fee from the owner. The owner and the management business sign the agreement. According to the agreement:

- The owner is still in charge of all legal and financial matters;
- The operator is responsible for covering running costs;
- The owner is in charge of paying taxes, insurance, and debts.



SELF CHECK QUESTIONS

1. Havelis, residences, hunting lodges, forts, and palaces built between 1920- 1935 _____.
2. Timeshare is also referred to as _____.
3. Distinguish between:
 - Franchise and Referral
 - Independent Hotels and Chain Hotels
 - Timeshare and Condominium
4. Explain the classification based on Heritage.

2.1.7 SUPPLEMENTARY ACCOMMODATION

Apart from the classifications listed above, there are various other lodging/ accommodation units available referred to as Supplementary Accommodations.



Figure 18: Classification based on Supplementary Accommodation

Sarai/ Dharamshala



- Accommodations at pilgrimage sites.
- Typically built by welfare trusts, social organizations, or even state governments.
- Offer basic sleeping accommodations and safety for a minimal price.

Dak Bungalows

- Common legacies of the British Raj that were constructed as holiday quarters for colonial officials.
- Controlled by the district administration but owned by the state government.
- Provide traditional cuisine and old-fashioned hospitality.

Youth Hostel

- These were established to cater to youth on the move who couldn't afford steep hotel rents
- Youth from rural areas travel for various reasons like education, leisure, adventure
- These provide dormitory accommodation with common bathing and cafeteria facilities

Yatri Niwas

- Provide low-cost self-service accommodation to domestic tourists in cities.
- Emphasize modest comfort and affordability.
- Located at historical cultural and natural sites.

Camping grounds



- They are typically found in open areas within cities.
- Offer parking, water, electricity, and restrooms.
- Must comply with the municipality's rules and regulations regulating the level of service and price.

Railway/ Airport Retiring Rooms

- These are located at significant railway stations and domestic airports.
- Constructed for the convenience of transit travellers.
- Travellers with confirmed and valid tickets can avail the facility.
- Booking is made through the station superintendent/ airport manager.

Paying Guest Accommodation

- Institutional accommodation is offered by individual households at various destinations.
- Becoming popular in large metropolitan cities between students and employed youth.
- Generally, accommodation is offered by everybody for a nominal fee, F&B rules differ from host to host.

Floatels

- Lodging properties that float on the surface of the water.



Courtesy: Houseboats in Srinagar

Roatels

- Hotels on wheels are referred to as roatels (road + hotels).



Courtesy: Maharaja Express

OTHER HOTELS

Boutique Hotels: A boutique hotel is usually a small hotel, that provides a more personal, luxurious, individualized service, and a quiet environment. They often have premium amenities, a distinctive, modern style across the hotel and each room, and are situated in trendy regions of big cities.



Green Hotels: Green hotels, also known as eco-friendly hotels or sustainable hotels, are accommodations that prioritize environmental sustainability and implement practices aimed at reducing their impact on the environment. These hotels adopt various eco-conscious initiatives to minimize their carbon footprint and conserve natural resources while providing hospitality services to guests.

Aparthotel: An aparthotel, also known as a serviced apartment hotel, is a hybrid accommodation concept that combines features of both apartments and hotels. It offers the convenience and amenities of a hotel along with the comfort and space of a fully furnished apartment. In an apartotel, guests can find apartment-style units that come equipped with a kitchen or kitchenette, living area, and separate bedrooms, similar to a traditional apartment. Additionally, aparthotels provide hotel-like services and facilities, such as housekeeping, front desk assistance, concierge services, and sometimes on-site amenities like restaurants, fitness centres, and swimming pools. Guests can enjoy the independence and privacy of an apartment while still benefiting from the convenience and services typically offered in hotels.





SELF CHECK QUESTIONS

1. These are built as rest houses for colonial officials and offer the old style of hospitality and traditional cuisine _____.
2. These are built for the convenience of transit travellers' _____.
3. Hotels that follow eco-friendly practices are referred to as _____.
4. A set of apartments where one stays for a short time _____.
5. Lodging properties that float on water are called _____.

2.2 TYPES OF ROOMS

IMPORTANCE OF HAVING DIFFERENT KINDS OF ROOMS

Having various categories of rooms in a hotel is essential for several reasons, as it enhances the overall guest experience and contributes to the hotel's success. Here is some key importance of offering different room categories.

- • **Catering to Diverse Guest Needs:** Different travelers have different preferences and budgets. By offering a range of room categories, hotels can cater to the varying needs of guests, ensuring that they find accommodations that best suit their requirements.
- • **Enhancing Customer Satisfaction:** Guests feel valued when they have options to choose from. Providing various room categories allows guests to select accommodations that align with their preferences, leading to higher satisfaction levels.
- • **Increased Revenue Generation:** With multiple room categories, hotels can set different price points based on the amenities and features offered. This pricing strategy can help optimize revenue generation by appealing to a broader range of guests.
- • **Upselling Opportunities:** Offering different room categories creates opportunities for upselling. Guests may opt for higher-tier rooms with added amenities, leading to increased revenue for the hotel.
- • **Competitive Advantage:** In a competitive hospitality industry, having diverse room categories can set a hotel apart from its competitors. It allows the hotel to differentiate itself based on the range of experiences it offers.
- • **Accommodating Special Occasions:** Guests may have specific requirements for special occasions, such as anniversaries or celebrations. Suites or luxury rooms can cater to such events, providing an unforgettable experience for guests.
- • **Attracting Business Travelers:** Business travelers often have specific needs like a workspace or executive lounge access. Having a dedicated business or executive room can attract this segment of guests.
- • **Fulfilling Group Bookings:** When hosting events or conferences, hotels can accommodate large groups by offering different room types to suit the preferences and budgets of attendees.
- • **Building Brand Image:** A hotel known for providing a diverse range of quality room categories establishes a positive brand image, leading to repeat business and positive word-of-mouth referrals.

- **Flexibility in Room Management:** Different room categories allow hotels to manage inventory effectively. It helps in handling room availability during peak and off-peak seasons while maximizing occupancy rates.
- **Opportunities for Renovation and Refresh:** Hotels can periodically renovate or refresh certain room categories, providing a fresh experience to guests and maintaining the property's appeal.

In conclusion, offering various categories of rooms in a hotel is crucial for meeting diverse guest needs, enhancing customer satisfaction, increasing revenue, and gaining a competitive edge in the hospitality industry. It allows hotels to create a well-rounded guest experience that caters to different preferences and budgets. Room is the most perishable product available in the hotel. Large hotels have many rooms and these rooms can be categorized based on:

- Location
- Furnishing
- Facilities
- Overview from the window, etc.

Front office employees should have complete knowledge about the type of room and their location so that they can sell the right room to the right guest.

Single Room: A single room in a hotel is designed for one guest and typically contains a single bed. It is a compact and cost-effective option, suitable for solo travellers or individuals seeking a private space during their stay. The concept of a single room is obsolete.



*Courtesy:
Hotel Hennessis, Nairobi*

Double room: This is a room suitable for double occupancy. It has a double bed. The size of the double bed is a minimum of 6 feet by 6 feet with a bedside table on both sides of the bed. This room is generally allotted to a couple. The double room can be offered to a single person for single occupancy.



*Courtesy:
Taj Group of Hotels*

Twin bedded room: A twin bedded room is also designed for two guests, but instead of a double bed, it contains two separate single beds. This option is ideal for friends or colleagues sharing a room who prefer their own sleeping space.



Courtesy: Taj Group of Hotels

Hollywood twin bedroom: This room has two single beds separated by a bedside table but a common headboard. Other facilities found in the room are as per standard.



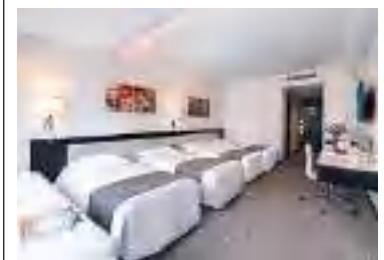
Courtesy: Taj Group of Hotels

Triple room: A triple room is designed to accommodate three guests and typically features either three separate beds separated by side tables.



Courtesy: Louis Fitzgerald Hotel, Dublin

Quad: In this room, we have four single beds. Suitable for people coming with their family.



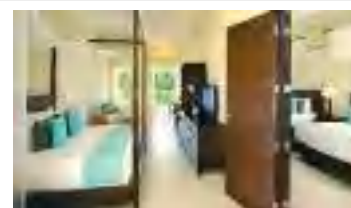
Courtesy: Regal Riverside Hotel, HongKong

Double Double: A double-double room is a room with two double beds, providing sleeping accommodations for up to four guests. It is suitable for families or groups who prefer separate sleeping spaces.



Courtesy: The Belvedere Hotel, Manhattan

Interconnected rooms: Interconnected rooms are two or more rooms with a door connecting them from the inside. Guests can move between the rooms without having to use the main corridor. Ideal for families and crew members.



Courtesy: Suzette Mack Travel

Adjacent rooms: Adjacent rooms are rooms located next to each other, usually sharing a common wall or corridor. While not physically connected, they are conveniently located for guests who want to be close to each other.



Adjoining rooms: These are the rooms that share a common wall but no common door. To move from one room to another the guest has to move from the corridor.



Atrium: An atrium is an open, multi-story space inside a hotel with a central, sky-lit area. The surrounding floors and rooms overlook this central space, often filled with plants, fountains, or seating areas.



Courtesy: Oberoi Group of Hotels

Parlor: A parlor has a living room with an attached bath without a bed and may have a sofa and a chair for sitting. It's not used as a bedroom. It is generally given for day-use purposes.



Courtesy: <https://www.battylangleys.com>

ROOMS FOR PHYSICALLY DISABLED PEOPLE

Hotels are increasingly recognizing the importance of providing accessible and inclusive accommodations for physically disabled guests. These rooms, often referred to as "Accessible Rooms" or "Rooms for Guests with Disabilities," are designed to meet the specific needs of individuals with mobility challenges. Here are some key features and considerations for rooms designed for physically disabled people in hotels:

By offering rooms specifically designed for physically disabled guests, hotels demonstrate their commitment to inclusivity and ensure that all guests can enjoy a comfortable and convenient stay. Hotels must comply with accessibility guidelines and standards to create a welcoming and accommodating environment for all guests, regardless of their physical abilities.

Cabana: A cabana is situated away from the main building, facing the swimming pool, sea beach, or water body. It may or may not have a bed.

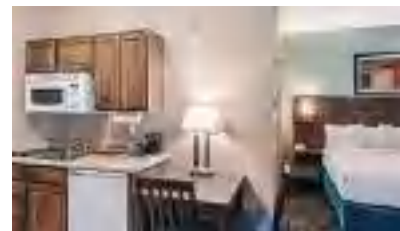


Studio room: This room is usually smaller in size. It is designed with a sofa cum bed. The sofa can be used for sitting purposes in the daytime and for sleeping at night.



Courtesy: Google images

Efficiency room: Efficiency rooms are designed with a kitchenette or small kitchen area, typically equipped with a microwave, small refrigerator, and basic cooking facilities. They are suitable for guests who prefer some self-catering options during their stay.



Courtesy: Hotel Casa Grande

Suite room: A suite room in a hotel is a larger and more luxurious accommodation option than a standard room. It typically consists of two or more separate spaces, including a bedroom and a living area, offering guests more space, comfort, and additional amenities. Suite rooms are often preferred by guests who seek extra privacy, room to work or entertain, and a higher level of comfort during their stay. The suite rooms can be classified into further categories:

Junior Suite: A smaller, entry-level suite with a combined bedroom and living area. It may have a partial or separate partition between the two spaces.

Executive Suite: A more spacious suite with a clearly defined separation between the bedroom and living area. It may include additional amenities such as a work desk, mini-bar, and a larger bathroom.

Presidential Suite: The most luxurious and expansive suite in a hotel. It features a grand bedroom, a large living and dining area, a well-equipped kitchenette, and a lavish bathroom. The Presidential Suite often offers panoramic views and exclusive services like a private butler.

Family Suite: Designed for families or groups, this suite typically features multiple bedrooms and a shared living area. It provides ample space for everyone to relax together while maintaining some privacy.

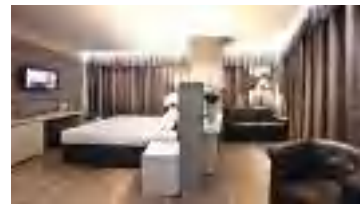
Duplex Suite: A suite with two levels, usually connected by a staircase. It may include a private rooftop terrace, providing guests with an elevated and unique experience.

Penthouse Suite: Located on the top floor of a hotel, the Penthouse Suite offers breathtaking views and premium amenities. It is known for its exclusivity and lavish features, making it a top choice for high-profile guests.

Each type of suite room is designed to cater to different guest preferences and needs. Hotels often offer a variety of suite options to provide guests with a diverse range of experiences, ensuring a memorable and comfortable stay.



Courtesy: Google Images



Courtesy: Hotel Casa Grande



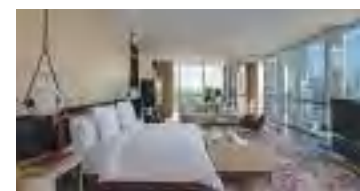
Courtesy: The Leela Palace Group of Hotels



Courtesy: Snow Bloom Resort & Spa



Courtesy: Le Meridien Group of Hotels



Courtesy: Four Seasons, Dubai

Hospitality room: A hospitality room, also known as a hospitality suite or simply “HOSP Room,” is a designated space within a hotel or event venue where guests can gather, socialize, and enjoy refreshments. Key features of a hospitality room include- social gathering space, refreshments, comfortable seating, and event-specific amenities. These are the rooms given to the in-house guest to welcome their guests.



Courtesy: Hotel Rosen Plaza



SELF CHECK QUESTIONS

1. Explain the importance of having different kinds of rooms in hotels.
2. Discuss any 10 different kinds of room types in hotels.
3. List the facilities found in the room designed for specially-abled people.

2.3 BASIS OF CHARGING ROOM RENT

All hotels charge a price for the room and facilities which they provide to the guests. Typically, a tariff is a price for services like room rates and other amenities. Depending on the plan and the guest's preferences, a meal or breakfast may be included in the tariff or just the room's charge. The 'tariff card' is a card that contains the prices of hotel rooms & services.

BASIS OF CHARGING

The basis of charging is the base on which the room tariff is charged to the guest. Following are the ways of charging room rates, commonly used in hotels:

- a. 24-hour basis
- b. 12 hour basis
- c. Day basis
- d. Night basis

For residential hotels and service apartments weekly, monthly & yearly basis of charging is used.

Different hotels use the different basis of charging room rent depending upon

- Competition
- Management policies
- Local environment

24 Hour Basis

The 24-hour basis of charging, also known as a “daily rate” or “per day” rate, is a pricing model commonly used in the hotel industry and other service sectors. In this charging system,

the cost is calculated based on a full day's usage, regardless of the exact check-in time. Key features of the 24-hour basis of charging:

- **Fixed Daily Rate:** Guests are charged a fixed rate for each 24 hours of their stay. The day typically starts at check-in time and ends at the same time the following day.
- **Flexibility in Check-In Time:** With this charging system, guests have more flexibility in choosing their check-in time. For example, if a guest checks in at 4:00 PM, they will be charged the daily rate until 4:00 PM the next day.
- **Consistency in Billing:** The 24-hour basis of charging provides consistency in billing, making it easier for both guests and hotels to calculate costs accurately.
- **Extended Stays:** For guests who check in earlier or check out later, additional days are added to their total stay based on the 24-hour cycle.
- **For example:** If the guest checks in at 0900 hours on the 15th of December and checks out at 0900 hours the next day i.e. 16th of December, he will be charged one-day room rent, but if the guest checks out at 1300 hours on the 16th of December he will be charged two days room rent.

12 Noon Basis/ Check-In Check-Out Basis

The "noon basis of charging" is a specific method used for billing where the charging cycle resets at 12 noon every day. For example, if you check in before 12 noon, you will be charged for that day's stay, and if you check in after 12 noon, you won't be charged for that day, but your billing cycle will begin from 12 noon on the following day. This method is used to standardize billing and avoid confusion, especially when guests arrive at different times throughout the day. The key features of the "12 noon basis" charging method are as follows:

- **Standardized Billing Cycle:** The charging cycle resets at 12 noon every day. This ensures a consistent approach for all customers, regardless of their check-in or usage time.
- **Clear Check-in and Check-out Time:** The check-in time is typically set after 12 noon, and the check-out time is also scheduled before 12 noon. This avoids confusion and ensures that guests or users understand the specific time frame for which they will be charged.
- **Partial Day Charge:** If a customer checks in before 12 noon, they will be charged for that day's stay. If they check-in after 12 noon, they won't be charged for that day but will start being charged from 12 noon on the following day.

Simplified Billing Calculation: Using the 12 noon basis simplifies the calculation of charges. It eliminates the need to deal with fractional days and provides a clear starting point for billing.

Overall, the 12-noon basis of charging is a practical and widely used approach to avoid billing complexities and provide a transparent billing system for both service providers and customers.

Night Basis of Charging

The "night basis of charging" for room rent is a common method used by hotels and lodging facilities to determine their pricing. In this context, the room rent is typically based on the number of nights a guest stays in the room. Key features of the night basis of charging room rent include:

- Overnight Stay: The charges are determined by the number of nights a guest stays in the room, regardless of the check-in time.
- Fixed Check-out Time: Check-out time is usually set in the morning, often around 11:00 AM or 12:00 PM. If a guest checks out after this time, an additional night might be charged.
- Consistent Pricing: The night basis of charging ensures a consistent pricing structure for all guests based on the length of their stay, making it easy for both the hotel and the guests to understand the billing process.
- Standardized Billing: With this method, hotels can easily calculate the total room charges by multiplying the nightly rate by the number of nights the guest has stayed.
- Consideration for Late Check-ins: If a guest checks in after the standard check-in time but before midnight, they will usually be charged for that night's stay. However, if they check in after midnight, the charges will apply from the next night.

Day Basis of Charging

The “day basis of charging” for room rates is another method used by hotels and lodging facilities to determine their pricing. This is not an independent basis of charging room rent. This is adopted along with some other basis of charging room rent. Guest is charged daily. The guest may use hotel in day time for maximum of 06 hours. Generally charged 50% room rate. Can be used by transit hotels or commercial hotels, generally in the lean season. Key features of the day basis of charging room rate included.



ACTIVITY

A guest checked in on 10th May at 0600hrs and checked out on 11th May at 2200hrs. Find out how many days of room rent will he be charged under:

- Check in and check-out basis
- 24 hours basis
- Night basis

2.4 TYPES OF ROOM RENT

The price at which a hotel rents out or sells its rooms is referred to as the room rate or tariff. According to the amenities they supply to guests, each room type or grade, and possibly each distinct room in a hotel, may have a different rate: the size of the room/bed, the décor, the location, the view, the extras provided, etc.

The price of a particular room may also change depending on:

- The day of the week. To draw customers on the weekends, hotels with a high percentage of business travelers may establish a lower “weekend rate” because occupancy rates may be greater from Monday through Thursday. In contrast, a cheaper “weekday” or “mid-week” price may be set for tourist hotels to entice business throughout the week.
- Seasonal demand and the time of year. Similar to this, lower seasonal rates may be established to boost occupancy during “off-season” months, while higher rates during “peak season” generate the most revenue through high demand.

- The customer: The hotel might provide reduced prices to entice corporate/business visitors (who might bring in a lot of revenue), tour groups, or travel agency businesses, for instance.
- To provide accurate and attractive pricing to guests, front-desk staff must be knowledgeable about the various room rates and who qualifies for discounted rates.

2.4 TYPES OF RATES

Rack Rate	Conference Rate
Room Rate	Introductory Rate
Seasonal Rate	Crib Rate
Weekday and Weekend Rate	Day Rate
Group Rate	Company Rate
Travel Agent Rate	Company Volume Guaranteed Rate (CVGR)
Airline or Crew Rate	Package Rate
Educational Rate	Special Rate
Family Rate	Complimentary Rate
Membership rate	Best Available Rate (BAR)

Table 4: Types of Room Rates

Rack Rate: The rack rate, also known as the published rate or standard rate, is the full, undiscounted price that a hotel charges for its rooms or accommodations. It is the highest rate available for a specific room type without any special discounts or promotions applied. The term “rack rate” originated from the traditional practice of hotels displaying their room rates on printed rate cards or racks behind the front desk. These rate cards would show the standard rates for different room categories. While the rack rate represents the hotel's official pricing, it is common for hotels to offer various discounted rates, packages, and promotions to attract guests and maximize occupancy.

The actual rate a guest pays for a hotel room is often negotiated or based on factors such as demand, length of stay, and room availability.

Room Rate: The actual price charged by a hotel for a specific room type is referred to as the room rate.

Room rates can be classified into various types listed as follows:

Seasonal Rate: Room rates that vary based on peak and off-peak seasons, with higher prices during popular travel periods and lower prices during quieter times.

Weekday and Weekend Rate: Different room rates are charged based on the day of the week, with typically higher rates on weekends in resorts when demand is higher. However commercial hotels may charge higher rates on weekdays.

Group Rate: A special discounted rate offered to large groups booking multiple rooms, such as for conferences, weddings, or tour groups.

Travel Agent Rate: A discounted rate provided to travel agents as an incentive for promoting and booking the hotel to their clients.

Airline or Crew Rate: A reduced rate offered to airline crew members as a courtesy during their layovers or stays.

Educational Rate: A discounted rate offered to students, teachers, or educational institutions, often for educational trips or events.

Conference Rate: A special rate provided to attendees of a conference or event held at the hotel.

Introductory Rate: A promotional rate offered when a new hotel opens or when a new room category or service is introduced.

Crib Rate: A rate offered to the guest accompanying their child below 12 years for an extra child accommodation.

Day Rate: A rate charged for a shorter stay during the day, typically used for travellers looking for a place to rest between flights or during long layovers.

Company Rate: A negotiated rate offered to employees of a specific company as part of a corporate agreement.

Company Volume Guaranteed Rate (CVGR): A discounted rate provided to a group or organization guaranteeing a minimum number of bookings or room nights.

Package Rate: A rate that includes a combination of accommodations and additional amenities or services, such as meals, spa treatments, tours, or tickets to local attractions. Package rates are designed to provide guests with a bundled experience at a more attractive price. Some examples of packages are meeting packages, meal packages, marriage packages, holiday packages.

Special Rate: A discounted rate offered by hotels for specific occasions or to certain groups of guests. Special rates can include seasonal promotions, holiday discounts, limited-time offers, or rates for specific events.

Family Rate: A discounted rate tailored for families, typically offering reduced prices for families with children or multiple occupants in a room.

Complimentary Rate: Also known as a "comp" rate, this rate is offered to guests at no charge as a courtesy or as part of a promotional offer. Complimentary rates are often provided to VIP guests, travel industry professionals, or guests who have experienced inconveniences during their stay.

Membership Rate: A discounted rate provided to members of loyalty programs, frequent guests, or members of specific organizations affiliated with the hotel. Membership rates are a way to reward loyal customers and encourage repeat bookings.

Best Available Rates: Best Available rates are the best rates available for the day, depending upon demand and supply. It is applicable in the case of a flexible tariff concept.

Each of these special rates serves as a marketing tool to attract different types of guests and create tailored offers to meet their needs and preferences. Hotels use these rates strategically to fill rooms during specific periods, target specific guest segments, and build long-term relationships with customers.



SELF CHECK QUESTIONS

1. Why should a hotel have different types of room rates and room categories?
2. The rate offered to travel agents as an incentive for promoting and booking the hotel to their clients _____.
3. The rate is designed for guests who require additional child accommodation _____.
4. The rate offers a reduced price for guests staying during the day, typically used for travellers looking for a place to rest between flights or during long layovers _____.
5. The type of rate charged when a new hotel opens or when a new room category or service is introduced as a promotional offer _____.

2.5 MEAL PLANS

The combination/ package of room rent along with meals is called a Meal Plan

European Plan: Consist of room rent only. Meals are charged separately as per actual.

Continental Plan: Consist of Room Rent and Continental Breakfast.

Room Rent + Continental Breakfast

American Plan: Also known as **En-Pension** or **Full Board** consists of all the meals.

Room Rent + American Breakfast+ Lunch + Dinner

Modified American Plan: also known as **Demi-Pension** or **Half Board** consists of Room Rent + American Breakfast + Lunch or Dinner.

Bed & Breakfast / Bermuda Plan: Consists of Room Rent and American Breakfast

Room Rent + American Breakfast



CONTINENTAL BREAKFAST

Fruit Juice
(Fresh /Canned)

Bread/ Toast
(Served With Butter And Preserves)

Tea/ Coffee

AMERICAN BREAKFAST

Fruit Juice
(Fresh /Canned)

Cereals
(Cornflakes, Porridge Etc)
Served With Hot or Cold Milk

Bread/ Toast
(Served With Butter and Preserves)

Eggs To Order

Tea/ Coffee

Note: Jam, jelly, marmalade, and honey together are called preserves.

Table 5: Meal Plan at a Glance

PLAN	PLAN INCLUDES			
	ROOM RENT	BREAKFAST	LUNCH	DINNER
EUROPEAN PLAN	Yes	No	No	No
CONTINENTAL PLAN	Yes	Yes	No	No
AMERICAN PLAN	Yes	Yes	Yes	Yes
MODIFIED AMERICAN PLAN	Yes	Yes	EITHER LUNCH OR DINNER	
BERMUDA PLAN	Yes	Yes	No	No



Self Check Questions

1. Distinguish between En -Pension & Demi Pension.
2. Categorize the plans based on Inclusive & Non-Inclusive Plans.

SUMMARY

Hotels offer their target customers boarding and lodging services in exchange for payments. The basis for classifying hotels is their size, star rating, facilities, target market, etc. Further alternative lodgings, such as Sarai, Dharamshala, and retirement rooms, are referred to as supplementary accommodations. To meet the individual needs and desires of the target market, just as there are numerous categories of hotels, there are also different types of hotel rooms. There are four fundamental ways to charge for a room: 24-hour basis, 12-noon basis, Day basis, and Night basis. There are various special rates offered to the guest depending on the type of guest, amount of business, demand, and supply. These tariffs are combined with meals to create a meal plan, such as Full Board, Half Board, Continental, European, and Bermuda.

REVIEW QUESTIONS

I. Multiple choice questions

1. Which of the following is also called a Downtown Hotel?

- (a) Motel
- (b) Resort
- (c) Transit Hotel
- (d) Commercial Hotel

2. En-pension is also called

- (a) American Plan
- (b) Continental Plan
- (c) Bermuda Plan
- (d) Modified American Plan

3. Demi-pension is also called

- (a) European Plan
- (b) Modified American Plan
- (c) Bermuda Plan
- (d) American Plan

4. A room which is having Two Single Bed joined together and are sharing a common headboard are called an?

- (a) Hollywood Twin Room
- (b) Twin Room
- (c) Double Room
- (d) Double Double Room

5. A room which is having Four Single Beds is called as_____

- (a) Double Double Room
- (b) Hollywood Twin Room
- (c) Pent House
- (d) Quad Room

6. A room with a small kitchenette is called as_____

- (a) Lanai
- (b) Efficiency room
- (c) Cabana
- (d) Parlour

7. What Stands for CVGR?

- (a) Company Volume Guaranteed Rate
- (b) Coastal View Goan Resorts
- (c) Company Varied Guest Review
- (d) Cost Verified Guest Rating

8. Crib rates are rate applicable to the accompanying parents of_____

- (a) Carrying No Child
- (b) Carrying a Child below 12 years old
- (c) Carrying Child below 05 years old
- (d) Carrying Child above 12 years old

9. A Dharamshala is suitable for

- (a) Highway travellers
- (b) Religious Tourists
- (c) Business Travellers
- (d) Layovers

10. A room situated away from the main building, facing the swimming pool, sea beach, or water body.

- (a) Lanai
- (b) Efficiency room
- (c) Cabana
- (d) Parlour

II. State True/ False

- 1. Star classification of hotels is done by HRACC.
- 2. The size of a standard room for 5 Star classification is a minimum of 120 sq. ft.
- 3. Motels accommodate layover passengers.
- 4. Transit hotels charge on an hourly basis.
- 5. In commercial hotels, the duration of guest stay is a few months to a few years.

III. Fill up the blanks

- 1. American plan in French is referred to as _____.
- 2. The best rates available for the day, depending upon demand and supply are called _____.
- 3. A suite with two levels, usually connected by a staircase is called _____.
- 4. A room with a sofa cum bed used as a living room at day time and for sleeping at night is called _____.
- 5. A room having an overlook of the lobby is called _____.

IV. Short answers questions

- 1. Outline the purpose of classifying the hotels. Explain the classification of hotels based on size.
- 2. Distinguish the features facilities and services offered by a 5-star hotel to a 3-star hotel.
- 3. Explain the importance of having different categories of rooms.
- 4. Define world-class service with examples.
- 5. How is a room for differently abled guests different from a standard room?

V. Long Answer Questions

1. Describe independent hotels along with advantages and disadvantages.
2. How is management by contract different from a franchise?
3. How is establishing different room rates impact the capturing of larger market segments? List 10 different types of room rates used in hotels.
4. What is the importance of maintaining supplementary accommodations? Briefly describe any 10 supplementary accommodations.
5. Explain the different basis for charging room rent.

CASE STUDY 1

CURIOUS CASE OF MR. SUMEET

Mr. Sumeet is a Chief Manager (Scale IV officer) at the State Bank of India, posted in Gandhinagar, Gujarat. He frequently remains outside Gandhinagar for his business visits to different parts of India. He is a very creative, nature lover, kind and active by nature. He loves to go for long drives in his Matt- Grey Maruti Swift Dzire- Vxi, even when he goes for his business tour, and leisure-linked trips, also for his spiritual tours, he prefers to go by his car only.

Within 15 years of his vivid experience of visiting different parts of India, he has visited different types of hotels situated in different cities at different locations. One fine day, He met his younger brother, Mr. Amit, who happens to be a Front Office Manager in a leading 5-star Deluxe Hotel in Mumbai. Mr. Sumeet asked his younger brother "I have a few questions for you from your area of Interest, i.e., related to the hotel industry. As I have visited several hotels till date and interestingly as you have helped me in differentiating types of hotels based on location like Business Class Hotel, Motels, and Transit Hotels and Resorts, but I am very curious to know why these different hotels are offering me specific Meal plan only. His Younger Brother Mr. Amit, based on his experience in the hotel industry and his classroom studies back in IHM age has solved the Curious case of his elder brother about why that specific meal plan is being offered correspondent to specific type of hotel.

Put yourself in the place of Mr. Amit, and explain the following:

- Q1. What must be those meal plans corresponding to hotel type based on location?
- Q2. Why those specific meal plans are being offered only?

CASE STUDY 2

Hotel Stay: Night Basis vs. Day Basis Charging Room Rent

Lisa and John, a couple planning a weekend getaway, decided to book a hotel for their trip. They narrowed down their options to two hotels, The Starry Inn and The Cozy Lodge. Both hotels received favourable reviews and had similar amenities, but they discovered a significant difference in their basis of charging room rates. The Starry Inn followed the “Night Basis of Charging.” They offered rooms at a rate of \$150 per night, regardless of the check-in time. If a guest checked in at 3:00 PM, they would still be charged the full night's rate and could stay until the standard check-out time of 12:00 PM the next day. On the other hand, The Cozy Lodge adopted the “Day Basis of Charging.” They charged guests \$120 per day for a room. In this pricing model, guests were billed for a full day's stay, regardless of the actual check-out time. If a guest checked in at 3:00 PM, they would be charged for that day and could stay until 3:00 PM the following day without incurring any extra charges.

Lisa and John found the basis of charging to be a crucial factor in making their decision.

Consider yourself at the place of Lisa and John and describe which hotel will you choose and why?

3

Chapter

RESERVATIONS

LEARNING OUTCOMES

By the end of this unit, the learner will be able to:

Unit :3 Reservations	Outcomes
Stages of Guest Cycle & Related Front Office Function Areas	Elaborate activities of Each Stage of the Guest Cycle.
Pre-Arrival- Reservation 1	Classify different Types of Reservation
Pre-Arrival- Reservation-2	Describe Reservation Procedures for FIT, DFIT, FFIT, Group, and VIPs.
Sources of Reservation	Explain Sources of Reservation- Direct, CRS, GDS, Intersell Agencies.
Modes of Reservation	List Modes of Reservation- Verbal & Written.
3.7 Amendment & Cancellations	Enumerate the procedure for Amendment & Cancellations
3.8 Lets Us Sum Up	Summarising the Unit

3.1 INTRODUCTION

This unit typically describes the activities at the pre-arrival stage and includes the following: -

- Guest Cycle
- Reservation- Types
- Sources of Reservation.
- Modes of Reservation

3.2 STAGES OF GUEST CYCLE & RELATED FRONT OFFICE FUNCTION AREAS

The interactions and various activities related to the accommodation and other tangible and intangible services between guests and the hotel is recorded as activities and each activity is carried on in a sequential stage, which ultimately can be presented as below mentioned cycle, called as Guest Cycle.



Figure 19: Guest Cycle

Out of all the stages of the Guest Cycle, During the 1st & 5th Stages, i.e. Pre-Arrival & Post Departure, the guest & Hotel have no personal contact, as the guest is not physically available in the hotel. Therefore, Effective communication and record keeping is required to handle these stages efficiently and effectively.

S. no	Name of Stage	Activities Involved
1.	Pre- Arrival	<ul style="list-style-type: none"> ➤ Reservation ➤ Creation of Account- Folio (Reserve Guest)
2.	Arrival	<ul style="list-style-type: none"> ➤ Registration/Check-in – Reserve/Walk-in ➤ Creation of Accounts – Folio (Walk-in Guest) ➤ Rooming Procedure – Escorting guest to his/her room.
3.	During the Guest's Stay	<ul style="list-style-type: none"> ➤ Guest's Request & Complaints – Room Change, Travel Arrangements, Special Requests. ➤ Mail Handling, Message Handling,
4.	Departure	<ul style="list-style-type: none"> ➤ Check out <ul style="list-style-type: none"> • Bag Pull – bringing of luggage from the room to the cashier desk. • Preparation & Presentation of Bill • Settlement of Bill- Paid Outs
5.	Post Departure	<ul style="list-style-type: none"> ➤ Feedback and creation of Guest History Records. ➤ Tracking of Late Charges.

Figure 20: Stages & Major Activities of Guest Cycle

3.2.1 PRE-ARRIVAL



The pre-arrival stage comprises of most important activity Reservation. At this stage of the Guest Cycle, Guests approach the Hotel through modes like Telephone, Email, Intersell Agencies, and Online Portals of the Hotel to make reservations.

The typical function in the pre-arrival stage includes:

- Processing of Reservation request of Guest.
- Creating Guest Folio.
- Blocking of room types for the guest.
- Looking after the special requests/arrangements to be made.

3.2.2 ARRIVAL



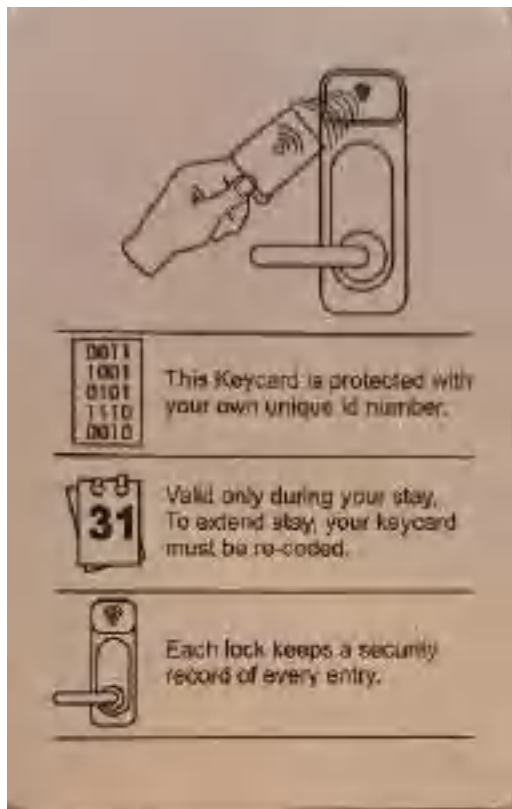
Because of the First Interaction between the Guest and the Hotel, the Arrival stage becomes the most critical stage of the Guest Cycle. It is the stage where guests create an image of the standards and services that the hotel can provide to them.

The functions of the front office on the arrival of guests include:

- Reception - Welcoming & Greeting the guest.
- Check-in Formalities - Registration of the guest
- Allotment of Room & handing over the Guest Room Keys.
- Rooming- Escorting & handling Luggage of guests by bell desk.

3.2.3 GUEST'S STAY

Real hospitality beyond the expectation of the guest is being served at this stage of the Guest Cycle.



The functions of the front office during the stay of guests include:

- Tracking of Guest's Hotel Transactions.
- Key handling
- Handling of Guest's Mail.
- Handling of Paging Facility
- Guest room change
- Handling travel arrangements for the guest
- Handling of guest requests and complains

3.2.4 DEPARTURE

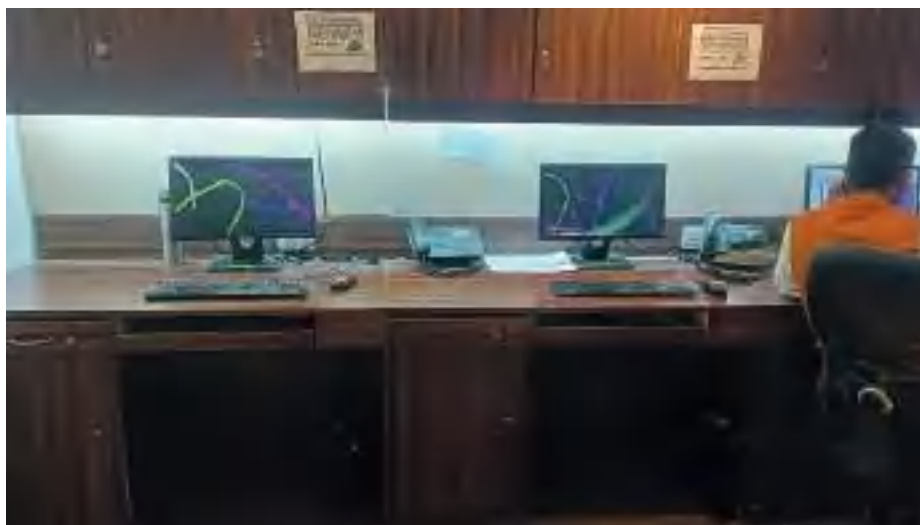


During the checkouts, guest settles their account by making payment by any mode of payment (cash/credit card etc.) for the services rendered to them by the hotel.

The functions of the front office at the departure stage are as follows:

- Preparation and presentation of the guest bill
- Settlement of guest account
- Luggage handling at the time of departure by bell desk
- Left luggage procedure – If required

3.2.5 POST DEPARTURE



Post Departure is the stage when a guest has already departed from the Hotel. At this stage, the Front office creates a Guest History record where any Special requests/arrangements, complaints, and feedback are kept secure for future reference. The details are also shared with the Sales & Marketing department of the Hotel for sharing any future promotions to the target past guests.



Self-Check Questions: -

- Q.1 Which type of Guest skips 1st Stage of the Guest Cycle?
- Q.2 What are the stages of the Guest Cycle where Guests are not physically Available in the Hotel?

3.3 PRE-ARRIVAL- RESERVATION-1

TYPES OF RESERVATION

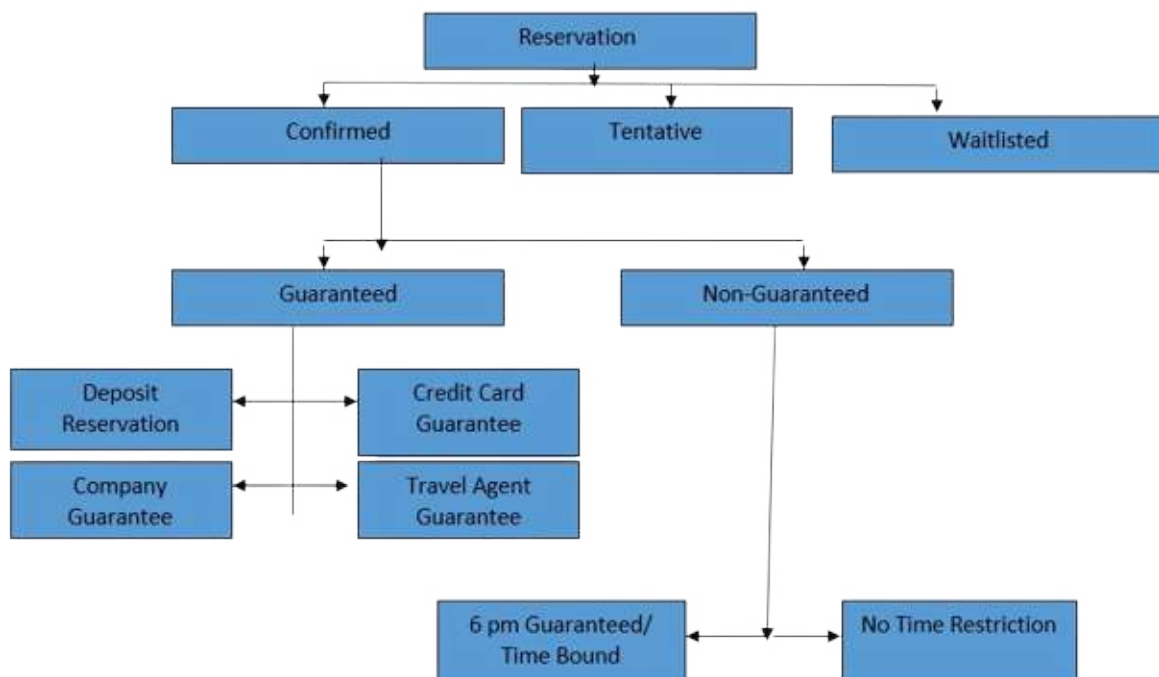


Figure 21 : Types of Reservation

3.3.1 GUARANTEED RESERVATION

In this type of reservation, the prospective guest confirms his arrival by giving a guarantee to the hotel of his arrival in the following ways:

➤ DEPOSIT GUARANTEE

A deposit guarantee is also called an Advance Deposit guarantee. In this, a guest has to pay a specified amount of money before his/her arrival. In this type of guaranteed reservation, if the guests fail to register or cancel his/her reservation, the hotel retains the amount equivalent to a one-day charge for the room.

➤ **CREDIT CARD GUARANTEE**

In this, the hotel extends the guarantee to the prospective guest holding and pre-established Credit card as the option for their mode of payment. In case of a No-Show, the Hotel will charge the guest's credit card account for the amount of room rate and the Credit card company then bill the outstanding to the cardholder.

➤ **AIRLINES GUARANTEE**

In this case, the airline's management takes responsibility for the payment of the stay of their crew members. In case of a no-show, the charges are paid by the airline's company.

➤ **COMPANY GUARANTEE**

In this, the company who makes bookings for their executive guest and visitors takes the responsibility of payment. This method of payment is also called Bill to Company.

➤ **TRAVEL AGENT GUARANTEE**

Sometimes some travel agents or tour operators have arrangements with hotel chains to book rooms for their clients. In the case of a no-show, the hotel generally bills the travel agency for payment.

3.3.2 NON GUARANTEED RESERVATION

Non- Guaranteed reservations are the reservations, in which the hotel keeps the room for the guest for particular cancellation hour, also called as 6 PM Guarantee. In this type of reservation, the hotel will not be able to collect retention charges in case of No-shows. In case the Guest does not arrive by 6 PM, the hotel is free to sell the rooms to walk-ins. In case the reserve guest arrives after 6 PM, then Hotel may accommodate the guest based on room's availability and hotel's policy. Also, there may be no-time restriction offered based on profile and past history of the guest.

3.3.3 TENTATIVE RESERVATION

In this type of reservation, a request from a prospective guest is received for some future tentative date of arrival and the hotel blocks the room type for the guest provisionally. The offer is extended to the guest on the condition that the hotel has a cut-off date by which the guest should send his confirmation which may be in the form of a letter or Guarantee. After the hotel receives the confirmation/guarantee, the status of the tentative reservation changes to a confirmed or guaranteed reservation.

3.3.4 WAITLISTED RESERVATION

The reservation is considered a waitlisted reservation when there is no vacancy of the requested type of room on the desired date. The availability of rooms is dependent upon last-minute cancellations and no-shows. The hotel informs the status of the reservation to the guests at the time of booking and further may get confirmed at a later date.



Self-Check Questions: -

- Q.1 What is BTC?
- Q.2 Discuss the reasons for Waitlisted Reservation.

3.4 RESERVATION PROCEDURES (FIT: DFIT & FFIT, GROUP & VIP)

3.4.1 PROCESS OF ROOM RESERVATION

Requests for reservations from visitors can be made by phone, fax, mail, third party, or directly from the visitor (or in person). When handling a reservation request, the reservation agent must ask the guest for the necessary personal & advanced payment modes options. The reservation agent should make an effort to upsell a particular lodging option and should urge visitors to confirm or guarantee their reservations. The flowchart below shows the many steps involved in handling a room reservation:

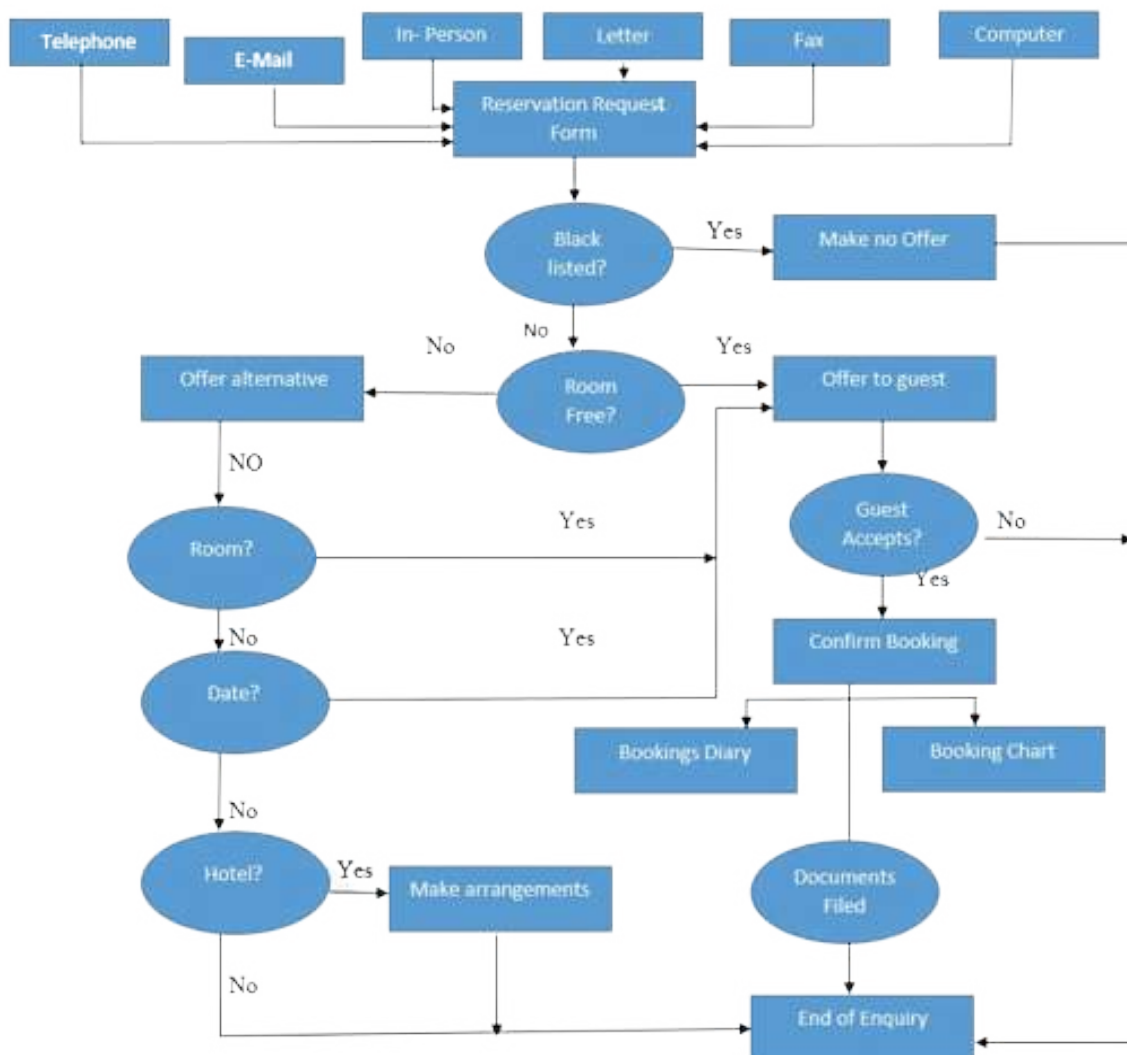


Figure 22: Flow of Reservation Request

3.4.2 STEPS INVOLVED IN HANDLING RESERVATION (FIT, DFIT)

Step 1: Reservation request is received through any mode of reservation.

Step 2: A structured format is followed to detail the reservation details. (Format mentioned below at Figure-23)

Step 3: Information is entered in the concerned tab " Create new Reservation" of the PMS from the reservation form.

Step 4: Guest is sent confirmation / regret letter.

Step 5: Special request and arrangement details for the guest are noted.

Note:- At present, LinkedIn profile of the guest (Reservation Enquiry) is referred by the reservation team to reveal any corporate relationship of the guest with the hotel..

3.4.3 STEPS INVOLVED IN HANDLING FFIT & VIPs

In addition to the above-mentioned steps, for FFITs, details regarding purpose of the visit and also Arrival time at the airport is confirmed. The Registration team are guided to give a call one day before the actual date of Arrival.

For VIPs, in continuation to the above steps, the status of the guests are highlighted as VIP in our PMS, instead of blocking a room type, Room number may be blocked based on request/ history. Housekeeping and other Departments are informed well in advance about the VIP's bookings and arrival for making necessary arrangements.

3.4.4 STEPS INVOLVED IN HANDLING GROUP RESERVATION (GITs)

Step 1: Generally, the tour operator or group organizer visits the hotel in person as group reservation involves rate negotiations and an agreement on the facilities to be offered.

Step 2: The reservation assistant checks the availability of rooms before rates are negotiated.

Step 3: Rooms are, initially, blocked on a tentative basis. It is confirmed only after a contract is signed and payment conditions are finalized.


Step 4: A cut-off date is decided before which organizer must make an advance payment and submit the rooming list, failing which room block is released for other guests.

Step 5: The food and Beverage department is informed much in advance about the meal plan and the number of pax to help them plan menu compilations.

Note:- In Case of Wedding Group, clarity is taken regarding One point of Contact, Hampers to be pre-placed or not, Mini-Bar to be removed or not, Preferences for Welcome-drink/Cold Towel any special requests etc.

Name of the Guest	Designation		Company/Travel Agent		Confirmation Number	
Date of Arrival	No. of Nights	Date of Departure	Number of Rooms/ Types of Rooms		No. of Persons	Expected Time of Arrival:
Airport Pick-up Details Yes/No Flight Number: Expected time of Arrival	Special Instructions/ Remarks		Billing Instructions		Mode of Payment	
Given By	Contact Details		Received by:	Time & Date	Reservation Status	

Figure 23 : Sample Reservation Format

	<p>Self-Check Questions: -</p> <p>Q. Differentiate between Tentative and Waitlisted Reservations?</p>
--	--

3.5 SOURCES OF RESERVATION (DIRECT, CRS, GDS, INTERSELL AGENCIES)

The hospitality industry offers a variety of market outlets from which hotels might obtain reservations. Central reservation systems, travel agencies, direct bookings, and the Global Distribution System are the three most popular sources to make reservations. Hotels may be able to generate and manage high numbers of reservation transactions by supporting a variety of reservation sources.

3.5.1 DIRECT RESERVATION

Approximately 40% of the total reservation is done through Direct Reservations. A reservation department typically handles all direct reservations, keeps track of other sources of reservation and updates the current availability of rooms for ease of booking. A typical medium of direct reservation includes Telephone, Mail, Telex, Fax etc.

3.5.2 CRS

Central reservation systems can be divided into two categories: affiliate networks and non-affiliate networks.

A hotel chain's affiliate reservation network is its mechanism for making reservations, in which all of the participating properties are legally connected. Chain hotels connect their reservations departments to simplify the booking process and lower system costs. Another goal is for one chain property to refer business guests for another chain property. The reservations agent managing the caller's enquiry may advise staying at a chain property in the same region if one hotel is already booked. Some properties send out a note especially designed to

acknowledge these reservations. The guest may also be referred to houses whose locations seem more practical or appropriate for their requirements. Affiliate reservation networks give non-chain properties access to the reservation system and give them a chance to sell themselves to a wider audience. Overflow facilities are non-chain properties in an affiliate reservation system. Only after all available rooms at chain hotels (within a specific geographic area) have been reserved may reservation requests be forwarded to overflow facilities.



A reservation network that is automated is frequently used to transfer reservations from one chain property to another. A subscription-based system called a non-affiliate reservation network connects unaffiliated or non-chain properties. Independent hotel operators can make use of many of the same advantages as chain-affiliated operators. A non-affiliate network typically takes responsibility for marketing its service, just as an affiliate reservation network.

3.5.3 GDS

The Global Distribution System, also known as GDS, is an airline reservation system that unites the room inventory of many hotels and other travel-related businesses onto a single platform. GDS reservations have a direct interface with the PMS of the hotel, which provides real-time information on room availability, pricing, and inventory. A few of the popular GDS are Amadeus Scandinavia, Sabre, Galileo etc.



Courtesy: makemytrip, Cox & Kings, Thomas Cook

3.5.4 INTERSELL AGENCIES

Intersell agencies are two or more business organizations, like hotels and Airlines, promoting each other's business for mutual gain. With a "one call does it all" motive, Intersell agencies often handle reservation services for airline companies, vehicle rental agencies, and hotel properties. Although Intersell

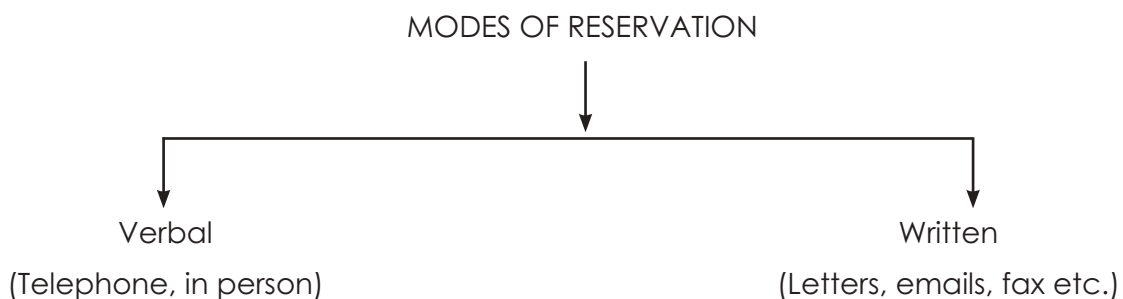
agencies normally direct inquiries for room reservations to a hotel's CRS, they can also speak directly with a destination hotel. A hotel may participate in another type of central reservation system despite participating in an Intersell arrangement.



Self-Check Questions: -

Q. List out some popular Intersell Agencies in India?

3.6 MODES OF RESERVATION



3.6.1 VERBAL MODE

Reservation requests can also be submitted verbally, such as in person or over the phone. Oral communication has the benefit of being quick, convenient and producing an immediate reaction or reply. One may also obtain all the necessary information and have any questions answered through oral communication. The drawback is that a permanent record isn't offered.

3.6.2 WRITTEN MODE

The reservation request which is made in written are considered as written mode. The different written mode of reservation request includes letter, fax, e-mail etc. The advantages of the written mode of reservations are that they are clear and provide a written record for the hotel, which can be referred to in case of any miscommunication or confusion.

3.7 AMENDMENTS & CANCELLATIONS

3.7.1 AMEDEMMENT IN RESERVATION

In some circumstances, a guest may request to alter the initial booking plan and tell the hotel about the change with a request to update the records. Most of the time, the request for amendment are for booking dates change. It may occasionally be for the change in the number of pax, the type of room, and the room rate offered. Before accepting any requests, the reservation division will first check their records to see if they can. If the hotel decides to grant the guest's request, the necessary record changes must be done and informed to all relevant departments. In a fully automated system, PMS, an amendment request is made

under the Amendment tab "Amend an Existing Reservation". The necessary amendment is made as per the request of the guest and the Amended Voucher is then printed and mailed to the reserved guest.

3.7.2 CANCELLATIONS

In Hotels, there will be undoubtedly some percentage of cancellations. To avoid legal issues, hotels must make the cancellation policy clear to potential guests, especially if they have paid an advance deposit. The hotel must get in touch with the guest after accepting his request to cancel and let him know the cancellation has occurred by informing the cancellation code. According to the hotel's policy, the guest may receive a return of any deposits. Also, as per the policy of the hotel, a cancellation charge will be levied on the guests. For the guests who neither register nor cancelled his/her reservation (No-Show), an amount will be forfeited from their advance deposit called a Retention Charge. In a fully automated system, PMS, a cancellation request is made under the Cancel tab "Cancel a Reservation". The Cancellation request will be made as per the request of the guest and after successful processing of cancellation, a cancellation Voucher is printed and mailed to the reserved guest.

3.8 LETS US SUM UP

An efficient reservation process is necessary for effective hotel operations. The ability to reply to requests for overnight lodgings swiftly, accurately, and amicably is a must for reservation agents. Processing reservations entails recording, verifying, and storing reservations; matching hotel requests with available rooms; and creating management reports. Information about reservations is very helpful for other front-office tasks.

REVIEW QUESTIONS

MCQ's

Q.1 At Which Stage of Guest Cycle, paging a Guest activity is conducted?

- | | |
|---------------------|------------------|
| (a) During the Stay | (b) Pre- Arrival |
| (c) Post- Departure | (d) Departure |

Q.2 A guest who made a room reservation but did not register or cancel: -

- | | |
|---------------|---------------|
| (a) Turn Away | (b) Turn Down |
| (c) No-Show | (d) Stop Over |

Q.3 Retention Charge is levied upon_____.

- | | |
|---------------|------------------|
| (a) No-Show | (b) Cancellation |
| (c) Amendment | (d) Walk-in |

Q.4 BTC stands for_____.

- | | |
|----------------------|--------------------|
| (a) Bill to Customer | (b) Bill to Client |
| (c) Bill to Company | (d) All of these. |

Q.5 Fax is _____ source of reservations.

- | | |
|---------------------------|--------------------|
| (a) Written | (b) Verbal |
| (c) Both Verbal & Written | (d) None of these. |

TRUE OR FALSE

1. Waitlisted reservation is a type of Guaranteed Reservation.
2. 6 PM Guarantee is a type of Non- Guaranteed Reservation.
3. Make My Trip/Clear trip are examples of Intersell agencies.
4. Paging a guest is an activity which is done in the 5th stage of the Guest Cycle.
5. Walk-in Guests are guests who participate in all stages of the Guest Cycle.

SHORT TYPE QUESTIONS

1. List out common sources of Reservation.
2. Differentiate between modes and sources of Reservation.
3. Name a few Global Distribution Systems.
4. Differentiate between Affiliated and Non- Affiliated CRS.
5. Why Overbooking is done? Explain?

LONG DESCRIPTIVE QUESTIONS

1. Classify Reservation types.
2. Explain the process of reservation with the help of a flowchart.
3. Elaborate on different modes of Guarantees in Guaranteed Reservations.

ACTIVITY

1. Prepare the dialogue discussion for Telephonic Reservation between the Reservation agent and FFIT Guest.
2. Prepare format of Amendment & Cancellation Voucher.

4

Chapter

GUEST ARRIVAL

By the end of this unit, the learner will be able to:

ARRIVAL	Learning Outcomes
Uniformed Service	<ul style="list-style-type: none">• Explain the basic functions and procedures of the uniformed service – bell desk and valet services.
Arrival	<ul style="list-style-type: none">• Describe pre-registration activities and the advantages of pre-registration• Describe the nature and use of registration records and registration cards• Explain the factors that affect room and rate assignment• Outline methods for settling guest accounts given various methods of payment.• Outline procedures for issuing a guestroom key at registration• Describe the front desk agent's role in addressing guests' special requests.• Explain the check-in procedure for FITs, VIPs and Groups• Identify self-registration and some innovative registration options.
Room Selling techniques	<ul style="list-style-type: none">• Explain how front desk agents can upsell during registration

4.1 INTRODUCTION

Bell desk and valet Services are essential components of uniformed service in the hotels. The Bell Desk serves as the initial point of contact for arriving guests, offering luggage assistance, guest information, and transportation arrangements. On the other hand, Valet Services provide convenience and luxury by handling guests' vehicles, offering valet parking, retrieval, and, in some cases, car care. Both services contribute to a seamless and pleasant guest experience, reflecting the hotel's commitment to exceptional customer service and leaving guests with a positive impression of their stay.

Simultaneously, efficiently managing guest arrivals holds paramount importance for a hotel. It not only aids in gathering essential information crucial for monitoring the business but also reinforces the front desk as the central hub for guest service. The process of guest arrival encompasses various stages, commencing with pre-registration activities, followed by the generating of registration records, room and rate assignments, verifying method of settlement, room key delivery, and fulfilling special requests. Distinct protocols are in place

for handling Fully Independent Travelers (FITs), Very Important Persons (VIPs), and Group arrivals at the hotel. To save time and bypass queues in the lobby, many guests prefer the convenience of express check-in and other innovative check-in methods. Front desk agents should adopt different approaches to persuade guests about the advantages of staying at the hotel, employing front office sales techniques, particularly focusing on upselling to enhance their experience.

4.2 UNIFORMED SERVICE

The uniformed service department of the hotel is known for delivering exceptionally personalized guest experiences, making it a crucial factor in overall guest satisfaction. This department consists of two primary roles: the Bell desk and Valet services. These positions are highly attentive to guests, emphasizing the importance of their services in ensuring guest contentment.

4.2.1 Bell Desk -Functions and Procedures

Upon guests' arrival at the hotel, it is common for them to have bulky or multiple items of luggage. For the provision of valuable aid to such guests, the bell attendants from the uniformed service department are highly esteemed. These bell attendants are stationed at the bell desk, conveniently located near the entrance and under the guidance of the bell captain. The bell desk's significance lies in its ability to greatly influence the guests' initial perception of the hotel. As the primary point of contact among hotel staff, the bell attendants hold the responsibility of creating a favorable and enduring impression on the guests.



Figure 24: Bell attendants in a Hotel

Throughout the guests' stay, the bell attendants remain in constant communication, providing continuous support and assistance. When it's time for the guests to depart, the bell attendants bid them farewell, making them the last staff members the guests encounter before leaving the hotel. The bell attendants perform various essential functions and follow specific procedures as part of their role:

- Assist guests by transferring their luggage to and from their designated rooms.
- Familiarize guests with the hotel's safety measures, room characteristics, and in-room amenities.

A register called “Scanty Baggage Register” is utilized to document guest information when they have minimal or no luggage. “Scanty baggage” refers to guests who only carry hand baggage or no baggage at all. These guests present a risk as they could potentially leave the hotel without settling their dues. It is uncertain whether a guest with scanty baggage will return. To mitigate this risk, most managements enforce a policy that requires such guests to deposit an advance payment as a precaution against leaving the hotel without settling their bill. A guest who departs from the hotel without paying their bills is referred to as a “Skipper.”

The bell desk implements stringent measures to manage such guests, with clear policies to direct their handling. The process is outlined as follows:

- The bellboy notifies both the bell captain and the receptionist regarding the guest with minimal luggage.
- The bell captain marks “scanty baggage” on the arrival errand card and notifies the lobby manager. The receptionist is also made aware of this stamp upon receiving the card.
- The receptionist proceeds to label the registration card with “scanty baggage”.

DOTEL XYZ

SCANTY BAGGAGE RECORD

SERIAL NO. _____

DATE: _____

Sr.No.	Guest Name	Room No.	Time of Arrival	Bell Boy's Name	Baggage Description	Remarks Amount Avail.	Lobby Manager's Stamp

Figure 26: Sample Scanty Baggage

- He receptionist presents the completed registration card to the Lobby manager for review. The lobby manager has several choices:
 - o Request full payment of room charges in advance.
 - o Ask for a deposit that covers at least one night's charges.
 - o Lower the house credit limit for bills, requiring the guest to settle their expenses periodically as they approach the limit. This practice is typically applied to first-time hotel guests, while regular guests known to the hotel management may be exempt from such a policy. The lobby manager indicates their instructions by signing the registration card.

- Housekeeping and security are informed about the guest's room to keep a close watch.
- The bell captain completes the scanty baggage register and obtains the lobby manager's signature on it.



Self-Check

1. Why do scanty baggage guests need to be handled carefully in a hotel?
2. How does uniform service play a crucial role in guest satisfaction?

4.2.2 Valet Service -Functions and Procedures

Valet parking is a standard offering in hotels renowned for their world-class or luxury services. Specially trained staff members are responsible for parking the vehicles of both guests and visitors.

The valet parking service is highly regarded for its personalized attention and enhanced security, providing both luxury and convenience to guests. With valet parking, guests are relieved of concerns about searching for parking spaces, walking to the hotel in unfavourable weather conditions, or having to locate their vehicles in a crowded parking lot.

Valet parking attendants bear the responsibility of ensuring the security of vehicles while transporting them to and from the hotel entrance. Before taking a car under their care, attendants must provide a receipt or ticket to the guest or visitor, which typically includes the hotel's portion of the ticket noting any pre-existing vehicle damage. To maintain security, the vehicle keys are securely stored and only issued by authorized personnel. Guests or visitors are required to present proper documentation before receiving their car keys, and they must return the receipt or ticket provided by the attendant. Moreover, during busy periods at the hotel's vehicle entrance, valet parking attendants assist in facilitating smooth traffic flow by offering traffic control assistance.

Valet service provides a range of functions that enhance the overall guest experience and contribute to the smooth operations of the hotel. To summarize, the key functions and procedures followed by valet parking attendants in hotels are:

- **Welcoming Guests with Hospitality:** Valet parking attendants warmly greet guests as they arrive at the hotel entrance, creating a friendly and inviting atmosphere.
- **Effective Parking Management:** Attendants ensure efficient and secure parking of guests' vehicles in designated areas, maximizing the parking space available for accommodating all guests.



<https://blog.hotelslash.com/heres-how-much-you-should-tip-the-hotel-valet/>

Herb Citrin, known as the Father of Valet.

Mr. Valet, is credited for modern day valet services. He began his valet parking company in Los Angeles in 1946, bringing professionalism to a business that had not previously been as valued. While he did not invent the concept, he certainly popularized it within North America.

- **Exemplary Customer Care:** Valet attendants embody the hotel's dedication to exceptional customer service, handling guests' vehicles with utmost care and promptly addressing any parking-related inquiries or assistance.
- **Vehicle Inspection and Protection:** Before parking, attendants meticulously inspect each guest's car, documenting any existing damages to avoid any liability concerns.
- **Streamlined Check-In and Check-Out:** Valet parking services streamline the check-in and check-out processes, allowing guests to focus on their stay without worrying about parking logistics.
- **Potential for Additional Services:** During interactions, valet attendants may identify opportunities for upselling, offering premium parking options or highlighting other hotel amenities.
- **Positive First Impressions:** As one of the first points of contact, valet attendants significantly influence a guest's initial impression, ensuring a smooth and friendly valet service that sets the tone for a pleasant stay.
- **Traffic Flow Management:** During busy periods or events, valet attendants expertly manage traffic flow in drop-off and parking areas, ensuring an organized and efficient vehicle movement.
- **Prioritizing Safety and Security:** By overseeing parking, valet attendants enhance safety and security in the hotel's parking facilities, instilling a sense of confidence among guests.
- **Impeccable Valet Stand Presentation:** Attendants maintain a clean and well-organized valet stand, reflecting the hotel's commitment to professionalism and attention to detail.
- **Assisting Guests with Special Needs:** Valet attendants offer specialized support to guests with disabilities, ensuring their comfort and accessibility throughout the parking process.

Overall, valet parking attendants play a vital role in ensuring a positive guest experience, leaving a lasting impression that aligns with the hotel's commitment to exceptional service and hospitality.



Self-Check

1. Why issuing a ticket to the guest and checking the same on return is important for valet service attendants?
2. List 3 functions of valet service attendants?

4.3 ARRIVAL

4.3.1 Pre-registration Activity

Guests who make reservations will likely have a quicker check-in process as they provide almost all the necessary information for registration during the reservation process.

Pre-arrival registration activities contribute to expediting the check-in procedure. By utilizing the data gathered by reservations agents during the reservations process, guests can be preregistered. Usually, preregistered guests only need to confirm the information already provided on the registration card and provide a valid signature at the designated section of the card.

Pre-registration is more than just preparing a registration card before the guest's arrival. It involves tasks like room and rate assignment, creating a guest folio, and other related functions. However, some front office managers might hesitate to assign a specific room beforehand due to the possibility of reservation changes or cancellations, which can lead to confusion in room assignments. Also, reserving a significant number of rooms in advance may limit availability for non-preregistered guests, causing delays during check-in and leaving a negative impression. Hotels develop their preregistration policies based on operational experience.

Pre-registration tasks can be carried out in both manual and computerized front office systems. As a result, these services may be restricted to certain guests, such as VIPs or specific groups. However, with the implementation of a computerized system, pre-registration activities can be extended to cover all anticipated arrivals. Since data collected during the reservations process serves as the foundation for pre-registration, computer systems can convert reservation records into registration records.

While the hotel might need to cancel some pre-arrival room assignments due to last-minute changes, the time saved during check-in for guests who have smooth registrations typically offsets the inconvenience caused by the small number of cancellations. Pre-registration opens up possibilities for innovative registration options. For example, a hotel courtesy van could pick up a guest at the airport who has a hotel reservation. The van's driver, armed with the necessary information and forms, could request the guest's signature on a prepared registration card, process the guest's credit card, and provide them with a pre-assigned room key—all before the guest arrives at the hotel.

An alternative approach to preregistration for air travellers involves offering check-in services at the airport itself. Some luxury hotels have collaborations with nearby airports to provide this convenient service. Guests can leave their credit card information with an agent at a designated desk, often the airport transportation desk. The credit information is then transmitted securely through a specially designed communication device to the hotel's front desk. This allows the front office to approve the guest's credit, prepare and print guest registration records, have room keys ready, and print any pending messages. As a result, when the guest arrives at the hotel's front desk, they can enjoy a streamlined check-in process. A simpler method of preregistration includes registering VIP guests at a location other than the front desk, such as the concierge desk. Certain hotels make arrangements for VIP guests to be escorted directly to their rooms, bypassing potential delays that may occur at a busy front desk.

4.3.2 Generating Registration Record

Upon a guest's arrival at the hotel, the front desk agent initiates the creation of a registration record, which comprises essential guest information. In non-automated hotels, registration cards are employed to facilitate the registration process. These cards typically request the

Takeaway

- 1. Many travellers, especially families and groups, experience more pressure around planning before and on the day of arrival.**
- 2. The condition of the accommodation itself is the most crucial factor in how travellers experience the first day. It's imperative to set expectations that match the experience.**

guest's name, address, telephone number, company affiliation (if applicable), and other personal details. Some registration cards may include a printed statement regarding the hotel's responsibility for safeguarding guest valuables. Additionally, the registration card usually includes a designated area for the guest's signature.



In automated hotels, guests might still be requested to sign a preprinted registration card, either to fulfil legal obligations or to confirm the accuracy of the registration document. However, it is essential to note that the electronic information record, not the physical registration card, serves as the primary basis for the registration process. For guests arriving without prior reservations (commonly referred to as walk-ins), the registration procedure will differ. Front desk agents will have to gather the necessary guest information and then input it into a computer terminal at the front desk.

The registration process in hotels gathers guest details either through registration cards or direct interactions during check-in. These cards, whether physical or digital, prompt guests to specify their preferred payment method and provide information on their intended departure date and pre-assigned room rate. This ensures efficient room and revenue management and reduces billing issues during check-out. In non-automated or semi-automated hotels, registration cards are stored in room racks or attached to guest folios in a folio tray. In computerized hotels, the registration card information is electronically stored in a separate file.

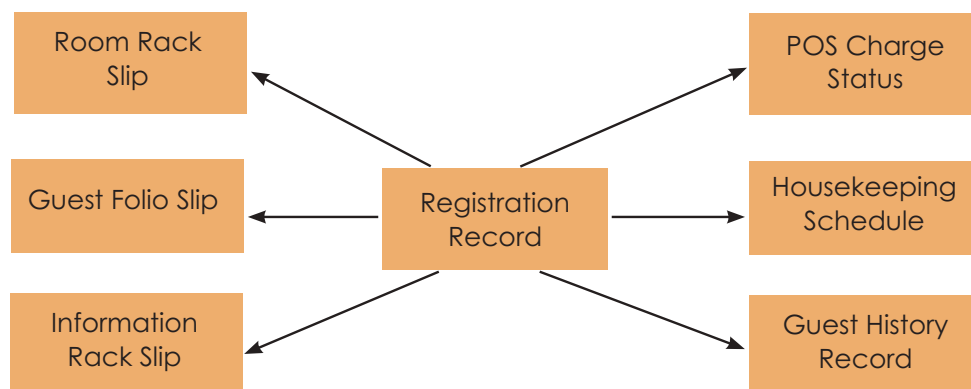


Figure 27: Flow of Guest Registration Information

The diagram above illustrates how guest registration information is distributed to different functional areas within the hotel. The chosen method of payment by the guest can determine their credit facility may be extended to the various point of sale. For example, if the guest decides the mode of payment as cash, then the credit facility will not be given to restaurants, bar, laundry, etc and the guest needs to pay by cash at these point of sale. On the other hand, if a guest provides a credit card during registration, they may be granted point-of-sale charge privileges. The decision to permit the facility to the guest is subject to the policy of the hotel management depending on the credit card arrangements with the hotel.

During check-out, the data collected from a registration card can serve as the main foundation for generating guest history records. This record is subsequently incorporated into the hotel's database and can be utilized for future sales and marketing endeavours. The guest history database provides valuable information that can be analysed by managers to formulate effective strategies, lists, and comprehensive reports for marketing purposes.

Guest Registration card
Hotel XYZ

Name of the guest _____ Designation _____ Company/TA _____ Address _____ Contact number _____ E-mail _____	S. No. _____ Coming from _____ Going to _____
Date of arrival _____ Time of arrival _____ Date of departure _____ Expected time of departure _____ Type of room _____ Room number _____ Fax _____ Tariff _____	For travellers: Duration of stay in India _____ Passport number _____ Date of issue _____ Place _____ Certificate of registration (if any) _____ Number _____ Validity _____ Place of issue _____
Billing instruction _____ Mode of payment _____ Credit card number _____ Cash receipt number _____ Advance paid _____	Date of birth _____ Marriage anniversary _____ Purpose of visit _____ I agree to abide by the rules of the hotel. I'll be responsible for the entire entire payment of my bill. I authorize the management to take out my luggage if I fail to check out by 12 noon of my date of departure.
Receptionist's sign _____	Guest's signature _____

Figure 28: Guest Registration Card

4.3.3 Room and Rate Assignment

Assigning rooms is a crucial aspect of the check-in process. It entails selecting and assigning a particular room to the guest, depending on the availability and the guest request. In cases where the guest's request is unclear or the requested room category is unavailable, a front desk agent would need to examine all room categories to find a suitable available room.

Based on reservation details, defined rooms and rates can be assigned before the guest's arrival. The decision to pre-assign a room depends on the projected availability of rooms and how well they align with the guest's requirements. However, only during the guest check-in, the room is finally assigned. Merely determining the guest's needs based on the type of room is often inadequate, as similar room types can also offer different room rates. Factors such as room size, furnishings' quality, location, amenities, and other considerations can lead to rate variations for rooms with identical bed configurations. Front desk agents must possess comprehensive knowledge about the room attributes to efficiently accommodate guest preferences.

Furthermore, room assignment decisions should take into account future reservation commitments to avoid conflicts with upcoming reservation needs. This ensures that rooms are allocated in a way that does not cause issues with near-future reservations.



Self-Check

1. How Pre-registration opens up possibilities for innovative registration options?
2. List any 5 details which are filled up in a Guest registration card?

4.3.4 Verifying the method of settlement

Irrespective of the guest's chosen payment method, whether it's cash, credit card, or any other acceptable means, the hotel must implement preventive measures to secure payment. The successful settlement of accounts relies on the actions taken during registration to ascertain the guest's preferred payment method. Ensuring proper settlement or credit authorization at the time of registration will significantly decrease the likelihood of unauthorized payments and subsequent collection issues.

Hotels come in diverse sizes, structures, and organizational setups, and as a result, the procedures for determining the guest's payment method also vary. During the registration process, the front-desk agents play a crucial role in guest accounting, as they are tasked with collecting information about the guest's preferred payment method upon check-in. Typical methods of paying for the room rate include cash, credit cards, direct billings, and participation in special programs.

Cash

Certain guests, favour settling their guestroom charges during registration before their stay begins. If a guest pays for their accommodations in cash during registration, they are usually not granted an in-house credit facility. Revenue outlets are typically provided with lists of guests who have paid in advance in cash and cannot get their charges posted to their guestroom accounts (known as "no post status"). Most properties utilize front office computerized systems that link the front desk with the hotel's revenue outlets. This arrangement replaces the need for paid-in-advance (PIA) lists. The computerized setup ensures that outlet employees cannot post charges to guest accounts that are not given in-house credit facilities. Front desk personnel needs to exercise caution during cash transactions as some individuals may attempt to defraud the hotel if provided with the opportunity.

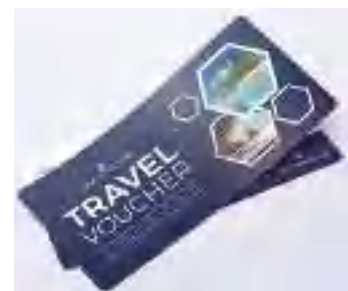
Credit Cards

Thoroughly authorizing and verifying credit cards are crucial for the front office's cash flow. The front office usually creates a set of procedures for handling credit card transactions, and credit card companies also implement their own specific protocols to ensure accurate settlement of transactions. Local banks may also offer procedural guidelines. When creating a policy for credit cards, properties should consider the expiration date, online authorization, and credit limits of the respective cards.



Direct Billing

Certain hotels offer credit to guests by agreeing to bill them or their company for charges incurred during their stay. Direct billing arrangements are commonly set up through communication between the hotel and the company based on guaranteed room nights. The hotel maintains a list of all companies in their records and the guest is required to show the company authorization letter on arrival at the hotel. During check-out, the guest with approved credit can simply sign their folio after verifying its contents, and the hotel will send a statement for direct billing collection to the company.



Special Programs

At the time of registration, guests might provide vouchers, coupons, or special incentive awards obtained from various businesses, airlines, or authorized agencies. Front desk agents must be well-informed about the hotel's policies regarding the acceptance of such vouchers and be adept at appropriately crediting the bearer. Handling special program vouchers requires caution, as these documents may vary in value, conditions, or terms. Since vouchers serve as a form of payment and could be the actual documents used for billing the issuing company, careful and diligent handling is essential.



For example, travel agents may issue travel or exchange vouchers to the guest for a package with a copy to the hotel to extend the agreed services to the guest. The hotel on guest departure should get the bill signed and send the exchange voucher to the travel agent for payment.

4.3.5 Room Key Delivery

Once the front desk agent issues a room key or card key, the registration process is complete. Ensuring the utmost safety and security of both guests and the property necessitates meticulous management of room keys.. To accomplish this, hotels should create written guidelines detailing the individuals authorized to issue room keys, the recipients of these keys, and the proper storage procedures at the front desk. Most automated hotels issue card keys to the guests. The front desk agent should avoid announcing the assigned room number aloud to the guest when delivering the card key or the room key. Instead, they can show

the room number on the card key discreetly. Sometimes codes are mentioned on the key instead of the room number which is informed to the guest.

If the hotel offers bell service, the front desk agent should inquire whether the guest would like assistance from a bell person. If so, the front desk agent should introduce the bell person to the guest, hand them the guest's room key, and request them accompany the guest to the room. During the escort, the bell person may provide information about the hotel's special features, restaurant locations, operating hours of retail outlets, the whereabouts of ice and vending machines, emergency exits, emergency procedures, and other pertinent details.

Upon entering the guestroom, the bell person can explain the room's features, ensure the guest's comfort, answer any questions, and hand over the room key. Should the guest voice any discontent with the room, the bell person should carefully listen and promptly inform the front desk agent to address the issue promptly.

4.3.6 Fulfilling Special Requests

A crucial aspect of the registration process involves confirming that guest requests which are special are acknowledged and addressed. For instance, guests may have requested flowers in the room when making their bookings. It is essential to pre-block these rooms to ensure they are available upon the guests' arrival. In cases where it seems that the requests of the guest is not sufficiently adhered to, the front desk agent should make every effort to accommodate the guest's requests during check-in, if feasible. Other special requests may pertain to specific features or amenities in the guestroom such as :

- Location
- View
- Bed type
- Amenities

Guests may make various room requests, such as proximity to or distance from elevators, golf course, pool, or garden views, and a queen-size bed. Additionally, guests may ask for specific furnishings or room arrangements to suit their preferences. For instance, a couple arriving with a young child might request a crib, which the front desk agent should promptly arrange through housekeeping if not already available in the room. Ideally, handling such requests during preregistration is preferred, but some may arise during check-in. Other special items, like bed boards, might be requested by some guests.

Specially abled guests may require specific room features in the rooms. It is essential to reserve these accessible rooms whenever possible and avoid selling them to non-specially abled individuals unless no other rooms are available in the hotel.

Occasionally, special requests are made by someone else on guest behalf. For instance, the general manager might wish to extend a warm welcome to a loyal guest by arranging a flower arrangement in their room. Tour operators may place an order for a welcome drink to be delivered to their client's guestroom.





Self-Check

1. Why ensuring the method of payment is significant at the time of check-in?
2. What are the different methods of settling guest bills?

4.3.7 FIT – DFIT, FFIT and Walk-in

On Arrival Procedure

1. Welcome guests on arrival.
2. Ascertain the room requirement in case of walk-ins. When rooms are available, briefly describe the rooms to the guest. If rooms are unavailable, suggest alternate accommodation. For guests with reservations, cross-check from the expected arrival list.
3. After the walk-in guest has finalised the choice of a room, enter the guest details in the system to generate a Guest registration card (GRC). For the guest with reservations, offer the pre-filled / pre-printed GRC to the guest for verifying the details.
4. While assigning the rooms, front desk agents ensure that the room is according to the guest's choice and it is available for the tenure of the guest's stay.
5. Prepare the resident card / key card.
6. Double-check that all information in the GRC (Guest Registration Card) is accurately filled out and have it verified and signed by the guest. Be particularly attentive to the correct spelling of the guest's name, their address, the expected date and time of departure, and ensure complete passport details are provided for foreign guests. Additionally, for foreigners who have stayed in India for more than 3 months, ensure all necessary certificate of registration details are included in the GRC. For nationals of China and Pakistan arriving in India, ensure their specific requirements are met upon arrival.
7. Ascertain the mode of payment from the guest.
8. In case, the guest wishes to pay by cash on departure, the guest is requested to make a payment at least covering one day's tariff of room plus taxes. Attention is required for scanty baggage guest.
9. Hand over the resident card along with the card key, announcing a brief room location.
10. Bell Boy is introduced and the guest is wished a pleasant stay.

Post Arrival Procedure

1. GRC is signed by the receptionist.
2. Check the status of the guest as 'in-house' in the system.
3. The in-house telephone connection is released.
4. Make an entry in the Arrival-Departure register.
5. Prepare C-Form in case of foreigners.
6. In case of guests are willing to pay cash on departure, inform another point of sale about the no-post status of the guest to ensure no-charge privilege facilities are extended.

C- Form

The hotel arrival report, is a legal document, is a necessary requirement for foreign guests checking in at the hotel. This mandatory form must be completed by all foreign nationals, with the exception of Nepalese and Bhutanese guests. Children below the age of 16 are not required to fill out the C form. The hotel is under a legal obligation to provide information about foreign guests registered at their establishment. In tier-1 cities and major towns, hotels must submit this information to the Foreigners Regional Registration Office (FRRO) within 24 hours of the foreigner's arrival.

Form C	
HOTEL RANCHI INN The Foreigners Registration Form Rule 1939 HOTEL ARRIVAL REPORT (Rule 14)	
'C' Form No.	
1. Name of the Hotel
2. Full Name of Foreign Guest (in block letters, surname first)
3. Nationality
4. Number, date & place of issue of passport
5. Address in India (other than tourists)
6. Date of Arrival in India
7. Arrived from
8. Whether employed in India-(Yes/No),
9. Proposed duration of stay in India
10. Number, Date & Office of issue of Certificate Registration, if any.
11. Passport No.	Expiry Date/Year of Passport,
Place of Issue of Passport,	
12. VISA Details	
Date	Manager's Signature

Figure 29: Sample Format- Form 'C'

4.3.8 VIP

Pre – Arrival

- Before assigning the room to a VIP guest, ensure that it meets their preferences, if any, and is approved by housekeeping.
- One day before the VIP's arrival, send amenities vouchers to the respective departments, which may include complimentary fruits, flowers, cookies, etc.

3. Before the guest's arrival, the room is checked for amenities as agreed.
4. Check for any received mail, messages, or packages and keep them readily accessible.
5. Provide the bell captain with the details of guest and the expected arrival time.
6. Complete the pre-registration process for the guest.

Hotel XYZ	
Amenities Voucher	
Sl. No. _____	Date _____
From: Front Office	
To: Housekeeping / Room Service / Pantry	
Please Supply	
<input type="checkbox"/> Fruit Basket	<input type="checkbox"/> Cookies
<input type="checkbox"/> Flowers	<input type="checkbox"/> Chocolates
<input type="checkbox"/> Soft Drinks	<input type="checkbox"/> Others
Guest Name _____	Room No. _____ At _____
Authorised by _____	
Signature _____	

On-Arrival Procedure

1. Welcome guest.
2. Provide the pre-registered Guest Registration Card (GRC) for the signature of the guest, and gather any additional information if necessary.
3. Offer the welcome card to the guest, asking for their signature, and also deliver any received mail or messages intended for them.
4. Inform the guest of the assigned location of room.
5. Guest is accompanied by the lobby manager or Guest Relations Executive (GRE) to their room.

Post-Arrival Procedure

1. Verify with the bell captain that the guest's luggage has been delivered to the room
2. Promptly notify housekeeping, telephones, and room service via phone about the VIP guest's arrival. The remaining procedures are similar to those for regular individual traveller (FIT) arrivals.

4.3.9 Group

Pre-Arrival Procedure

1. Documents related to the group is organized.
2. Special room requirements for the group are checked



- ## On Arrival Procedure

- ## ARRIVAL AND DEPARTURE REGISTER

[illegible]

3. Give the envelopes containing card keys, welcome cards, and any group mail to the group leader. Assist in distributing the envelopes and provide a brief explanation of the room locations to the members of the group. (Luggage is sent later to the concerned rooms).
4. Verify the number of bags with the bell captain and then inform the group leader of the count for approval and the same is tagged.

5. Pre-registered G.R.C. is presented for the signature of the group leader. The total count of the baggage is noted on the G.R.C.
6. The details of the group meals are re-checked with the F & B Manager.
7. Wake-up calls details and baggage down time are checked with the group leader (what time is the baggage to be brought down?)
8. Finally, the group leader is delivered the envelope containing card key, wishing him a pleasant stay.

Post-Arrival Procedure

1. Sign the G.R.C.
2. The delivery of luggage to the rooms are checked..
3. Arrival / Departure register is updated.
4. Check the updated room status in the system.
5. Make C – Form / Forms. (In the case of foreigners)
6. Wake-up call details are noted/updated in the system.
7. Create a master folio and separate incidental folios for individual group members if necessary. Master folio to be raised for the voucher/group leader's instructions and the separate incidental folios for the expenses to be paid by the concerned group members.



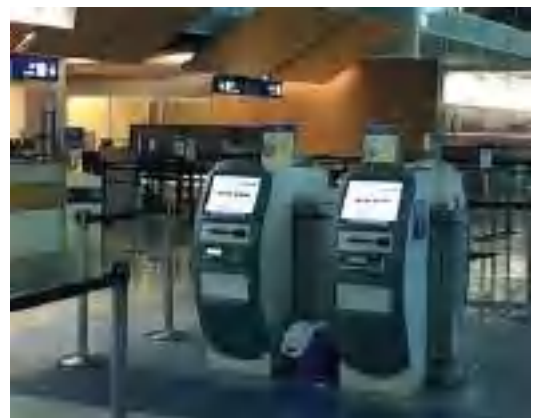
Self-Check

1. Why amenities voucher is prepared for VIPs?
2. What is the function of a rooming list during group arrivals?

4.3.10 Express Check-in: Self- Registration

Self-registration is a notably convenient approach in front office registration, commonly found in fully automated hotels. These self-registration terminals are typically situated in the hotel lobbies and come in different designs, with some resembling ATMs, while others have video and audio features. Technological advancements now permit hotels to install self-registration terminals at off-premises locations like airports and car rental agencies. Irrespective of the type of guest-operated device utilized, self-registration terminals effectively reduce both front office and guest registration time.

Many hotels also provide self-registration through mobile applications. The guest is advised to download the application of the hotel on their mobile phones. After entering the registered mobile number/ confirmation number, the guest is guided to self-register themselves conveniently before they arrive at the hotel.



To utilize an advanced self-registration terminal or hotel mobile application, guests typically need to have a prior reservation, resulting in the creation of a reservation record. During self-registration, guests may be required to input either a reservation confirmation number or a valid credit card number into the machine or phone keypad. The credit card information is transmitted to the hotel computer, which then attempts to associate it with the reservation record.

The application then guides the guest to input additional registration information using the keypad. The majority of mobile applications and terminals are integrated with a computerized room management system, which facilitates automatic room and rate assignment. Some terminals print registration forms for guests to sign and deposit into a drop box. Personalized greetings or messages related to special events or promotions can be included in system-generated forms or displayed on the terminal or mobile screen. Following the process, many terminals and applications direct the guest to the guestroom card key pick-up area. Additionally, several hotels ensure immediate dispensing of card keys within the terminal itself due to integration with an electronic guestroom locking system.

4.3.11 Other Innovative Check-in Process

Hotel check-in processes have evolved over the years, and hotels continue to explore innovative ways to enhance the guest experience and streamline the check-in process. Some of the innovative ways of hotel check-in include:

1. **Facial Recognition:** Some hotels are implementing facial recognition technology to identify guests and complete the check-in process seamlessly.
2. **In-Room Check-In:** Guests have the option to perform the check-in process conveniently from their rooms using the TV or in-room tablets.
3. **Virtual Check-In Assistance:** Hotels use video conferencing or virtual assistants to guide guests through the check-in process remotely.
4. **RFID Technology:** RFID-enabled wristbands or cards are provided to guests, allowing them to access their rooms and amenities by simply tapping their wearable device.
5. **Chatbots and AI:** Hotels employ chatbots and AI-powered messaging systems to assist guests with check-in and provide real-time responses to their queries.
6. **Biometric Check-In:** Biometric technologies like fingerprint or iris scans are used for quick and secure guest identification during check-in.
7. **Pre-arrival Surveys:** Hotels send pre-arrival surveys to guests, gathering preferences and special requests beforehand to personalize the check-in experience.

These innovative methods not only improve efficiency but also enhance guest satisfaction by reducing waiting times and providing a more seamless check-in process.

4.4 ROOM SELLING TECHNIQUES

If guests are not convinced about the benefits of renting a hotel room, front desk agents won't be able to utilize efficient or innovative registration techniques. Part of the front desk agent's responsibility is to persuade guests about the hotel's offerings, including guest rooms, facilities, and services. To achieve this, front desk agents can adopt various methods to showcase the value of staying at the hotel.

Front desk agents should employ sales techniques tailored to their role. During the registration process, specific stages must be followed to ensure efficient and meticulous registration. However, within these stages, front office staff often have opportunities to make personalized sales pitches. With appropriate training, front office staff can significantly enhance room revenue by utilizing front office sales techniques, particularly the upselling technique.

Upselling involves reservations agents and front desk agents persuading guests to book rooms in higher-priced categories than standard rate accommodations. Hotels typically offer multiple rate categories, determined by factors like decor, size, location, view, and furnishings. In some cases, the price difference between two similar guestrooms can be quite significant.

To engage in upselling, front office and reservations staff should receive training to go beyond merely taking and obeying orders. They need to be trained as professional salespeople who understand the art of upselling rooms, similar to how a food server might recommend additional items like appetizers or desserts. Front office staff should be equipped with effective techniques for proposing room options to guests. This includes knowing the appropriate timing and approach to ask for a sale without pressuring the guest and how to present the sale from the guest's perspective.

4.4.1 Upselling Techniques

There are several types of upselling techniques that the front office and reservations staff can use to encourage guests to book higher-priced rooms or additional services. Some common upselling techniques include:

1. **Room Upgrade:** Offering guests the option to upgrade their room to a higher category with better amenities or a more desirable view.
2. **Package Deals:** Providing guests with package offers that include additional perks or services, such as complimentary breakfast, spa treatments, or airport transfers.
3. **Add-Ons:** Suggest add-on services or amenities, such as late check-out, room decorations for special occasions, or access to exclusive facilities.
4. **Special Offers:** Presenting guests with exclusive promotions or limited-time discounts to entice them to book at a higher rate.
5. **Upselling at Check-In:** During the check-in process, suggest room enhancements or add-ons to enhance the guest's experience.
6. **Personalization:** Tailoring upsell suggestions based on the guest's preferences and previous stays to make the offer more appealing.
7. **Pre-Arrival Upselling:** Sending personalized upsell offers via email or mobile app before the guest's arrival to pique their interest.
8. **Upgrading for Loyalty Members:** Offering loyalty program members special upgrade opportunities or discounted rates for higher room categories.
9. **Highlighting Benefits:** Emphasizing the benefits and advantages of booking a higher-priced room, such as additional space, better amenities, or enhanced comfort.

By employing these upselling techniques, hotels can enhance their revenue while providing guests with a more tailored and enjoyable stay experience.

The Choice-of-Doors Technique

The “Choice of Door” technique is a sales strategy commonly used in the hospitality industry, where guests are given the opportunity to select their preferred room or accommodation upon arrival. This approach involves presenting guests with various room options, each with unique features and benefits, and allowing them to make an informed decision based on their preferences. By offering this choice, hotels aim to increase upselling opportunities, enhance guest satisfaction, and create a more personalized and enjoyable stay experience. The technique empowers guests, making them feel valued and in control of their accommodation choice, which can result in a positive impression and increased revenue for the hotel.

The Door-in-the-Face Technique

In hotel, the “Door in the Face” technique can be applied as a persuasive strategy to influence guest behaviour. For instance, a hotel may use this technique in upselling room upgrades or additional services. The hotel staff might initially present the guest with a premium and expensive room package, which they anticipate the guest to decline due to its high cost. Subsequently, the staff follows up with a more reasonable and affordable room upgrade or service option. By using this approach, the second offer appears more appealing and feasible in comparison, increasing the likelihood of the guest accepting the smaller request. Careful implementation is necessary to ensure guests do not perceive the technique as manipulative, and it should be used to enhance guest satisfaction and provide genuine value to the guests' stay experience.

The Foot-in-the-Door Technique

In the hotel industry, the “Foot-in-the-Door” technique is a persuasion strategy used to influence guest behaviour and increase compliance with requests. The approach involves starting with a small and easy-to-accept request during the reservation process, such as a minor upgrade or add-on service. This initial request serves as a “foot in the door,” as guests are more likely to agree to it due to its minimal impact. Once the guest has agreed to the initial request, the hotel can then present a larger and more profitable offer, like a higher room category upgrade or premium services. Leveraging the principle of commitment and consistency, where people tend to stick to their initial commitments, this technique can be effective in increasing upselling opportunities, enhancing guest experiences, and improving hotel revenue. However, it is crucial to use this strategy ethically and transparently to ensure guests feel valued and not pressured into decisions they might later regret.



Self-Check

1. What are the innovative ways of hotel check-in?
2. How choice of door technique different from the foot-the-door technique?

Let us sum up

This chapter discusses various aspects of the uniformed service in a hotel, including the bell desk and valet service functions and procedures. Further, it delves into the arrival process, covering pre-registration activities, creating registration cards, room and rate assignments, establishing payment methods, issuing room keys, and fulfilling special guest requests. The

chapter also explores different guest types, such as FIT, VIPs, and groups. It introduces the concept of express check-in with self-registration and presents innovative check-in processes. Additionally, the chapter examines room selling techniques, focusing on upselling and the various upselling techniques used in the hospitality industry.

REVIEW QUESTIONS

Multiple Choice

1. Which of the following is considered a part of uniformed service?

- | | |
|----------------------|--------------------|
| a) Front desk agents | b) Chamber maids |
| c) Waiters | d) Bell attendants |

2. Which desk is handling Left Luggage Procedure?

- | | |
|----------------------|----------------|
| a) Bell Desk | b) Front Desk |
| c) Housekeeping Desk | d) Travel Desk |

3. Which of the following describes whether a room is available or unavailable for immediate occupancy?

- | | |
|------------------------|------------------------|
| a) registration record | b) block record |
| c) reservation status | d) Housekeeping status |

TRUE OR FALSE

1. Valet service attendants do not get the opportunity to create the first impression on the guest.
2. Employees who work in the uniformed service department of the hotel generally provide the most personalized service.
3. Pre-registration improves the reliability of the reservation process but does little to accelerate the registration process at the front desk.
4. The rooming process is sometimes simplified for groups by pre-assigning rooms before the group arrives.
5. In automated hotels, guests are often still required to sign the pre-printed registration card.

SHORT TYPE QUESTIONS

1. List the steps of the registration process from the viewpoint of the front desk agent.
2. "The bell attendants are the first ones among hotel staff who come into contact with the guest". Discuss.
3. What procedures do front desk agents use for accepting a credit card as a method of payment during registration?
4. What are the advantages of a computerized room status system?

LONG DESCRIPTIVE TYPE QUESTIONS

1. What is upselling? Describe different upselling techniques in the hotel.
2. Discuss step by step process of handling group check-ins.
3. Explain the six steps of the registration process from the viewpoint of the front desk agent.

ACTIVITY

Assuming the role of a front desk agent, I observe that the arrival list for the next day includes a foreign group consisting of 15 members and 2 VIP guests. Prepare a 10 points task list to deal with both clientele.

Case Study

The luxury hotel currently operates a bell desk with a team of three dedicated bellmen. The bell desk is located near the hotel entrance for easy guest access. The bellmen are responsible for welcoming guests, handling luggage, escorting guests to their rooms, and providing general information about the hotel and its amenities. Some of the issues are highlighted as under:

Long Waiting Times: During peak check-in and check-out hours, guests often experience long waiting times at the bell desk, leading to dissatisfaction and delays in their arrival to their rooms.

Ineffective Communication: The communication between the bellmen and the front desk is not seamless, leading to occasional misplacements of luggage or confusion regarding guest preferences.

Lack of Personalization: Guests often receive a standard greeting and service, lacking the personalized touch that luxury hotels should offer.

Question: You are appointed as a consultant by the hotel management to resolve the situation. Discuss the suggestions you will provide to the management.

5

Chapter

DURING THE STAY

5.0 UNIT OVERVIEW AND LEARNING OUTCOMES

This unit will provide the student with information about the key roles played by Concierge and Guest Relations Executive, the stepwise procedure to handle mails and messages, dealing with special procedures, resolving guest complaints, and use of Escalation Matrix in hotels.

By the end of this unit, the learner will be able to:

During the Stay	Learning Outcomes
Introduction	<ul style="list-style-type: none"> Describe the usual & special activities that take place in the hotel during the stay of guests.
Concierge	<ul style="list-style-type: none"> Explain the importance of Concierge from the guest's perspective.
Mail & Message handling	<ul style="list-style-type: none"> Elaborate the process of handling incoming and outgoing mail in a hotel. Outline the step-by-step procedure for efficiently handling messages in a hotel. Draw and explain the relevance of formats being used during mail and message handling.
Room-change procedure	<ul style="list-style-type: none"> Enumerate the various reasons for a hotel room change.
Special procedure	<ul style="list-style-type: none"> List the special services provided to guests. Differentiate between split folio and master folio. Outline the step-by-step procedure for efficiently handling left luggage in a hotel.
Wake-up call	<ul style="list-style-type: none"> Explain the wake-up call procedure of hotels. Draw the format of the Wake-up call register
Newspaper delivery & transport arrangements	<ul style="list-style-type: none"> Explain the importance of newspaper delivery and transport arrangements from the perspective of guests.
Service Recovery	<ul style="list-style-type: none"> Differentiate between service failure and service recovery
Guest relations	<ul style="list-style-type: none"> Explain the role of the GRE in hotels
Handling complaints	<ul style="list-style-type: none"> Classify guest complaints using relevant examples
Follow-up procedures	<ul style="list-style-type: none"> List the step-wise procedure to handle guest complaints
Complaint handling apps/ Escalation Matrix & Root cause analysis	<ul style="list-style-type: none"> Describe the concept and application of the Escalation Matrix in the hospitality industry. Make a list of Complaint Handling Applications.

5.1 INTRODUCTION

A hotel is called a home away from home owing to various reasons. One main reason is that he/she expects from the hotel staff that he/she will be taken good care of during his/her stay in the hotel. This involves taking care of sundry guest services during his stay, like dealing with his regular and special requests, and providing him with a wake-up call or his preferred newspaper to list a few. Offering outstanding services generates a favourable and unforgettable guest experience, prompting them to revisit and refer the hotel to others. Providing efficient services during the stay is directly linked to reputation management, revenue generation, and long-term success in the competitive hotel industry, which can be achieved by the collective efforts of hotel staff following standard procedures.

5.2 CONCIERGE

'Concierge' is a word of French origin, literally meaning 'caretaker'. In English and the context of the Hotel Industry, it refers to a person who attends to the wishes of guests.

A concierge desk is one of the important sections of the front office department. It is primarily responsible for providing information not only about the hotel but also the locality. Thus, it should be equipped with all necessary information about the hotel's facilities, services, and events taking place in the hotel as well as in the city. It also provides information on important places like historical monuments, popular places of religious importance, shopping malls, etc.



It functions to make the guest's stay a memorable and pleasant one by fulfilling his/her requests by liaising with other departments and external agencies. These requests may range from—

- Organizing airport pick-up and drop
- Retrieval of guest's lost baggage at the airport
- Getting medicines for in-house guests
- Arranging theatre/movie/concert tickets, special passes for a cricket match, etc.
- Any other personal requests of guests like restaurant reservations, getting appointments, organizing local tours, car hire, etc.

Popular Titles for Concierge

A Man about the town

A Man who knows it all

Concierge is a job position in the Uniformed Service department, prominently responsible for providing more personalized services to guests, therefore also known as Guest Service

department (GSA) in some hotels. In addition to the concierge, the uniformed service department comprises bell attendants, door attendants, valets, and travel desk associates. These employees are often considered tipped staff since a part of their earnings comes from the gratuities provided by guests.

The “Les Clefs d’Or” or “Golden Keys” is an internationally recognized symbol of excellence for concierges. It signifies a highly trained and knowledgeable concierge who is part of the prestigious “Les Clefs d’Or” society.



Courtesy:lesclefsdor

“The Grand Budapest Hotel” (2014) is a comedy-drama film based on the character Monsieur Gustave H., who serves as the legendary concierge of the fictional Grand Budapest Hotel. The movie follows Gustave’s adventures and misadventures as the film offers a quirky and whimsical portrayal of the life and antics of a concierge in a lavish and eccentric hotel setting.



Self-Check

- Q.1. What are the functions of the Concierge desk?
- Q.2. Why is Concierge called ‘A Man about the Town’?

5.3 MAIL & MESSAGE HANDLING

5.3.1 Mail Handling:

The proper handling of mail is a crucial responsibility for the front office staff in a hotel. Though mail is not common these days due to the use of emails, hotels still receive/deal with official mail and packages. The bell desk staff must be diligent in ensuring that all incoming mail & parcels receive prompt and careful attention to prevent any potential embarrassment for the guests. This includes timely sorting, delivery, and appropriate follow-up on all mail items. Being attentive to the mail handling procedure is essential for maintaining a seamless guest experience and upholding the hotel's professional image.

All hotel mail is categorized into –

- Incoming mails
- Outgoing mails

Hotels follow a standard procedure to deal with the mail.

Incoming mails

Mails that are received by bell desk staff are termed Incoming mail. The mail may be for –

- Guests – in-house, expected arrivals or checked-out
- Management
- Employee

Procedure to handle Incoming mails --

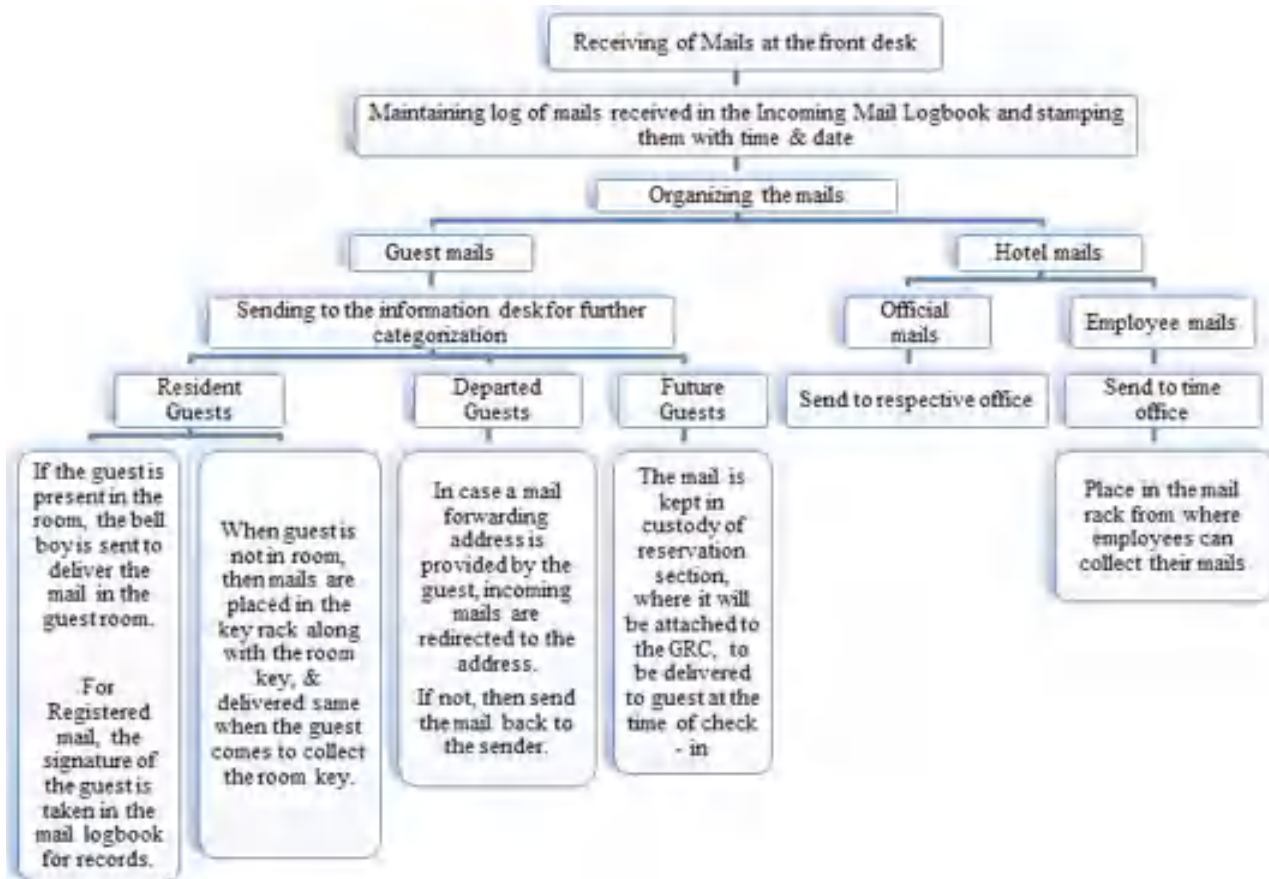


Figure 30: Incoming mail handling procedure

Outgoing mails

The hotel provides a convenient option for guests who want to send personal mail. Guests can simply leave their mail in their rooms, and the hotel staff will collect and send it on their behalf. The cost of this service will be included in the guest's bill through a miscellaneous charge voucher. Before adding it to the guest's account, the voucher undergoes verification and authorization by a competent authority. Furthermore, all outgoing mail is recorded and documented in the outgoing mail register.

Hotel ABC				
Forwarding Mail Address Slip				
Guest Name:			Date:	
Forwarding Address:				
Forwarding Instructions:				
Signature of guest _____				
(Please fill it out & hand it over at reception)				
OFFICE USE:				
Record of Forwarded mails				
S.no.	Date	Type of mail	Forwarding address	Forwarded by

Figure 31: Sample Forwarding Mail Address Slip

Hotel ABC	
Miscellaneous Charge Voucher	
Name of the guest:	Date:
Room No.:	Folio No.:
Explanation	Charges
Total	INR
	Signed by

Figure 32 : Miscellaneous Charge Voucher

5.3.2 Message handling:

Occasionally, when a resident guest is not present in the hotel, there might be telephone calls or visitors looking for them. In such cases, the front desk assistant records the message and promptly delivers it to the guest upon their return.

This was the most-opted choice in the early times when mobile phones were not introduced or not common. It is still a good option for hotels with low signal strength and guests not willing to carry/use their mobile phones in resort properties.

Hotel ABC	
Message Slip	
Date:	Time:
To (Name of the Resident Guest)	
Room No.	
While you were out	
Mr./Mrs./Ms.	
Address:	
Telephone No.	

- Called on telephone
- Contacted in person
- Please revert at this contact no.
- Will call again
- Waiting in the Lounge
- Left a parcel

Message: _____

Signature of the Guest: _____

Signature of the Concierge/Bell Captain: _____

Figure 33 : Sample Message Slip

If a resident guest anticipates a call or a visitor while being away from the hotel, they have the option to leave a location form at the front desk. This allows the hotel staff to contact the guest and relay any messages or information as needed.

**HOTEL ABC
LOCATION FORM**

S.No: _____

Name: _____ Date: _____

Room No.: _____ Time: _____

I am out of my room till _____ A.M/P.M At the following address

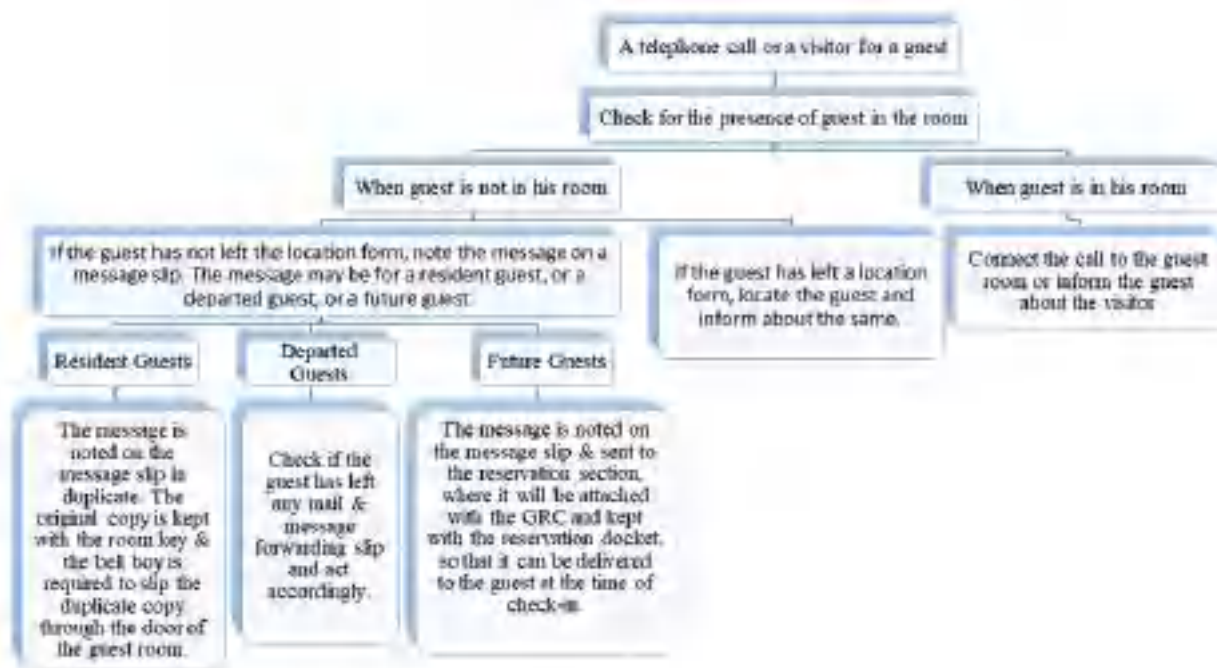
- ☐ Swimming Pool
- ☐ Health Club
- ☐ Tennis Court
- ☐ Coffee Shop
- ☐ Business Centre

Please inform me in case of a Visitor/Important Message/Important Call.

Guest's Signature: _____

Figure 34 : Sample Location Form

Message handling procedure:



Self-Check Questions

- Q.1. What may happen if guest messages are not delivered, or an incomplete message is delivered?
- Q.2. Why is it important to segregate the incoming mail?
- Q.3. What is the relevance of maintaining the 'Location Form' & 'Mail Forwarding Address Slip'?

5.4 ROOM CHANGE PROCEDURE

Room change procedure refers to the process of relocating a guest from one room to another due to various reasons. These reasons can be initiated either by the guest or the hotel.

Here are the potential reasons for a room change:

1. Guest-initiated reasons for room change:

- a. The guest's initial room assignment did not meet his preferences, possibly due to unavailability.
- b. If someone joins the guest during their stay, he may request a Deluxe King Room instead of a Standard Twin Room.
- c. The room's equipment, such as the TV or air-conditioning, is not functioning properly.
- d. The guest is dissatisfied with the room due to factors like the view, color scheme, or location.

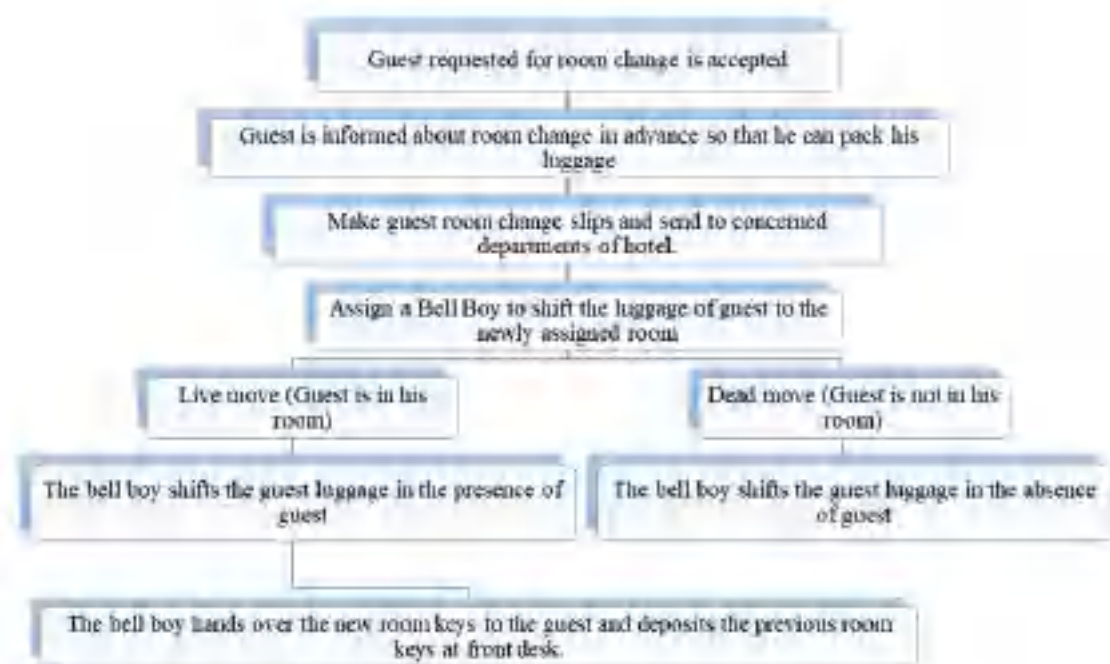
2. Hotel-initiated reasons for room change:

- The initial room assigned to the guest did not match their preferences due to non-availability.
- The guest has stayed longer than expected in a specific room, which was already reserved for another arriving guest.

Conditions for a room change:

A room change can only occur if both the guest and the hotel mutually agree to the relocation.

The procedure of change of room –



Hotel ABC Room Change Slip	
S.No. _____	
Date: _____	
Time: _____	
Name of the Guest: _____	
Reason of Change: _____	
From:	To:
Room No. _____	Room No. _____
Category & Rate of Room _____	Category & Rate of Room _____
Authorized by _____ (Name, Designation & Signature)	
Copy to: Concerned Departments	



Self-Check Questions

- Q.1. Under what circumstances can a room change request be entertained?
- Q.2. Why is it essential to communicate the room change to all concerned departments?

5.5 SPECIAL PROCEDURES

Some guests may make requests to the front office which though less common, yet important to them. These include –

- Request for babysitting facility
- Secretarial Services
- Entertainment reservations
- Split folios
- Master folios
- Left luggage facility



Request for babysitting facility:

At times, the guest traveling with his/her baby and staying in a downtown hotel wants to attend a meeting and may request the hotel to arrange a trained and professional babysitter to look after the baby/children in his/her absence. Hotels arrange a babysitter on guest request, which is chargeable on an hourly basis. The guest needs to convey his/her requirement in advance so that the hotel can make necessary arrangements.

Secretarial Services:

These are a common request of business clientele, offered by Business hotels. Secretarial services include a language translator, professional receptionist along with facilities like high-speed internet/ Wi-Fi, printer-cum-photocopier-cum-scanner, Projectors, Smart TV, etc.

Entertainment reservations:

These are usually handled by Concierge as already discussed in this chapter under 5.2.

Folios:

Split folios are most often requested by business travellers. Corporate guests request to split their bills into two or three folios, so that their personal charges are separated from the charges which will be borne by their companies, for hassle-free settlement of bills. Personal charges like laundry, food & beverages, etc. likely to be paid by the guest are termed as incidental charges, whereas folio recording room rates and taxes may be billed to the company.

Master folios are maintained for GITs and Corporate groups. Typically, only authorized charges incurred by the groups are posted to the master folio and subsequently billed to the companies or convention sponsors.

Left luggage facility:

The left luggage service provides temporary storage for luggage intentionally left by a guest who has checked out of the hotel and plans to collect it later. Some hotels may charge a fee for this service, while others offer it free of charge.

Here is the step-by-step process for handling left luggage:

1. The bell captain verifies whether the guest has settled their hotel bill with the front office cashier.
2. The bell captain examines the luggage for any existing damage and informs the guest if any issues are found.
3. He fills out a baggage tag/ticket with a unique number, attaching one part to the luggage and giving the guest the corresponding counterfoil.
4. The bell captain records these details, including any damages, and the expected date of delivery in the left luggage register.
5. He instructs a bell boy to safely store the luggage in the designated left luggage room.

Hotel ABC Baggage Tag	
Guest Name: _____	
Date: _____	Room No. _____
BAGGAGE CHECK (Guest copy)	
No.4367	
MANAGEMENT IS NOT RESPONSIBLE FOR GOODS LEFT OVER 30 DAYS	

BAGGAGE CHECK (Hotel copy)													
No. 4367													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Description & Quantity</th> </tr> </thead> <tbody> <tr><td>· Suitcase _____</td></tr> <tr><td>· Strolley _____</td></tr> <tr><td>· Laptop Bag _____</td></tr> <tr><td>· Handbag _____</td></tr> <tr><td>· Others _____</td></tr> </tbody> </table>	Description & Quantity	· Suitcase _____	· Strolley _____	· Laptop Bag _____	· Handbag _____	· Others _____	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Status of Guest</th> </tr> </thead> <tbody> <tr><td>· Check Out</td></tr> <tr><td>· Check in</td></tr> <tr><td>· Hold for Arrival</td></tr> <tr><td>· Non-Resident</td></tr> <tr><td>· Keep on Hold Till</td></tr> </tbody> </table>	Status of Guest	· Check Out	· Check in	· Hold for Arrival	· Non-Resident	· Keep on Hold Till
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· Suitcase _____													
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· Check Out													
· Check in													
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· Non-Resident													
· Keep on Hold Till													
MANAGEMENT IS NOT RESPONSIBLE FOR GOODS LEFT OVER 30 DAYS													
Guest Name: _____													
Date: _____	Room No. _____												
Issued By: _____													

Figure 36: Baggage Tag



Hotel ABC									
Left Luggage Register									
Date	Room No.	Guest Name	Bell Captain Name	Baggage Tag No.	Description of Baggage	Expected Date of Delivery	Actual Date of Delivery	Remarks	Guest Signature

Figure 37 : Sample Left Luggage Register

RETURN OF BAGGAGE

1. When the guest returns to collect their luggage, the bell captain requests the counterfoil from the guest.
2. He proceeds to verify it against the information in the left luggage register.
3. The guest signs the left luggage register after collecting his bags.
4. The counterfoil of the baggage tag is filed.



Self-Check Questions

- Q.1. Which type of clientele would request secretarial service?
- Q.1. What is the difference between left luggage register and a baggage tag?
- Q.2. Why should a hotel provide special services to guests?

5.6 WAKE-UP CALL

Hotels provide wake-up call services, where the staff makes a phone call to awaken a guest at their requested time. Guests who wish to receive a wake-up call can place a request with either the front desk, bell desk, or telephone operator, depending on the hotel's policy. The wake-up call request is recorded in the wake-up call register.

Hotel ABC					
Wake-up Call Register					
Date	Guest Name	Room No.	Wake-up time	Name of Staff	Remarks

Figure 38: Wake-Up Call Register

The tradition of wake-up calls dates back to the early 19th century when hotels would employ staff members called “knocker-uppers” to wake guests using long poles or sticks, tapping on their windows to rouse them in the morning.

The personalised way of giving wake-up calls:

In some hotels, especially those with a more personalized approach to service, the wake-up calls is handled by the bellboy/butler of the night shift. He manually makes the wake-up calls based on the information provided by the guests. Some guests prefer personalized wake-up calls with a cup of tea/coffee and a morning newspaper.

The contemporary way of giving wake-up calls:

In the era of technology, hotels use EPABX to manage wake-up calls.

Electronic Private Automatic Branch Exchange (EPABX) is a telephone system used in hotels to manage wake-up calls.

The procedure of giving a wakeup call in hotels through the EPABX system is as follows:

1. **Dialling the Extension Number:** Guests who want to request a wakeup call dial a specific extension number assigned to the wakeup call service. This extension is usually provided

by the hotel upon check-in or can be found in the guest room guide or information booklet.

2. Connecting to the EPABX: When the guest dials the designated extension number, the call is routed to the EPABX system.
3. Automated System: In modern hotels, the wake-up call service is often automated. The EPABX system will have a pre-programmed automated voice messaging service that handles wake-up calls.
4. Selecting Wakeup Time: The automated system will prompt the guest to enter the desired wakeup time using the phone's keypad. For example, the guest may be asked to enter the hour and the minute they want to be awakened (e.g., "Please enter your wakeup time in the format HH: MM").
5. Confirmation: After the guest has entered the wake-up time, the automated system will usually repeat the time back to the guest for confirmation. This step ensures that the guest's requested wakeup time is correctly recorded.
6. Wakeup Call Execution: At the specified time, the EPABX system will automatically trigger the phone in the guest's room to ring, acting as the wakeup call.
7. Cancellation or Modification: In case the guest wishes to cancel or modify the wakeup call, they can do so by dialing the wakeup call extension again and following the instructions provided by the automated system.

5.7 NEWSPAPER DELIVERY & TRANSPORT ARRANGEMENTS

Following the hotel policy, every resident guest receives a daily copy of local and national newspapers. The bell desk is responsible for distributing newspapers, hospitality journals, magazines, etc., to different areas of the hotel and recording the distribution. During the night shift, the bell boys ensure that newspapers are delivered to all occupied rooms.



Additionally, the travel desk or concierge assists guests in arranging airport pick-up and drop-off services. They also fulfill requests for desirable transportation options such as cabs, caravans, tempo travellers and luxury AC coaches as per the guests' preferences.



Activity

Visit hotels in your vicinity and make a list of National and International newspapers and magazines either placed in guest rooms or provided on guest request.

5.8 SERVICE RECOVERY

Service recovery is the effort made by the service provider to cover up the service failure. Service failure is the inability of the property to deliver as per the guest's expectations. Failure can occur if the service is not available, or delayed or the outcome is not as per expectations, or indifferent or uncaring staff delivering the service. Therefore, it becomes imperative to recover what is already lost by satisfying & retaining customers who have experienced a service failure and improving procedures to avoid repetition of such failures.

Hotels always strive to deliver exceptional service that leaves the guests delighted. However, there are times when hotels notice a gap between the guests' expectations and the actual service provided, resulting in guest dissatisfaction and an unpleasant experience, referred to as the "OOUCH!" environment. On the contrary, when hotels manage to exceed their expectations, it creates a positive and exciting "WOW!" environment, leading to guest delight. Hotels primary goal is to consistently go above and beyond to surpass guest expectations in every interaction.

Regardless of hotels diligent efforts, there might be occasions when a guest feels dissatisfied with the service rendered. In such instances, it becomes crucial for them to swiftly address and rectify the situation. By doing so, they can ensure that guests feel valued and cared for, fostering guest loyalty and encouraging them to return in the future.

Activity

Here is a list of some most common hotel guest complaints -

1. Noisy neighbours
2. No hot water
3. Small beds
4. Dirty rooms
5. No free Wi-Fi
6. Faulty electronics
7. "This doesn't match the photo on the website!"

State the ways to deal with these complaints.

5.9 GUEST RELATIONS

To avoid service failure, it is important to communicate with guests frequently. This job is assigned to Guest Relations Executive, who in most hotels is a female.

The primary role of a Guest Relations Executive is to ensure that guests have a pleasant and memorable experience during their stay. She acts as a point of contact between the hotel management and the guests, handling various guest-related tasks and concerns.



A Guest Relations Executive is responsible for welcoming guests upon arrival, assisting with the check-in and check-out processes, and providing information about the hotel's facilities, services, and local attractions. She strives to personalize the guest experience by recognizing and addressing individual preferences and needs. This can include handling special requests, coordinating arrangements for VIP guests, and ensuring that guest complaints or issues are promptly and satisfactorily resolved.

Additionally, Guest Relations Executives play a crucial role in collecting guest feedback and communicating it to the hotel management for continuous improvement. She maintains guest databases to keep track of guest profiles and preferences, enabling personalized service for returning guests.

Guest Relations Executives are essential for enhancing guest satisfaction, fostering guest loyalty, and contributing to the overall success of the hotel by ensuring positive guest experiences and building a positive reputation for the establishment.

Activity

Prepare a conversation between GRE and an irritated guest waiting in the lobby for the last half an hour for the room to be allotted to him.

5.10 HANDLING COMPLAINTS

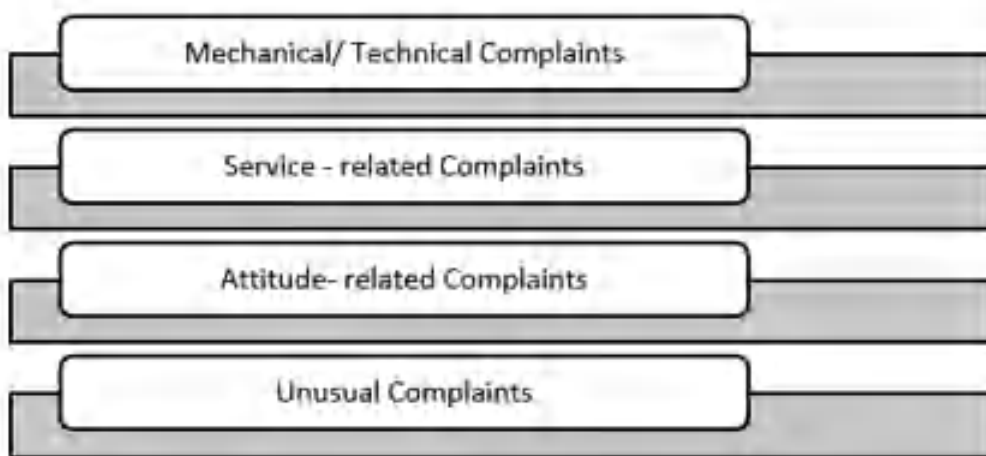
Complaint refers to the expression of dissatisfaction or grievance, where someone voices their feelings of discontent or unhappiness about a situation, service, or experience. It is commonly used to describe formal or informal statements made by individuals to communicate their dissatisfaction or seek resolution to issues they have encountered.

Reasons for a Guest complaint
Limited choice
Poor treatment
Unacceptable quality of product or service
The confusion was created due to the use of hotel jargon by staff with which the guest is unfamiliar
Poor or delayed service
Wrong product offered
Guest being ignored by staff
Misleading information provided by staff

Figure 39: Reasons for Guest Complaints

Types of Guest Complaints-

Though the guest complaints are multiple, they can majorly be categorized into –



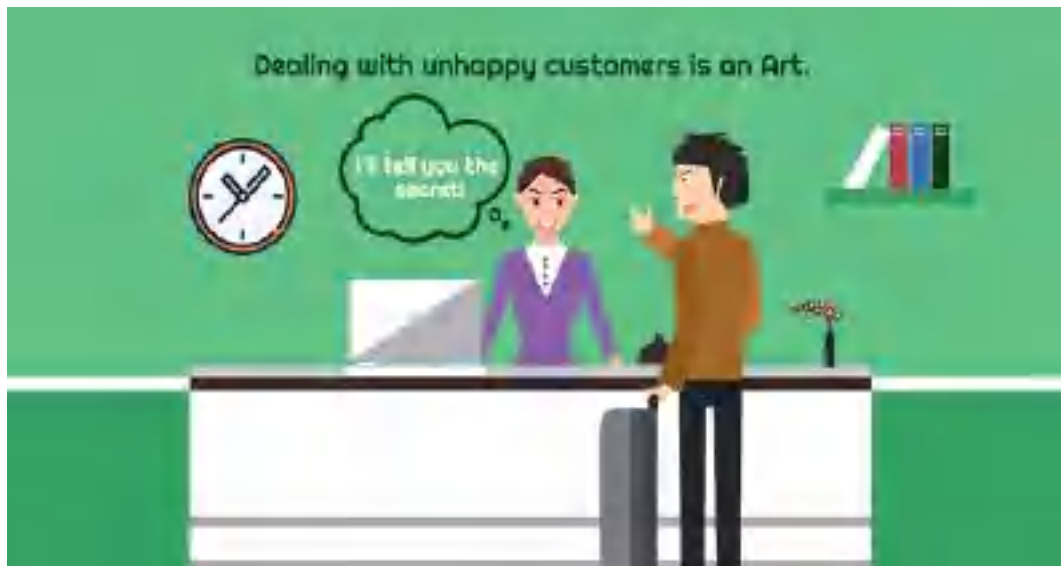
Type of Complaint	Meaning	Examples
Mechanical Complaint	Malfunctioning of machines, systems, and equipment	Air conditioning not working
Service-related Complaints	Problems with services provided by the hotel	Delay in room service, unsatisfactory cleaning of guest room
Attitude-related Complaints	Rude Behavior of Hotel staff.	Ignoring the guest, arguing with the guest, using coarse language
Unusual Complaints	No usual complaints. The hotel does not have any control or maybe very little control over these complaints	Absence of penthouse in the hotel, rainy weather, traffic congestion in the city

Figure 40 : Type of Complains with meaning & Example

Activity

1. Form four groups of 02 students in each group.
2. Prepare a list of possible complaints that can be made by the hotel guests.
3. Categorize these complaints into 4 major types of complaint by explaining the reason why it falls under that category.

5.11 FOLLOW-UP PROCEDURES



Courtesy: www.ezeeabsolute.com

Guidelines for handling guest complaints are as follows:

1. Begin by warmly greeting the guest and maintaining good eye contact and posture.
2. If possible, find a secluded place/area to discuss the complaint to avoid other guests overhearing.
3. Offer the guest a seat and a glass of water to make them feel comfortable.
4. Listen attentively and empathetically without interrupting the guest.
5. Show genuine concern and take the complaint seriously.
6. Avoid arguing with the guest, as it can escalate the situation.
7. If the guest has multiple complaints, focus on the specific present issue rather than guessing other problems.
8. If the guest is extremely angry, take notes to document all the details, which can help involve seniors if necessary and may also help calm the guest down.
9. If you are unable to resolve the problem, seek guidance from a supervisor or senior staff member.
10. Offer the guest choices in finding a solution and refrain from making false promises.
11. Monitor the corrective actions taken and make sure to follow up with the guest, keeping them informed about the progress and resolution of their complaint.

Following up after resolving a complaint demonstrates a commitment to excellence in customer service and allows hotels to continuously improve their operations based on guest feedback. It is an essential part of building a strong reputation and maintaining guest loyalty in the hospitality industry.

Activity

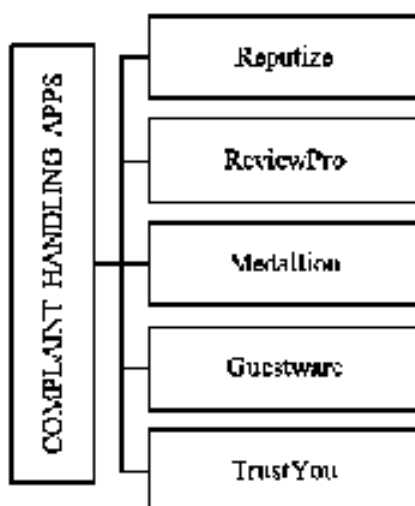
Enact a role-play with one student acting as a checking-out guest and a few students playing different roles of hotel staff to resolve the following situation –

Checking out Guest is complaining about poor room service and the discourteous behaviour of butler during his 3-days stay in the hotel. The guest wants a discount of 50% on his total bill due to these reasons, otherwise, he will write a poor review on the famous travel website.

5.12 COMPLAINT HANDLING APPS/ ESCALATION MATRIX & ROOT CAUSE ANALYSIS

Complaint Handling Apps:

Complaint-handling apps are software applications designed to streamline and automate the process of managing and resolving customer complaints. These apps are commonly used by businesses, including hotels and other service-oriented industries, to improve their customer service and effectively address customer grievances.



Some key features and benefits of complaint-handling apps are:

- Centralized complaint management to log, track, and manage customer complaints from various channels, such as emails, phone calls, social media, or in-person interactions.
- Efficient tracking and monitoring allow staff to track the status of complaints, assign them to relevant teams or personnel, set priority levels, and monitor progress through various stages of resolution.
- Send automated notifications to both customers and staff, keeping them informed about the progress and status of the complaint.
- Offer analytics and reporting features, providing valuable insights into common complaints, resolution times, and trends. This data can be used to identify areas for improvement and optimize customer service processes.

- Facilitate seamless communication between staff and customers, ensuring that customers are kept informed and engaged throughout the resolution process.
- Integrates with other systems, such as customer relationship management (CRM) software, to access customer data and history, making the resolution process more personalized and efficient.

Escalation Matrix:

An escalation matrix is a structured hierarchy or process within an organization that outlines the steps to be followed when a complaint or issue cannot be resolved at the initial level. It provides a clear path for escalating the matter to higher levels of management or authority to ensure a timely and effective resolution.



Courtesy: www.fiberonebroadband.com

Let us see how an escalation matrix typically works:

Complaint Resolution Level	Resolution Process Overview
Frontline Resolution	The first level involves frontline staff, such as customer service representatives or Guest Relations Executives, who initially handle and attempt to resolve the complaint.
First-Level Escalation	If the complaint remains unresolved or the guest is not satisfied with the initial resolution, the matter is escalated to the next level of management, usually a supervisor or team leader.
Second-Level Escalation	If the issue persists or if the guest is still dissatisfied, the complaint is further escalated to a higher level, such as the department head or manager.
Final Escalation	In rare cases where the complaint remains unresolved or is of significant concern, it may be escalated to senior management or the highest level of authority within the organization.

Figure 41 : Complaint Resolution Level and Process Overview

Let us understand the Escalation Matrix with the help of an example:

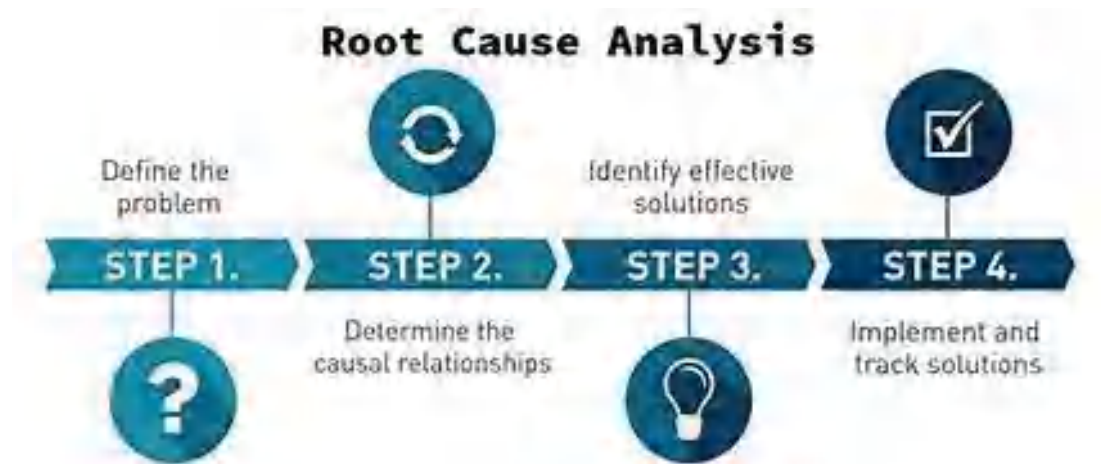
A guest at a hotel has made a reservation for a premium suite with specific amenities, such as a private balcony and a jacuzzi. However, upon checking into the room, the guest discovers that the jacuzzi is not functioning and the private balcony is not as described.

Level	Action Taken
Level 1 – Front Desk Staff	When the guest informs the front desk staff about the issues with the room - <ul style="list-style-type: none"> • He immediately apologizes and expresses their concern. • He attempts to address the problem by checking if there are any quick fixes or if there is an available alternative room with the requested amenities.
Level 2 – Duty Manager	If the front desk staff is unable to resolve the issues or if the guest is still dissatisfied, the matter is escalated to the duty manager. <ul style="list-style-type: none"> • The duty manager personally meets with the guest, apologizes for the inconvenience, and reassures them that they will find a suitable solution. • The duty manager coordinates with the maintenance team to fix the Jacuzzi or offers an upgrade to another suite with a functional Jacuzzi and a private balcony.
Level 3 – Director of Rooms Division	If the guest is still unsatisfied with the offered resolution or if there are any other unresolved issues, the matter is further escalated to the Director of Rooms Division. <ul style="list-style-type: none"> • The Director of Rooms Division meets with the guest to understand their concerns and takes immediate action to ensure their comfort and satisfaction. • This may involve providing additional amenities or services as a gesture of goodwill.
Level 4 – General Manager	In rare cases where the guest's experience is severely impacted or if the issues persist despite previous interventions, the matter is escalated to the General Manager. <ul style="list-style-type: none"> • The General Manager personally intervenes to address the guest's concerns and ensures that any underlying issues with the room or services are thoroughly investigated and resolved. • General Manager may also follow up with the guest to ensure that they are content with the final resolution and take steps to prevent similar issues from occurring in the future.

The purpose of an escalation matrix is to ensure that complaints are handled promptly and appropriately at each level and that they receive the attention and expertise required to reach a satisfactory resolution.

ROOT CAUSE ANALYSIS

Root cause analysis is a problem-solving method aimed at determining the fundamental reason or origin of a problem or complaint. It involves a thorough examination and analysis of the factors that led to the issue, going beyond addressing surface-level symptoms.



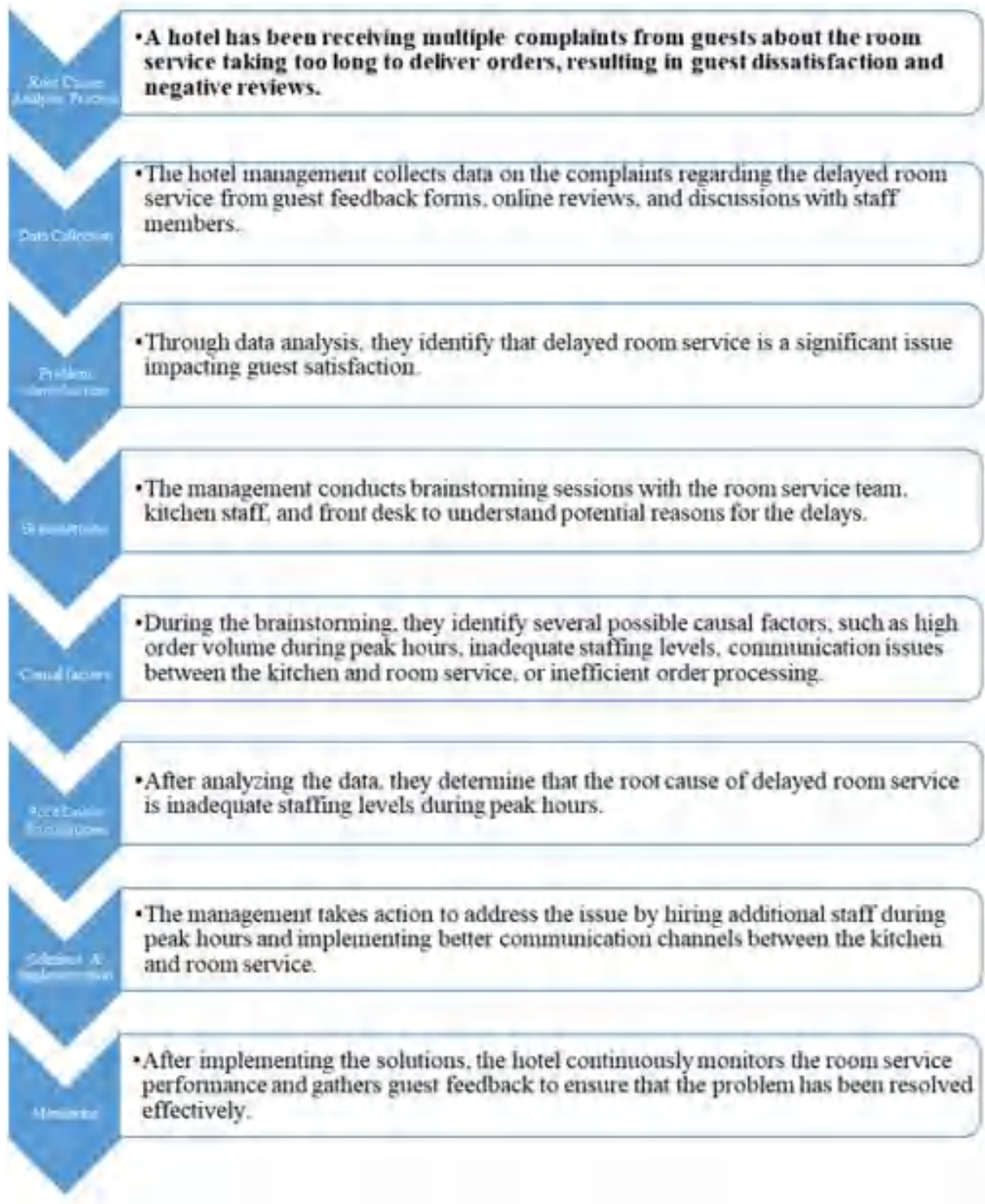
Courtesy: www.excelonist.com

The key steps in root cause analysis include:

- **Identifying the Problem:** Clearly define the complaint or issue and its impact on the guest experience or the organization.
- **Gathering Data:** Collecting relevant information, data, and evidence related to the problem.
- **Asking “Why?”:** Repeatedly asking “why” to uncover deeper layers of causation and understand the sequence of events that led to the problem.
- **Analyzing Contributing Factors:** Examining the various factors, processes, or systems that may have contributed to the issue.
- **Identifying Root Causes:** Determining the primary or underlying cause that, if addressed, will prevent the problem from recurring.
- **Implementing Solutions:** Developing and implementing corrective actions or solutions to address the root causes effectively.
- **Monitoring and Evaluation:** Continuously monitor the implemented solutions to ensure their effectiveness and make adjustments if needed.

Let us understand the application of root cause analysis in the hotel industry with the help of an example.

Root Cause Analysis Process:



Root cause analysis helps hotels tackle problems at their source, reducing the likelihood of recurring complaints, and improving overall service quality and customer satisfaction. It is an essential tool for continuous improvement and problem prevention.

SELF-CHECK QUESTIONS

- Q.1. What is the importance of handling complaints effectively in the hospitality industry?
- Q.2. How can front desk staff effectively de-escalate a tense situation when dealing with an angry guest?
- Q.3. How can active listening skills contribute to effective complaint handling?
- Q.4. Why is it important for hotels to have a well-defined escalation matrix?
- Q.5. Provide an example of a guest complaint and demonstrate how a root cause analysis can be applied to identify and address the underlying issue.

5.13 LET US SUM UP

In this chapter, we learned how hotels take care of their guests and make everything run smoothly. We understand the importance of handling messages and mail quickly and correctly to ensure guests can stay in touch with others. The chapter also showcases the role of a special desk, known as the concierge, which assists guests with various tasks, such as finding local information, arranging rides, and suggesting fun activities. Sometimes, guests express a desire to change rooms, and the hotel accommodates their request when possible. In addition to it, hotels strive to fulfill special guest requests, like providing specific foods or assisting with accessibility needs. The hotel ensures prompt wake-up calls to help guests start their day on time. If any issues arise, the hotel listens attentively and works swiftly to resolve them. Lastly, the chapter emphasizes how hotels investigate the reasons behind problems to learn and improve, aiming to offer better service to their guests. In conclusion, the chapter illustrates how hotels exert considerable effort to create a wonderful experience for their guests.

5.14 REVIEW QUESTIONS

Fill in the blanks

- 1. All incoming and outgoing mail of guests and staff are known as _____.
- 2. _____ is the format containing the address of a checked-out guest, so that his mail can be forwarded to that address.
- 3. Employee mail is sent to _____.
- 4. Official mails are delivered to _____.
- 5. _____ has the responsibility of interacting with guests and ensuring that they are enjoying their stay in the hotel.

6. **Malfunctioning of equipment comes under the category of _____ complaint.**
7. _____ **is an example of attitude-related complaint.**
8. _____ **analysis is a problem-solving technique used to identify the fundamental cause of a complaint.**

MULTIPLE CHOICE QUESTIONS

1. **Which desk is responsible for delivering the newspaper to the guest room?**
(a) Front Desk (b) Housekeeping Desk
(c) Travel Desk (d) Bell Desk
2. **At which stage of guest cycle, room change procedure is conducted?**
(a) During the Stay (b) Pre- Arrival
(c) Post-Departure (d) Departure
3. **Which desk is responsible for handling Left Luggage Procedure?**
(a) Bell Desk (b) Front Desk
(c) Housekeeping Desk (d) Travel Desk
4. **Who is popularly called 'The Man about the Town'?**
(a) Bell Boy (b) Receptionist
(c) Concierge (d) GRE
5. **Which of the following is a special guest request?**
(a) Luggage handling (b) Left Luggage
(c) Check-in (d) Check-out

SHORT QUESTIONS

1. What do you understand by the term 'uniformed services' in the Front office?
2. While the guest is staying in the hotel, what special requests can he make?
3. Explain the key responsibilities of a concierge
4. How does GRE assist guests during their stay?
5. Describe the procedure for handling messages in a hotel.

LONG DESCRIPTIVE QUESTIONS

1. Describe the approach that should be taken when a guest expresses a complaint or dissatisfaction with their experience at the hotel.
2. How do you handle situations as a GRE, where a guest's complaint cannot be resolved immediately, and escalation is necessary?
3. What steps can be taken to ensure that guest feedback from complaints is utilized for continuous improvement and enhancing the overall guest experience?

5.15 CASE STUDY

Case Study 1: Handling a Guest Complaint at Riverview Hotel

Background:

Riverview Hotel is a luxurious four-star hotel located in a picturesque riverside setting. The hotel is renowned for its exceptional service and top-notch amenities, attracting guests from all around the world. Despite its excellent reputation, the hotel understands that occasional guest complaints are inevitable in the hospitality industry. To maintain its high standards, the hotel places great emphasis on effectively handling guest complaints.

Scenario:

One busy weekend, the hotel received a group of guests who had booked the penthouse suite for a special occasion. Among the group was Mr. and Mrs. Johnson, celebrating their 25th wedding anniversary. Unfortunately, their experience did not go as planned, and they ended up filing a complaint.

Complaint:

Mr. and Mrs. Johnson expressed their disappointment with their stay, mainly focusing on the following issues:

1. Room Condition: Upon entering the penthouse suite, they noticed a persistent musty odor and some visible stains on the carpet.
 2. Noise Disturbance: The suite was located near a maintenance area, leading to continuous noise during their stay.
 3. In-Room Amenities: The couple found that some of the in-room amenities advertised were missing or not functioning correctly.
 4. Lack of Personalization: Despite mentioning their anniversary during the booking, there were no special touches or personalized greetings in their suite.
1. You are the GRE of the hotel. How will you tackle this situation?
 2. How will you ensure that such complaints don't recur?

Case Study 2: Missed Wake-Up Call Incident at Luxe Hotel

Background:

Luxe Hotel is a prestigious five-star property known for its exceptional service and luxurious amenities. The hotel prides itself on offering personalized experiences to its guests, including wake-up call services to ensure a smooth start to their day.

Scenario:

Mr. Smith, a business traveller, checked into Luxe Hotel for a crucial early morning meeting. He requested a wake-up call at 6:30 AM to ensure he had ample time to prepare for the meeting. However, on the morning of the meeting, Mr. Smith woke up late and missed his scheduled wake-up call.

Incident Details:

Upon realizing that he missed his wake-up call, Mr. Smith rushed to the meeting room without proper preparation, causing him to feel stressed and unorganized during the important business presentation. He expressed his frustration and disappointment to the hotel staff, highlighting the impact the missed wake-up call had on his day.

1. You are the Concierge of the hotel. How will you deal with this situation?
2. What policies would you implement to curtail the happening of such mistakes by staff?

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