

Give short answers to the following questions:

- i. Prepare a list of activities performed by the front office in a hotel.
 - Handling reservations
 - Welcoming of new arrivals
 - Seeing off departure guests
 - Upsell accommodation
 - Prepare expected arrival list & departure list
 - Preparing guest folder and maintain mail, messages of the guests with reservation documents.
 - Handling guest complaints and maintain records.
 - Maintain guest register
- ii. Define the term 'Reservation System.' What are its various types?

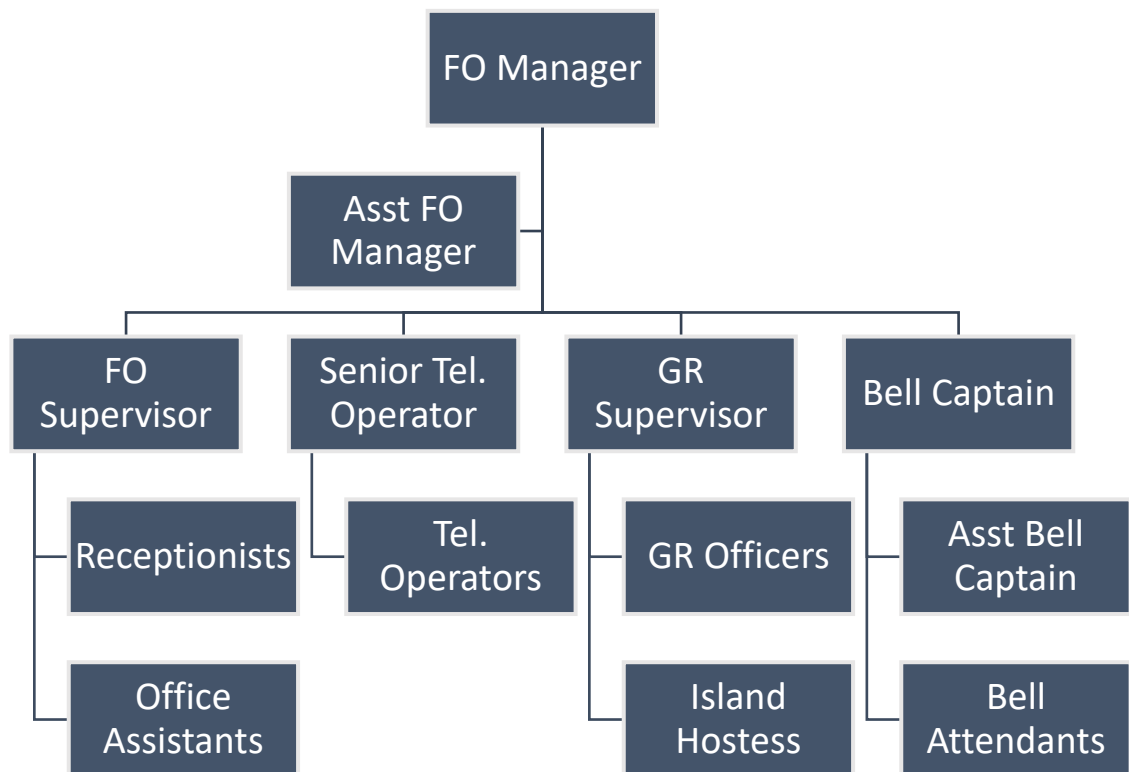
A computer reservation system is a computerized system used to store and retrieve information and conduct transactions related to air travel, hotels, car rental, or other activities. Reservations lead to actually reserving a given kind of a room for a specific guest for a given duration of time. Reserving a room makes certain or guarantees the guest – the availability of the room when they arrive at the hotel.

The reservation system comes into play as soon as the request for reservation is received by the hotel. It may take the form of a direct query from the guest, through a tour operator, or the travel agent. An efficient and effective reservation system is vital to achieving maximum profitability. Every reservation is noted on a small, multipart piece of paper attached in a metal frame; this is then filled in date and alphabetical order on a metal rack. Typically, the slips are colour - coded to indicate the type of the guest. Normally, there is one rack for each day for the duration of the coming say three months and fewer racks for more distant periods. Copies of the slip, also on racks, can be dispatched to other departments like reception or telephones for when the guests come. Most hotels now have computerized systems for bookings and maintenance of records.

- iii. Discuss the importance of front office in a hotel property.

Front Office plays a critical part in Tourism and Hospitality Industry. This is because of the fact that the front office is the first and last point which interact with the client. Front office called so because they are situated at the front near the entrance of the hotels. Any information related to the customer can be obtained from the front office of the hotel. The front desk can assist in giving help to the customers and direct to the correct person for solving the complaints.

- iv. Outline the front office organizational structure.



v. What are the responsibilities of the front office manager?

A flourishing front office manager transfers the spirit of the given hotel property to the guests. By using management principles, he or she operates through the front office staff to confer the feelings of caring, warmth, efficiency and safety to every guest. The front office manager has to train the staff in the technical facets of the Property Management System (PMS); this is a hotel computer system that networks the hardware and software uses in reservation and registration databases, point-of-sale systems, and accounting systems, in addition to other office software. He or she also needs to uphold the fragile balance between delivering hospitality and service and endorsement of the profit centers, while also maintaining the details of the communication system.

vi. How the reservation reports are generated in a hotel?

Room Availability report
Expected arrival & departure list
Group Status report
Special arrival list
Turn away report
Revenue forecast report

vii. How are electronic front office operations different from those of manual operations?

In this age of computerization, front office is becoming vital to provide efficient, reliable and effective services to the visitors with optimum technology input. Computerizing the front office is a portion of the Property Management System, whereby all the different departments of the establishment are connected to the mainframe. It is important to note here that the EFO is not an independent entity, but is connected with the different departments of the hotel also.

2. Discuss the concept of yield management in detail. (4)

Yield Management is not a very exciting term on its own. But, the results of a yield management programme that is well implemented are certainly exciting! Implementing properly translates into more money for the business. The key is to sell more and to do so at higher profitable terms. Profits are the only measure of the success of a business

Yield Management has to have knowledge of the guests' anticipated behavior, which is also an understanding of which business most serves the hotel's interest. The aim of yield management is to choose which business to accept and which to refuse (when the demand is more than supply), based on the relative value of each booking.

3. Discuss the check - in and check-out procedures of a hotel. (4)

Check-In Process

Since a lot of information is exchanged between the hotel and guest during the check-in process, it is a vital step, regardless of the fact if the process is computerized or manual. The physical process begins as soon as a guest walks-in (no reservation) or a guest with confirmed reservation steps into the hotel seeking desired or requested accommodation. If the availability of the room is there, the walk-in guest is assigned the room while, the guest with reservation is given the room which was requested by him/her.

The minimum information needed for manual registration is the guest's name, number of people in the group, the duration of stay and payment mode. The room is assigned to the visitors and normally the bellboy or porter takes their luggage and shows the visitors to their allotted rooms. In the meantime, the front desk processes the information obtained and generate the guest account for the required duration of stay.

When computerized check-in is used, only the walk-in guests have to provide personal information, while guests who have reservations only have to confirm the information already available in the computers of the reception/front desk. After allotting the assigned room, the computer updates the information automatically and for the needed duration of stay, the rooms will appear as occupied.

I. Greet the Guest

Receptionists should always be attentive to the presence of guests at the front door and lobby areas. They should give warm greetings to the guests when they approach to the front desk.

II. Verify the Guest's Identity

Ask if the guest would like to check-in. Verify the guest's identity by checking his/her

passport, booking voucher, and confirmation number.

III. Present the Registration Form to the Guest

Confirm booking information printed in the registration form with the guest. For example, room type, room rate, the length of stay, and special requests, if there are any. Ask the guest to complete and sign the registration form if he/she agrees with the terms of accommodation arrangement.

IV. Confirm the Method of Payment

If a credit card is used, check the guest's name, the card's validity, and its expiration date. For guests who prefer paying cash, make sure they have "paid in advance" (PIA) with cash deposit. Guests should also be reminded that they will not be allowed to post any charges to their guest accounts if no credit card is provided at the time of checking-in. Procedures of handling other types of payment, e.g., personal checks or direct billings should also be handled with extra care.

V. Check and Update the Information of the Guest's Account in PMS

Check if the guest has any mail, messages, or articles, which have been received before the guest's arrival. Select and assign a suitable room to the guest according to his/her booking information.

VI. Issue Room Key and Give Further Information

While issuing the room key and giving direction to the guest, a receptionist should also take the chance to provide more information of the hotel. For example, the breakfast arrangement; the operation hours of hotel's outlets and facilities and; how to contact the hotel's staff for assistance during the stay, etc.

VII. Escort Guest to the Room

Ask if the guest need assistance from the baggage attendant who can take the guest's baggage and escort the guest to the guest room.

Check-Out Process

Check out time is the last time the guest will come in contact with the property and the experience at this time will leave an impression that the guest will take with them. In other words, if the process is unflawed, the guest will take away pleasant memories

- a. Greet the Guest

Same as the check-in procedures, greeting is the basic of a quality service to your guest. Through greeting, a receptionist can also take the chance to ask the guest for his/her comment about the stay.

b. Check Guest Details

It is important to check guest's details, e.g., the guest's name and room number. Guests with identical or similar names should be aware to avoid mistakes in the check-out process. If the guest leaves earlier than expected, either departments will need to be informed. Double check with the guest so to make sure satisfactory services are provided to the guest during the stay. Ask the guest to return the room key. Check the corresponding room number if 'old-style' metallic keys are used in the property.

c. Check if Any Late Check-out Charges should be Imposed

Normally, hotels would request their guests to check-out before 12 pm. Receptionists should follow the hotel's policy for handling the cases of late check-out. Some hotels would charge 50% of the daily room rate for those who check-out before 6 pm and a full rate is charged after 6 pm.

d. Check for Late Charges

It is the responsibility of the receptionist to ask whether the guest has used some charged services while checking out. For example, the guest may check-out immediately after he/she has consumed breakfast in the restaurant. The breakfast charge may not have been posted to the guest account by the restaurant staff if he/she is too busy in serving other tables at the moment. Consumption of mini-bar items is another common example of late charges which may require the help of room attendants in updating the status upon check-out. Any discrepancies could lead to unnecessary losses in hotel's revenue.

e. Invite Guest to Double-Check the Hotel Charges

Produce guest folios (guest bills) for guest inspection and master folios (master bills) for the tour escort's inspection. The receptionist should print and present the master to the guest for his/her checking before bill settlement. It is the responsibility of the receptionist to explain the charges to the guest if he/she has any questions and make corrections if necessary.

f. Settle the Guest Account

Re-confirm the method of payment. It is common that some guests, especially, business travellers and tours would like to split their consumptions into two different folios (bills): **master** and **incidental**. Generally, **master folios (master bills)** only include room and breakfast charges which should be paid by enterprises to cover the necessary expenses of their travelling staff or; by travel agents which have already received the payments from tourists included in

packaged prices beforehand. Other personal expenses, such as telephone, spa, and in-room movies, would be put into the **incidental folios (incidental bills)** as guests' own responsibilities.

g. Offer Assistance

Ask if the guest need any assistance of the bell service, shuttle or arrangement of other transportations. Some may request the front desk to keep their baggage for a certain period of time before their departure. Receptionists should also take the chance to help the guests in making future reservations upon request, particularly reservations in other hotels under the same chain.

Hence, to make this process highly efficient and flawless, it needs to be separated into three parts.

- a) Guest vacating the room
- b) Guest settling the bill
- c) Guest departing.

The hotel's check-out time determines when the guests will typically leave the room. Most usually this is done at 12 noon. At times, depending on the availability of the room and the kind of the guest, the check out time may be extended to accommodate a guest on special request. Maintaining a check out routine helps the hotel and allows the housekeeping to get the room ready for the next guest. However, a number of smaller hotels allow flexible check-out times. In such cases the next guest allotted the room has to wait in the lobby while housekeeping gets the room ready.