

Front Office: Operations and Administration

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GLOSSARY



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The Hospitality Industry

Chapter Objectives

After completing this chapter, you should be able to perform the following tasks:

1. Define basic hospitality terms.
2. Discuss the main hospitality markets.
3. Identify the segments of the hospitality industry.
4. Name the four main property types, and discuss the distinguishing traits of each type.
5. Describe the main departments of a hotel.

Hospitality as an Industry

The dictionary definition of hospitality is "the friendly reception and treatment of strangers." The hospitality industry consists of businesses and institutions that provide lodging, food, and other services to travelers. The friendly reception and treatment of guests is the responsibility of the people who work in the hospitality industry.

Any business that provides temporary lodging for pay is a lodging establishment. The customers of a lodging establishment are called guests or clients. The facility where lodging is provided is referred to as a property. Several properties owned or operated under the same name or managed by the same company are a chain. The terms lodging establishment and hotel are used interchangeably. A hotel is referred to by its employees as "the house."

The Market for Hospitality

All of the people who, at one time or another, may have occasion to stay in a hotel make up the hospitality market. This enormous group may be divided into two categories: commercial and leisure. The commercial market is comprised of people who travel as part of their jobs, such as sales representatives, business managers, and attendees of meetings and seminars. The leisure market consists of people traveling for recreation, sport, or entertainment.

Specific facilities such as conference rooms, auditoriums, golf courses, or tennis courts are designed to attract selected groups. The commercial market is relatively constant year-round, whereas the leisure market is usually seasonal. The high season is a period of peak activity, and the low season is a period of slack activity. Some properties specialize in holding conventions and meetings, whereas many resorts rely on conventions to fill rooms during the low season.

Industry Segments

A **segment** is a portion of an industry that is characterized by a set of common traits. Hospitality segments are characterized by price, luxury, and service, as follows:

- Economy/limited service
- Mid-market
- First-class
- Luxury

Economy/limited service hotels provide basic, sanitary lodging. Room rates are approximately 45-percent less than those at first-class hotels. The properties are built on inexpensive real estate using prefabricating construction methods. Operating costs are kept low by eliminating food and beverage service and employing small staffs.

Mid-market hotels provide above-average luxury and comfort, a professionally designed decor, and on-premises food and beverage service. The most expensive rooms have scenic views or convenient locations.

First-class hotels are luxurious or near-luxurious, with a well-trained staff and exceptional food and beverage facilities. First-class hotels are also called executive-class or superior hotels and usually have luxury suites, two or more dining rooms, and a cocktail lounge.

Luxury hotels, also called deluxe hotels, offer the highest standard of excellence in luxury and comfort, efficiency, and food and beverages. A luxury hotel may have two or more dining rooms, including at least one gourmet-style restaurant with a classically trained chef. The most luxurious properties are referred to as *grand luxe*.

Property Types

Within each industry segment may be various property types, such as hotels, motels, resorts, or convention centers.

The term **hotel** is generally used to refer to any establishment (other than a private home) that provides private rooms with bathrooms and maintains a service staff to assist guests. In a technical sense, a hotel is a property that has rooms that are only accessible from the interior.

A motel primarily offers lodging to motorists and, therefore, has ample parking facilities and rooms that are accessible from the exterior.

A resort is any property that specializes in leisure travelers and emphasizes recreation. Specialty resorts are devoted to a selected activity, such as physical fitness, golf, or skiing.

A convention center has meeting and banquet rooms, audiovisual equipment, and recreational facilities, in addition to guest rooms, and specializes in hosting large gatherings, exhibitions, and special events.

All-suite hotels provide separate sleeping and living areas in all rooms, usually with limited kitchen facilities and a stocked bar. Some properties are designed for extended stays.

Hotel Organization

To some degree, the organization of a hotel depends on the size of its staff. The number of employees that are required to operate the hotel efficiently varies with the number of guests. In turn, the number of guests is limited by the total number of rooms. A mid-market hotel that provides food and beverage service and maintains a full-time bell staff naturally requires more personnel than a budget motel. A large resort with several restaurants and shops may employ as many people as a small town.

To gain an overall understanding of hotel organization, let us study the organization of a typical mid-market hotel. The staff is divided into eight basic departments, as follows:

1. Administration
2. Rooms
3. Food and beverage service
4. Guest services
5. Marketing
6. Accounting
7. Security
8. Engineering.

Each division is headed by a manager. Constant communication is required between the various division managers to keep the hotel operating efficiently.

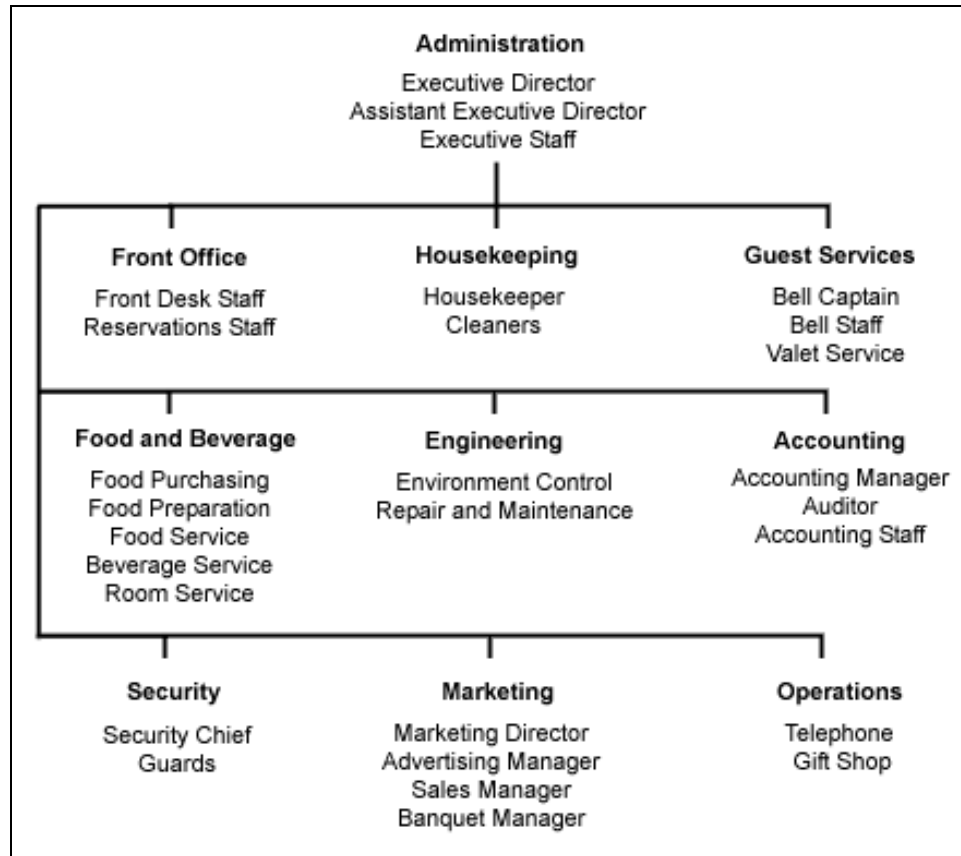
Administration

The administration is headed by an executive director, who might be called a general manager at some hotels. The executive staff consists of an assistant director and various clerical specialists. The executive director is the highest ranking authority in the hotel and is responsible for supervising the various division manager.

The Rooms Department

The rooms department is divided into three main areas, as follows:

- A. The Front office
- B. Housekeeping
- C. The bell service



Organization of a typical full-service hotel.

The front office is responsible for reservations, check-in and check-out, and guest communications. The staff works three shifts, so that the front desk is manned 24 hours per day. The supervisor keeps a log, or daily record, of events that occur during each shift.

The housekeeping staff is responsible for daily room cleaning and linen service. The staff is supervised by an executive housekeeper, who coordinates room cleaning, prepares room status reports, and supervises the housekeeping staff.

The bell service consists of a bell captain who supervises a staff of bell attendants. The primary responsibility of the bell staff is to greet guests, transport luggage, and provide information about facilities, services, and room functions.

The Food and Beverage Department

The food and beverage department is devoted to operating the hotel dining room and cocktail lounge. The room service staff and catering staff

are also part of this department. The various divisions and responsibilities of the food and beverage department are discussed in detail in Chapter 2.

The Guest Services Department

A typical mid-market hotel might have a hair care salon, a gift shop, and a guest laundry service, all organized under the guest services department. Some hotels operate their own gift shop and salon, while others rent space to independent vendors.

A concierge or guest services manager might be employed to book services outside the hotel, such as theater tickets, guided tours, or car rentals. A travel agent, an airline reservationist, or a car rental representative may have a desk in the lobby.

The Marketing and Sales Department

The marketing and sales department, which oversees advertising, promotion, and group sales, is divided into four main areas:

- A. Sales
- B. Group sales
- C. Banquet sales
- D. Advertising

The sales staff consists of hotel representatives who call on corporate accounts, deliver sales presentations, and coordinate special promotions.

The group sales staff works with organizations to negotiate group rates for meetings, conventions, seminars, and other gatherings. This staff is also responsible for working with tour operators and travel agents. The convention manager arranges and coordinates the various services that are required to conduct a large meeting.

The banquet sales staff works with organizations such as schools, churches, and wedding planners to sell the hotel's banquet services. The banquet manager determines the fees and coordinates the arrangements for banquet services sold to the public, and also coordinates meals served at meetings and conventions at the hotel.

The advertising staff is responsible for planning, developing, and implementing hotel promotions. The advertising manager works with advertising agencies to plan campaigns, purchase media, and produce rate sheets, brochures, ads, and commercials.

The Accounting Department

The accounting department is divided into two main areas:

1. General cash
2. Accounts payable

The general cash division performs all bookkeeping related to monies received from clients. The cashier handles cash transactions, including check cashing, guest payments, and invoicing. The auditor keeps track of money owed to the hotel both by guests charging items to their room account and by groups and corporate clients.

The accounts payable division performs all bookkeeping related to money owed by the hotel to vendors and employees. Payroll checks and disbursements—payments for operating expenses, such as utilities, telephone, supplies, and so forth—are produced by this staff.

The Security Department

The security department is responsible for maintaining security alarm systems and implementing procedures aimed at protecting the personal property of guests and employees. The staff includes uniformed guards and a plainclothes detective.

The Engineering Department

The engineering department is divided into two main areas:

1. Environment control
2. Repair and maintenance

The environment control division, which is called the power, light, and heat department at some hotels, is responsible for maintaining heating, lighting, and electrical systems throughout the hotel. Fire prevention is also the responsibility of this staff.

The repair and maintenance staff consists of carpenters, painters, plumbers, electricians, repair specialists, and groundskeepers, who maintain the hotel's facilities, decorations, furnishings, and exterior grounds.

The Role of the Front Office

The front office is the "nerve center" of the hotel and, as such, is an excellent place in which to gain a detailed understand of how a modern lodging establishment operates. A position in the front office is an ideal launching pad for future advancement in the hotel industry. Many executive directors, sales executives, banquet managers, and other hotel executives began their careers in the front office.

The front office is responsible for greeting guests, managing rooms, and handling complaints. Many members of the hotel staff work behind the scenes and rarely, if ever, have any personal contact with guests. In contrast, the front office staff performs its job before the public, like actors on a stage. Clients form their first and, sometimes, most lasting impression of the hotel based on their experience with the men and women of the front office.

KEY CONCEPTS

Before proceeding, review the key concepts listed below to be sure you understand each one. If necessary, read over the corresponding section of the chapter. When you are ready to test your understanding, answer the Review Questions.

lodging establishment	segment
guest	economy/limited-service
client	mid-market
property	all-suite
chain	first-class
high season	luxury
low season	hotel
motel	food and beverage department
resort	guest services department
convention center	marketing and sales department
administration	accounting department
front office	security division
housekeeping	engineering division
uniformed services	

REVIEW QUESTIONS

1. Name the hotel category that matches each set of features:
 - a. Separate living and sleeping quarters in all rooms
 - b. Luxurious or near-luxurious accommodations, with a well-trained staff and exceptional food and beverage service
 - c. Basic, sanitary lodging without food and beverage service or a bell staff
 - d. A high level of luxury and service, and a gourmet-style restaurant with a classically trained chef
 - e. An above-average level of luxury and comfort, a professionally designed decor, and a food and beverage service

2. Give the property type or lodging establishment that matches each feature or set of features:
 - a. Tennis courts, golf courses, and exercise facilities
 - b. Guest rooms in a historic residence, with breakfast included
 - c. An auditorium, meeting and banquet rooms, and audiovisual services
 - d. Reduced rates for weekly, monthly, or seasonal rentals
 - e. Private rooms, bell service, and food and beverage service
 - f. One parking space per guest room
3. Give the title of the hotel department, staff, or employee that is responsible for each of the following:
 - a. Preparation of all menu items, except beverages, that are served in the hotel restaurant or delivered to guest rooms
 - b. All bookkeeping related to money owed by the hotel to vendors and employees
 - c. Reservations, guest registration, and check -out
 - d. Daily cleaning of guest rooms and preparation of room status reports
 - e. Arranging services outside the hotel, such as theater tickets, guided tours, or car rental
 - f. Maintenance of heating, lighting, and electrical systems throughout the hotel
 - g. Negotiation of rates for organizations that are planning meetings, conventions, or conferences
 - h. The greeting of guests on arrival and the transportation of guest luggage

PROJECTS

1. Create an organization chart for a hypothetical hotel in one of the following categories: mid-market, first class, or luxury. The property may be a business hotel, convention center, or resort.
2. For each department or division of your hypothetical hotel, describe the main duties and responsibilities of the staff.
3. Create a facilities description for your hotel. Include a list of physical facilities, the total number of rooms, credit policies, guarantee policies, guest services, and pet policy. (It is not necessary to indicate room types or rates).



Front Office Organization

Chapter Objectives

After completing this chapter, you should be able to perform the following tasks:

1. Identify the key positions of the front office.
2. Describe the responsibilities and duties of the front office manager.
3. Describe the duties of each staff position in the front office.
4. Discuss the reservations department and its staff, system, and operations.

The Front Office Staff

The front office staff is the public's main contact with the hotel. The staff members handle reservations, greet guests on arrival, register new guests, dispense keys, handle incoming and outgoing mail, take messages for guests, provide information, listen to complaints, and handle check-out procedures when guests depart.

The following positions may be employed in the front office:

- Front office manager
- Assistant manager
- Reservationists
- Room representatives
- Night auditors
- Telephone operator

Besides public contact and guest communications, the front office staff may also be required to organize room occupancy and reservation statistics, maintain ongoing communication with the housekeeping department, promote room and beverage sales, and balance the books. In a small motel, all of these duties might be performed by a single owner or manager. In a larger hotel, several specialists are employed to handle the various responsibilities of the front office.

At most hotels, the front desk remains active 24 hours a day. Therefore, three shifts are required to staff the front office. The following shifts are common:

Morning/Day Shift	7:00 A.M. - 3:00 P.M.
Day/Evening Shift	3:00 P.M. - 11:00 P.M.
Night Shift	11:00 P.M. - 7:00 A.M.

The front office staff of a typical mid-market hotel is supervised by the front office manager, who is assisted by an assistant front office manager. The main functions of the front office are handled by front desk representatives, night auditors, and front cashiers. In the example, each staff member has a specialized area of responsibility, but at some properties, all front office personnel are generalists who perform the duties of a front desk receptionist, a cashier, and a night auditor.

To understand how the front office operates, let us examine the responsibilities of each key staff position.

Front Office Manager

The front office manager has a wide range of responsibilities. The front office manager must maintain a high level of efficiency among the front office staff, make effective decisions regarding reservation policies and room assignments, and handle guest problems and complaints with courtesy and tact. The manager must also maintain an open communication channel with all of the other departments of the hotel.

The front office manager assigns duties to staff members, prepares weekly work schedules and shifts, and holds regularly scheduled staff meetings to ensure that staff members understand and adhere to hotel policies and operating procedures. The manager is also responsible for hiring and training new employees, and periodically reviewing of the performance of each staff member. During periods of peak activity, the manager may be required to assist front desk representatives in the performance of their duties.

It is the duty of the front office manager to define reservation policies and set quotas, with the goal of maintaining maximum room occupancy. To perform this duty, the manager must continually monitor arrivals, departures, and cancellations. The manager is also responsible for setting policies regarding no-shows, early arrivals, and overbookings.

When special guest needs, problems, or complaints arise, the front office manager is responsible for dealing with the client and taking the corrective action. Other guest communications duties include providing information on hotel policies, facilities, and services, and welcoming important guests.

The front office manager confers regularly with the marketing department for updates on special group reservations, billing arrangements, potential peak periods, and general forecasts. The manager must also maintain close communications with the housekeeping department about room status and check regularly with the accounting department for information about special billing requirements or problems. The front office manager is required to prepare regular written reports on the activities and progress of the front office, for review by the executive director or assistant director.

The Assistant Front Office Manager

The department manager may be aided by an assistant front office manager who is responsible for coordinating front desk operations. The assistant manager may train new front desk personnel, monitor guest accounts and payments, and authorize checks and special credit procedures. In addition, the assistant manager may assist the front desk staff during periods of peak activity.

Other duties of an assistant manager include reviewing reservations for the current day and preparing daily room occupancy forecasts.

Front Desk Representative

The front desk representative, more than any other individual, conveys the personality of the hotel to guests. This demanding position requires strong communications skills and the ability to work with people. Front desk representatives must exercise diplomacy, courtesy, and warmth. It is their responsibility to make guests feel welcome and to effect an immediate response to problems or complaints. In addition to working directly with clients of the hotel, front desk representatives also have an important role in assigning rooms and maintaining maximum occupancy.

When guests arrive at the hotel, the front desk representative is responsible for verifying the reservation information, checking credit identification, assigning rooms, and dispensing room keys. It is the responsibility of the front desk representative to notify the bell captain or summon a bell attendant to transport guest luggage.

Other duties include providing information about facilities and policies, and handling special guest requests, such as photocopies, gift purchases, and so forth. Front office representatives may also be required to handle telephone calls and reservation requests, or to direct calls to the reservations department or switchboard. While handling guest communications, the front office representative may be required to stamp and sort guest mail, take messages for guests, and send fax documents.

When a guest is ready to depart, the front desk representative is responsible for summoning a bell attendant, preparing and verifying the guest check, and arranging payment. Other duties may include checking the room rack at the beginning of the shift, reviewing reservations for the current date, and communicating with the housekeeping department regarding occupancy forecasts and room needs.

Night Auditor

Night auditors have a dual role. First, they must perform the duties of a front desk representative at night. Second, they have an important bookkeeping function to perform. Typically, a night auditor's shift runs from 11:00 P.M. to 7:00 A.M. When front desk activity slackens, usually around 1:00 A.M., the night auditor begins to audit the previous day's transactions. The process is sometimes complex and requires a person with considerable background and skill in bookkeeping.

The night auditor calculates the total charges owed to the hotel and incurred by guests during the previous business day. Total payments received

by guests during the day are subtracted from the total charges to determine the daily balance. The **balance** represents the amount that is still owed to the hotel for the previous day's transactions.

Cashier

A front desk cashier is responsible for checking out departing clients, posting charges, verifying the guest check, and handling payments. Cashiers may also be required to assist other members of the front desk staff in the performance of their duties.

At some properties, front desk representatives handle cashier functions as well as guest registration. But at other properties, the front office may be more highly specialized. For example, front desk receptionists may be responsible for greeting arriving guests, checking reservations, and registering guests, while cashiers are responsible for receiving payments on check-out.

The cashier may be responsible for calculating the charges and presents the guest check. However, at some properties, the front desk receptionist totals the charges and presents the check, while the cashier handles payment.

Front desk receptionists are supervised by the front office manager or assistant front office manager. Although cashiers work at the front desk, they are normally considered to be members of the accounting department and, therefore, work under the supervision of the accounting manager.

Both the front desk receptionist and the cashier might be called on to perform routine front office duties such as sorting mail, handling guest communications, and coordinating room status reports.

The Reservations Department

Handling advance room requests is the responsibility of the reservations department. At a small motel, the reservation function might be handled by the manager or front desk representative. At a large property, a reservation office might employ as many as a dozen full-time reservationists under the direction of a reservations manager. In a large hotel, the reservations staff might include specialized jobs, such as telephone operators who handle incoming calls, computer specialists who maintain and update the computer system, and accounting specialists who handle checks and money orders for advance deposits.

The reservations department may operate in cooperation with the front office staff or as a division of the rooms department.

In a very small hotel, the owner/operator or resident manager may be responsible for reservations as well as front desk operations. In most small hotels, the front desk staff handles reservations.

In a mid-size hotel, a reservations agent or secretary may be employed to handle all telephone reservations, correspondence with prospective guests, and operate a manual or automated reservation file.

In a large hotel, the reservations department works under the supervision of a reservations manager, aided by an assistant manager. Several telephone agents may be employed to solicit and document reservation data. In a chain property or referral organization, the hotel's reservations department interacts with the central reservations office, which maintains a duplicate set of guest reservation data in a centralized computer system.

Different reservations agents may have various responsibilities. One agent may handle advance deposits and authorized credit card guarantees, while another agent handles reservations requested by fax or cable transmission. A different agent handles agency and tour reservations, and yet another handles reservations received by computer. In addition to these special responsibilities, each agent also handles and documents incoming telephone reservations.

Reservationists

Reservationists are responsible for handling advance room requests, determining availability, quoting rates, and documenting reservations. The methods used by a reservationist to record client information are called the reservation system. Reservation systems range from simple forms that are organized like desk calendars to computer systems. A reservationist must have a thorough knowledge of the rooms, rates, and hotel policies. In addition, arithmetic and computer skills may also be required.

Telephone Operator

Coordinating the use of the hotel telephone system of a large hotel is the responsibility of the telephone operator. An operator answers all incoming telephone calls and directs callers to the appropriate department or staff members. In addition, operators may be required to direct calls placed internally from within the hotel. The operator must have an up-to-date directory of the hotel's guests room assignments. This demanding position requires oral communications skills, efficient telephone technique, and attention to detail.

KEY CONCEPTS

Before proceeding, review the key concepts listed below to be sure you understand each one. If necessary, read over the corresponding section of the chapter. When you are ready to test your understanding, answer the Review Questions.

front office manager	reservations process
assistant front office manager	reservationist
front desk representative	reservation system
night auditor	telephone operator
cashier	

REVIEW QUESTIONS

1. Receiving, documenting, and analyzing advance room requests
2. Auditing the previous day's business transactions
3. Assessing the department's performance and discussing operational problems
4. Greeting and registering arriving guests, verifying reservations, and assigning rooms
5. Verifying the guest check and handling payments
6. Coordinating front desk operations and assisting the department manager, as required
7. Answering and directing incoming telephone calls
8. Summoning bell attendants to transport guest luggage
9. Handling front desk duties during the night shift
10. Supervising the reservations function in a large hotel

PROJECTS

1. Create an organization chart for the front office of a large hotel.
2. Write a job description listing the responsibilities and duties of each position given in the chart.

Rooms, Bedding, and Rates

Chapter Objectives

After completing this chapter, you should be able to perform the following tasks:

1. Identify the main rate categories, and explain their differences.
2. Discuss the factors that influence rack rates.
3. Explain how group rates are determined.
4. Identify and discuss common special and promotional rates.
5. Interpret room rate codes, based on room type, bedding, and occupancy.
6. Name and discuss common meal plans.

Room Types and Rates

The primary function of the hotel is to sell room space. In some fashion, every employee is responsible for aiding this function, by providing a satisfactory experience for every guest. The people who work in the reservations department and front office have the most direct influence on room sales.

In the hotel industry, not all rooms are created equal. Room sizes, locations, types, and rates vary significantly not only from one property to another, and often within the same hotel. Real estate and construction costs are the basic determining factor in room rates. In addition, the level of luxury, the type of bedding, and number of guests also influence the daily rate that is charged to the public.

A wide range of terms, codes, and descriptions have been created by various hotels throughout the world to represent room types and rates to the public. As a result, the potential for confusion is great. For example, is a "double" a room for two people, or a room with a double bed? Is the rate for a room with a double bed the same whether one person or two people occupy the room?

With the advent of computer reservation systems, room types began to be standardized. Cooperative networks in which numerous chains, franchise networks, and individually-owned properties participate, prompted hotels to adopt similar rate policies. This chapter explores common methods of establishing room rates, as well as the factors that influence rates.

Rate Categories

A typical lodging establishment has four rate categories:

1. Rack rates
2. Special or promotional rates
3. Group or tour rates
4. Package rates

Rack Rates

The hotel's rack rates are the establishment's normal room rates. The rack rate is based on the room category and type of bedding. Unless otherwise specified, guests requesting rate or reservation information are quoted the hotel's rack rate, and charged this rate for the duration of the stay.

Group Rates

A group rate is a discounted rate for an organization that has booked a large block of rooms. Group rates are usually, but not always, lower than the hotel's rack rates. A group rate is extended to a trade association or fraternal organization that has scheduled a meeting, seminar, or conference at the hotel.

Tour Rates

Discounts may be offered to a tour operator, in return for a commitment to purchase a minimum number of rooms over a set period of time.

Special and Promotional Rates

Many hotels offer a guaranteed discount to corporate travelers, traveling sales representatives, military personnel, airline personnel, or other repeat clients. Special rates may also be offered in conjunction with an advertising campaign or promotion to encourage guests to stay in the hotel during slack periods. For example, a business hotel that normally experiences a fall-off in room sales on weekends might offer a special promotional package that is valid only on Friday and Saturday nights.

Package Rates

Package rates are set rates that are offered to the public in conjunction with other services, such as a banquet or ball, the use of recreational facilities, or access to a special event. For example, a typical golf package includes accommodations and golf course fees. Other popular packages include weekend, honeymoon, tennis, scuba diving, and New Year's packages. The package rate is usually lower than the combined rate for all of the components.

Factors that Influence Room Rates

Room rates are normally based on three factors:

1. Room category
2. Bedding
3. Occupancy

Room Categories

The traditional room categories include the following:

A	Deluxe, or maximum rate
B	Superior, or moderate rate
C	Standard, or minimum rate
P	Economy, or promotional rate
SU	Suite Deluxe
S	Single occupancy
D	Double occupancy

Deluxe

The deluxe, or A, room generally represents the maximum rate charged by the hotel for a regular size sleeping room. This type of room generally offers the best available location in the hotel, with the best view and highest level of comfort, furnishings, and decor. Typical amenities often include a fully stocked bar or refrigerator. Bedding usually includes queen or king beds.

Superior

The superior, or B, room represents the moderate or medium rate charged by the hotel. This type of room is usually located on the ground floor with an acceptable view and may include a doubled, queen, or king size bed.

Standard

The standard, or C, room represents the hotel's minimum rate for regular size sleeping rooms. The bedding typically consists of one or two double beds, a queen bed, or two twin beds. Rooms in this category usually offer the least attractive view and the least convenient location in the hotel.

Economy

A hotel may offer an economy, or P, room below the normal minimum rate. This type of room might be reserved for over-flow situations or special promotions. Rooms offered at this rate might have certain drawbacks, such as undersized or twin bedding, an unusual or small floor plan.

Suite

A suite, or S, accommodation normally consists of two or more rooms, typically a parlor and sleeping room. A suite may have more than one bedroom, or extra rooms such as a kitchenette or conference room. Traditional amenities provided with a suite include a stocked wet bar and refrigerator.

Bedding Types

Besides room category, the rack rate may be based also on the type of bedding in the room. Bedding commonly falls into five types:

K	King size bed
Q	Queen size bed
D	Double bed
T	Twin bed
S	Single bed

King beds are normally the largest size bedding available and is approximately the same size as two twin beds viewed side by side. One or two king beds are commonly provided in a deluxe (A) room or suite (S).

Queen beds are from ten percent to 25 percent smaller than king beds, but 25 percent larger than standard double beds. A queen bed may be found in a room of any rate category; some hotels do not distinguish between queen beds and double beds.

A standard **double** bed is 25 percent smaller than a queen bed. One or two double beds may be provided in any room category.

A **standard** twin bed is about one half the size of a standard king bed. A room with twin bedding usually has two beds.

A single bed may refer to a room with one twin bed, or one bed of any size, offered only for single occupancy.

Room Rate Codes

Room rate categories are often identified by a code denoting the room category, number of beds, and bedding type. For example, the A1K rate represents a deluxe (A) room with one king bed.

The following are other examples of room rate categories:

A1Q	A deluxe (A) room with 1 queen bed
B2D	A superior (B) room with 2 double beds
B1Q	A superior (B) room with 1 queen bed
C2T	A standard (C) room with 2 twin beds
SU2K	A suite (SU) with 2 king beds
P1S	An economy room with 1 single bed

Besides rack rates, the following codes are commonly used to identify group and special rates:

GRP	Group rate
TUR	Tour rate
COR	Corporate rate
MIL	Military/government personnel rate
AGT	Travel agent/airline personnel rate

Group Rates

Group rates fall into one or more of the following classifications:

1. Group discounts
2. Tour discounts
3. Guaranteed availability

Group rates are often, but not necessarily, lower than the hotel's regular rack rates. A group rate may be either an occupancy rate (based on the number of persons staying in the room) or a flat rate (without regard to the number of persons).

Group discounts

The hotel may offer a rate to increase the overall occupancy rate, or to maintain a consistent level of occupancy year round. In return for a commitment to purchase a certain volume of rooms, the group normally receives a discount.

Guaranteed availability

If the hotel normally has a high level of occupancy, the group rate may simply guarantee availability of a predetermined number of rooms, without offering a discount.

Special rates

Most hotels offer special discounted rates to "repeat" clients or industry associates, such as corporate travelers, military personnel, and airline or travel agency personnel.

Corporate Rate

Corporate travelers receive preferential treatment as the "bread and butter" clientel of the typical commercial lodging establishment. A corporate rate program encourages business from employees traveling on behalf of a participating company. To earn a corporate discount, the company may be required to guarantee a minimum number of rooms to be occupied during a set period of time, e.g. within 12 months. Some hotels offer corporate rates to any legitimate business traveler, regardless of his employer.

Government Rate

The government rate is extended to government employees, usually on the basis of a contract between the hotel and a specific department or agency. Discounted rates may also be offered to any government employee with valid identification, to encourage repeat business.

Military rate

A military rate is often extended to members of the armed services, either on the basis of a contract or as a promotional vehicle to generate repeat business.

Industry rate

The industry rate is the hotel's discounted rate for travel agents and airline personnel. An agent rate is generally not valid during periods when the hotel is sold out.

Salesperson Rate

Preferential rates are often extended to traveling sales representatives during the off-season, especially at motor hotels and motels.

Local Business Rate

The hotel may also offer a discount and guaranteed availability to preferred businesses in the local community.

Day rate

A day rate applies to clients who utilize a room during the day without staying overnight.

Package rates

The hotel's package rates usually include promotional discounts to encourage occupancy during slack or off-season periods, or to introduce new prospective clients to the facilities. The following types of rate packages are examples:

Weekend rate

A commercial hotel that relies heavily on business travelers typically has a low occupancy rate on weekends. A special rate may apply for weekend packages, usually Friday, Saturday, and Sunday nights. The package may include a food and beverage allowance at the hotel's restaurant.

Promotional Rate

Resort hotels with strong weekend and holiday business often experience low occupancy during the week. To boost occupancy levels during these slack periods, the hotel may offer a promotional package, normally based on double occupancy for stays of three days to one week. The package may include a food and beverage allowance at the hotel's restaurant, or such amenities as free gambling chips at the hotel casino.

Miscellaneous Rate Policies

The hotel may have other rate programs or policies for special guest situations. The following are examples:

Family Plan

Many hotels offer a Family Plan in which children under a specified age may stay free of charge in the same room with their parent(s), using the bedding provided. The room charge is the same as the rate for the parents only, for either one or two adults. If additional bedding is required, a charge may apply for an extra rollaway bed. If two rooms are required, the single occupancy rate for each room will be charged.

Run of the House

The "run of the house" refers to the best room available at the time of check-in when the hotel does not, or, in some instances, cannot, guarantee a particular room type, location, or bedding. The hotel may extend a specified rate for any available room, or may simply guarantee the best room available at the going rate.

Connecting Rooms

Adjoining rooms with connecting doors are generally available at a slightly higher rate than separate rooms without connecting doors or in different locations in the hotel.

Meal Plans

Besides room category, bedding type, and rate class, the room rate is also affected by the type of Meal Plan. Meal Plans traditionally fall into five categories:

EP	European Plan
AP	American Plan
MAP	Modified American Plan
CP	Continental Plan
BB	Bed and Breakfast Plan

The meal plans are explained as follows.

European Plan (EP)

Under the European Plan, guests must purchase all their meals, which are not included in the daily room rate.

American Plan (AP)

Two variations of the American Plan are offered:

- Full American Plan (FAP)
- Modified American Plan (MAP)

Under the Full American Plan, three daily meals are included in the daily room rate. Alcoholic beverages are not included and must be purchased separately by guests.

The Modified American Plan includes two daily meals (normally, continental-style breakfast and dinner) in the room rate. A continental breakfast normally consists of pastry, fruit juice, and coffee or tea. Alcoholic beverages are not included in the rate.

Continental Plan (CP)

The Continental Plan includes continental-style breakfast in the daily room rate.

Bed and Breakfast Plan (BB)

Under the Bed and Breakfast Plan, a full breakfast is included in the daily room rate.

Room Location

The rate categories for deluxe (maximum), superior (moderate), and standard (minimum) rooms take into consideration the desirability of the location within the property. For instance, a deluxe (A) room typically represents the hotel's most desirable location, for example, an oceanview or beachfront room at a tropical resort. In contrast, a standard (C) room is usually situated in a less desirable location, for example, overlooking the parking lot.

The following categories are used commonly to designate a specific room location or client preference:

Poolside (PS)

A room facing or directly contiguous to the swimming pool, usually on the ground level. Rooms overlooking the pool area but not on the same level do not belong to this category. Technically, a poolside room offers direct access from the entrance of the room to the pool area.

Beachfront (BF)

A room facing or directly contiguous to the beach. Rooms with a beach view but located on an upper level are considered oceanview, rather than beachfront. A beachfront room should offer direct access to, as well as a view of, the beach.

Oceanview (OV)

A room facing the ocean, fully or partially, on any level. Some hotels offer different rates for partial ocean views and full ocean views. In addition a higher rate is often commanded for a room opening onto the ground level.

Mountainview (MV)

A room with a full or partial view of attractive mountain scenery, particularly an unusual formation, landmark, or ski run.

Gardenview (GV)

A room with a full or partial view of the hotel grounds or a private or shared garden area. At a luxury hotel or resort, this classification often designates the accommodation in the lowest rate category.

Ground level (GL)

A room on the ground floor. This classification is commonly requested by elderly or handicapped clients who have difficulty ascending or descending stairs.

Handicapped facilities (HC)

A room suitable for wheelchair-bound or other handicapped guests, usually including proximity to an elevator (if on a level other than the ground floor) and handicapped bathroom fixtures.

KEY CONCEPTS

Before proceeding, review the key concepts listed below to be sure you understand each one. If necessary, read over the corresponding section of the chapter. When you are ready to test your understanding, answer the Review Questions.

rack rate	Bed and Breakfast Plan
group rate	
promotional rate	
package rate	
room category occupancy	
deluxe room	
superior room standard room	
economy room suite	
bedding	
king bed	
queen bed	
double bed	
twin bed	
single bed	
room rate code	
group rate	
tour rate	
guaranteed availability	
corporate rate	
government rate	
military rate	
agent rate	
salesperson rate	
local business rate	
day rate	
package rate	
weekend rate	
package rate	
family plan	
run of the house	
connecting rooms	
meal plan	
European Plan	
American Plan	
Continental Plan	

REVIEW QUESTIONS

1. What factors are used to determine the rack rate?
2. Give the rate type represented by each code:
 - a. GRP
 - b. TUR
 - c. COR
 - d. AGT
3. Give the correct meal plan for each description:
 - a. No meals included
 - b. Three daily meals included
 - c. Breakfast and dinner included
 - d. Continental breakfast included
4. What code is used for each of the following room locations?
 - a. Poolside
 - b. Beachfront
 - c. Mountainview
 - d. Ground-level
 - e. Facilities for the handicapped
5. Give the correct code for each of the following room types:
 - a. A standard room with one double bed
 - b. A deluxe room with two queen beds

- c. A superior room with one king bed
 - d. An economy room with one double
 - e. A suite with two queen beds
6. Give the correct word or phrase for each definition:
- a. The best room available at the time of check-in
 - b. The hotel's normal daily rates
 - c. Rates offered to attendees of a convention or meeting
 - d. A policy that permits children to stay free of charge

PROJECTS

1. Draw a room map of a hypothetical hotel with two levels, and 40 rooms on each level. Show the room number and location of all the rooms. The first digit of each room number should indicate the level. For example, room 201 would indicate a room on the second floor, and so forth.
2. Devise a list of room types for the hotel, based on room categories and bedding types. Include five different room categories and three different bedding types. Determine the number of rooms in each category, using the following scale as a guideline:

Category	Percent
Deluxe or maximum	20
Superior or moderate	25
Standard or minimum	25
Economy	20
Suite	10

Deluxe rooms should equal about 20 percent of the total number of rooms, and so forth.

3. Indicate the room types of all the rooms on your room map. Take into consideration factors such as location, view, and so forth. For example, rooms with the best view should be deluxe rooms, and so forth. Be prepared to explain your choices.
4. Create a rate schedule for the hotel, using the following guidelines. Assume that, based on preliminary estimates, average daily operating costs will be as follows:

Category	Cost per room
Deluxe or maximum	\$55
Superior or moderate	50
Standard or minimum	45
Economy	45
Suite	65

Assume you desire to earn an 8-percent profit. The rate schedule should show the room type, rate, and number of rooms in each category.

Virtual Hotel



This specimen contains three samples chapters.

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Introduction

The Virtual Hotel consists of three departments, as follows:

1. Reservations
2. Front Desk
3. Back Office

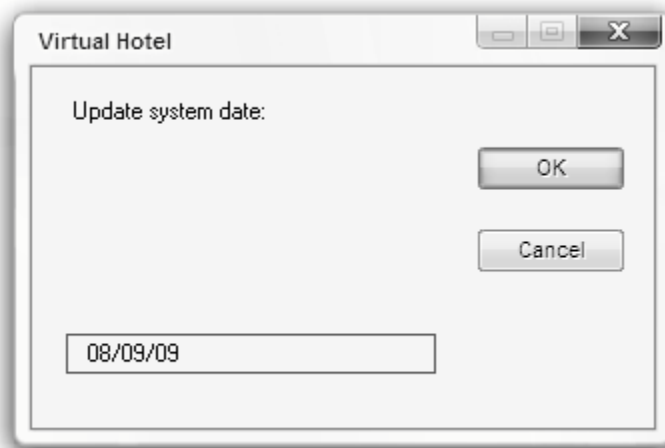
The Reservations department is responsible for determining room availability, booking reservations, retrieving and updating reservations data, and displaying property information.

The Front Desk is responsible for registering guests, retrieving and updating guest folios, check-out, and listing arrivals.

The Back Office is responsible for posting room charges and credits, displaying account balances, and producing management reports.

Getting Started

When Virtual Hotel is launched, the default date is displayed as follows:

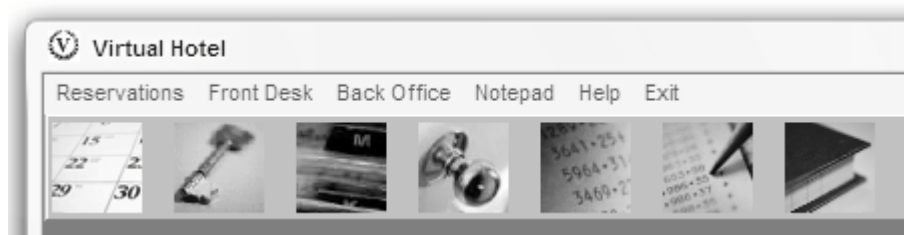


The default date is displayed in the format month/day/year. To accept the default, click on OK. To enter a new date, type the date in the box, in the format shown. The exercises in this Learning Guide all use virtual dates (not the actual date). As you begin each exercise, input the date given in the instructions.

Each time the virtual hotel is activated, the system updates any guest accounts currently stored in the system.

The system automatically posts the applicable daily room charge and tax to each account, based on the date on which the software was last used. For example, if a guest was checked into the virtual hotel three days ago, room charges for three nights will be posted to the guest account automatically. (For this reason, the exercises in this Learning Guide are based on virtual dates.)

When the system has finished updating the guest accounts, the main menu is displayed as follows:



System functions are organized both by department and by activity. The main menu indicates the main departments of the hotel, each of which contains one or more submenus. Additionally, the menu includes links for Help and Exit.

Toolbar

The toolbar below the menu provides an alternative method of accessing various functions, such as retrieving a file or producing a report. The tools are defined as follows:

Reservations



Click on this tool to access reservations functions.

Check in/Check out



Click on this tool to access check-in and check-out functions.

Retrieve



Click on this tool to retrieve an existing reservation or a guest folio.

Room status



Click on this tool to display a room status report.

Charges/credits



Click on this tool to post charges or credits to a guest account.

Reports



Click on this tool to produce a report.

Reference Guide



Click on this tool to display the Virtual Hotel Software Reference Guide.

Control Panel

If the control panel has been activated, the following functions may be accessed directly from the panel:

Reservations	Front Office
Availability	Check in
Retrieve reservation	Guest folio
Room blocks	Check out
Facilities	Arrivals
Policies	Housekeeping
Back Office	Reports
Charges	Balances
Credits	Revenues
Account inquiry	Occupancy
Close control panel	

Using Virtual Dates

The exercises in this Learning Guide are based on virtual dates, ranging from September to December. By using the suggested dates, you will maintain a consistent hotel history. Virtual Hotel automatically updates all guest records each time you access the system. For example, if you do not use the software for 7 days, all your guests will be charged for 7 nights the next time you access the system. The virtual dates in the role-play exercises provide a day-by-day sequence of events, so that your hotel records remain consistent, accurate, and realistic.

Unit 1

Room Availability

The reservations function consists of receiving, documenting, and updating room requests. The process of taking and documenting reservations is called "selling rooms." Most reservation requests are simple inquiries regarding room availability and rates, but many clients may prefer a specific room location, bedding, or rate category. Reservationists must be capable of quickly determining the client's needs, checking availability, and quoting rates.

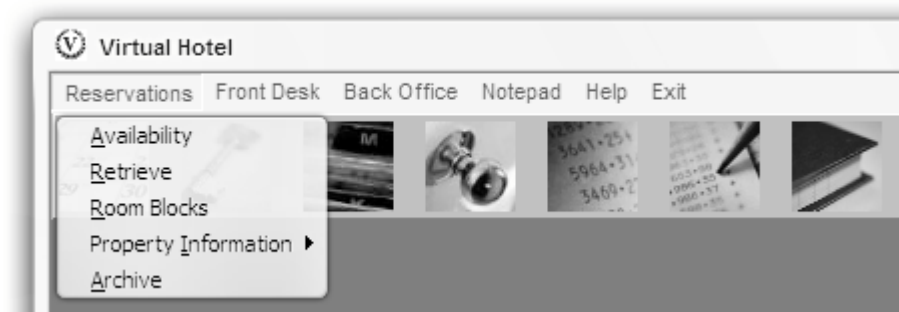
Availability refers to the number of rooms of each room type and rate that may be sold on a specified date. When a reservation is taken, details are gathered from the client and entered into the system. A confirmation number is given to the client. The reservation data includes the guest surnames, given names or initials, arrival date, departure date, number of adults per room, and preferences for room type, location, or bedding. The client address and telephone number may also be documented for confirmation and marketing purposes.

A deposit or credit card number may be required to guarantee the reservation for late arrival. An advance deposit or payment in full may be required, one week to 30 days prior to arrival. Some properties do not require a guarantee, except group reservations. In the absence of a guarantee, the hotel may promise to hold a reservation until 6:00 PM. If the client fails to check in by that time, the reservation will be canceled. This type of arrangement is called a *6 PM Hold*.

When a reservation is requested by a travel agent, the agency's address may be accepted as a form of guarantee. If the client fails to utilize the reservation, the hotel will invoice the travel agency for the amount of the deposit.

Computer Functions

The Reservations menu consists of the following options:



Checking Availability

The Availability function is used to determine the total number of rooms of each room type and rate available for sale on a specified date. Availability must be determined before a reservation may be taken.

Select Availability from the Reservations menu (or the Reservations icon in the toolbar) to display room availability and book reservations. When this option is selected, the following window is displayed:



The screenshot shows a window titled "Availability". At the top, there are three input fields: "In" with the date "09/08/09", "Out" with the date "09/09/09", and "Adults" with the number "2". Below these fields are three radio button options: "Guaranteed rates", "Flexible rates", and "Group rates". At the bottom of the window are two buttons: "Search" and "Close".

Type each date in the format month/day/year. For example, the date November 15, 2009 should be typed 11/15/09. If an invalid date is typed, an error message is displayed.

Type the number of adults per room in the *Adults* box. Room rates are based on occupancy by one or two adults. The default 2 is inserted automatically by the system. To change the number of adults, type the number over the default.

For rate purposes, the maximum number of adults per room is 2. If a room will be occupied by more than 2 adults, each additional adult is considered an extra guest. For example, to book a room for 3 adults, first reserve a room for 2 adults, and then indicate one extra guest in the reservation record.

Select the desired rate category: guaranteed rates, flexible rates, or group rates.

Guaranteed rates are advance purchase rates and require a credit card guarantee. If a guest cancels or changes a guaranteed reservation, or does not check in, a penalty will be applied equal to the room charge for one night.

Flexible rates do not require a credit card guarantee, except to hold the reservation for late arrival. If a credit card is not provided, the reservation is held until 6:00 PM on the day of arrival. This policy is called a *6PM hold*. No penalty will be applied if a guest cancels or changes a flexible reservation, or does not check in by 6 PM.

Group rates are discounted rates offered to guests attending a special event at the hotel, such as a convention, meeting, or wedding.

After selecting the desired rate category, click on **Search** to search for available room types and rates.

If an invalid date was input, an error message will be displayed.

The room availability display shows the available room types and rates that are available for the specified date range and occupancy.

The screenshot shows a window titled "GUARANTEED RATES (Credit card required)". At the top, there are input fields for "In" (09/08/09) and "Out" (09/09/09). Below these, a table lists various room types and their corresponding rates. Each row includes an "Info" button, the room name, the rate, and a "Select" button. At the bottom center, there is a "Close" button.

Room Type	Info	Rate	Select
Corporate Rate Room 1 Double Bed	Info	120.00	Select
Standard Garden Room 2 Single Beds	Info	150.00	Select
Standard Garden Room 1 Double Bed	Info	150.00	Select
Superior Mountain View Room 1 Queen Bed	Info	168.00	Select
Superior Mountain View Room 2 Double Beds	Info	175.00	Select
Deluxe Bay View Room 2 Queen Beds	Info	200.00	Select
Deluxe Bay View Room 1 King Bed	Info	200.00	Select
1 Bedroom Bay View Suite 1 King Bed	Info	350.00	Select
Industry Rate Room 1 Double Bed	Info	120.00	Select
Promotional Rate Standard 2 Single Beds	Info	120.00	Select

In the example above, the rate for a deluxe bay view room with one king bed is 200.00, whereas the corporate rate for a standard room with one double bed is 120.00.

Info

Click on the **Info** button to display a detailed description of the room type and rate.

Close

Click on **Close** to close the room availability display.

If the information in a room availability display is grayed out, the room type is not available for the desired dates.

Standard Garden Room 2 Single Beds	Info	175.00	Select
Standard Garden Room 1 Double Bed	Info	175.00	Sold out

When a room type is not available, “Sold out” is displayed instead of “Select.” In the example above, no standard garden rooms with 1 double bed are available for the desired dates.

Exercises

Set the date to 09/09.

Use the availability function to answer the following questions.

1. A client will arrive on 09/17 and depart on 09/20. He requests a room for 2 adults. What is the lowest flexible rate? What type of bedding is provided?
2. A client will arrive on 10/12 and depart on 10/15. He requests a room for 1 adult at the guaranteed rate. What is the lowest available rate?
3. Two adults will arrive on 12/02 and depart on 12/07. What is the flexible rate for a deluxe room with 1 king bed?
4. A client will arrive on 11/12 and depart on 11/15. What is the guaranteed rate for a superior room with 2 double beds for 2 adults?
5. A client requests a room for 1 adult. What is the lowest flexible rate for check-in on 09/16 and check-out on 09/18?
6. A client will arrive on 10/27 and depart on 10/30. He requests a room for 1 adult. What is the lowest guaranteed rate for a room with 1 queen bed?
7. A client will arrive on 09/12 and depart on 09/16. He requests a room for 2 adults. What is the corporate rate? What type of bedding is provided?
8. A client will arrive on 11/3 and depart on 11/8. What is the flexible rate for a deluxe room with 2 queen beds for 2 adults?
9. A client will arrive on 12/14 and depart on 12/15. He requests a room for 2 adults. What is the difference between the guaranteed rate for a deluxe room with 1 king bed and a superior room with 2 double beds?
10. A client will arrive on 09/28 and depart on 10/01. He requests a room for one adult. What is the lowest guaranteed rate for a room with 1 bed?

Unit 2

Booking Reservations

To book a reservation, room availability must be displayed for the desired arrival date, departure date, and number of adults.

The screenshot shows a window titled "GUARANTEED RATES (Credit card required)". At the top, there are input fields for "In" (09/08/09) and "Out" (09/09/09). Below these, a table lists various room types with their corresponding rates. Each row includes an "Info" button, a price, and a "Select" button. At the bottom of the window is a "Close" button.

	In	Out
	09/08/09	09/09/09
Corporate Rate Room 1 Double Bed	Info	120.00 Select
Standard Garden Room 2 Single Beds	Info	150.00 Select
Standard Garden Room 1 Double Bed	Info	150.00 Select
Superior Mountain View Room 1 Queen Bed	Info	168.00 Select
Superior Mountain View Room 2 Double Beds	Info	175.00 Select
Deluxe Bay View Room 2 Queen Beds	Info	200.00 Select
Deluxe Bay View Room 1 King Bed	Info	200.00 Select
1 Bedroom Bay View Suite 1 King Bed	Info	350.00 Select
Industry Rate Room 1 Double Bed	Info	120.00 Select
Promotional Rate Standard 2 Single Beds	Info	120.00 Select

Close

To book a reservation, click on the *Select* button for the desired room type.

When a room type is selected, a blank reservation record is displayed, as follows:

The screenshot shows a 'Reservation' window with the following fields and values:

- In: 09/08/09, Out: 09/09/09
- Last name: [empty], First: [empty]
- Company: [empty]
- Street: [empty]
- City: [empty], State: [empty], Code: [empty]
- Telephone: [empty]
- Rooms: 1, Adults: 2, Type: B1Q, Rate: 168.00, Extras/Opts: [empty]
- Other: [empty]
- Guarantee: [empty]
- Source: [empty], Telephone: [empty]
- Taken by: [empty], Expected arrival: [empty]
- Special info: [empty]

Buttons at the bottom: Save, Cancel

The system automatically inserts the arrival date, departure date, number of rooms, room type code, number of adults, and rate.

The room type code consists of the following elements:

Room Category	Number of beds	Bedding
A Deluxe	1 or 2	K King
B Superior		Q Queen
C Standard		D Double
		T Twin

For example, A1K refers to a deluxe room with one king bed, and C2D refers to a standard room with 2 two double beds.

The following rate categories are used by the system:

RAC	Rack rates
COR	Corporate rates
IND	Industry rates
WKD	Weekend rate

Rack rates are the hotel's normal (undiscounted) rates offered to the general public.

Corporate rates are discounted rates offered to business travelers.

Industry rates are discounted rates available to travel agents and airline personnel.

Promotional rates are special discounted rates, such as weekend rates or holiday rates.

Entering Reservation Data

Type the client details into the boxes. Use the mouse or other pointing device to select the desired box.

When all the applicable fields are input, click on **OK** to save the reservation. If you do not want to save the record, click on **Cancel**.

The fields of the reservation record are defined as follows:

In	Arrival date
Out	Departure date
Last name	Guest last name
First	First name
Company	Company name
Street	Street address
City	City
State	State
Code	Zip code
Telephone	Area code and telephone number
Rooms	Number of rooms
Adults	Number of adults
Room type	Room type code
Rate	Room rate
Extras/Opts	Extras/options
EX	Extra adults (in excess of 2)
RA	Adult rollaway
RC	Child rollaway
CR	Crib (infant bed)
Other	Other extras, options, or requests
Guarantee	Guarantee information
Source	Booking source
Telephone	Booking source telephone number
Taken by	Reservationist name or initials
Expected arrival	Time of arrival or flight details
Special Info	Special information or comments

Personal Information

The guest surname (last name) is input in a separate box. This permits the system to retrieve a reservation by surname and, in the case of multiple reservations with the same surname, to generate a name list. The first name(s) should be input

before an identifying title, such as MR or MRS, to enable the system to perform secondary searches using a client's given name. The following are examples of guest name entries:

Last name:	SMITH	First:	JOHN MR
Last name:	HOLSTEIN	First:	S MR
Last name:	SANCHEZ	First:	C MR/MRS

The guest's employer, group, or travel agency may be input in the Company box.

The guest's home or business address should be input in the address boxes provided. The street, city, state or country code, and postal code are typed in separate boxes. The State field consists of 2 characters. If the client address is located in a country other than the U.S., the country code may be typed in the State box.

Country Codes

Australia	AU
Austria	AT
Belgium	BE
Denmark	DK
France	FR
Germany	DE
Greece	GR
Ireland	IR
Italy	IT
Japan	JP
Mexico	MX
Netherlands	NL
New Zealand	NZ
Norway	NO
Portugal	PT
South Africa	ZA
Spain	ES
Sweden	SE
Switzerland	CH
United Kingdom	GB
United States	US

Extras and Options

To indicate a room option, type the number needed after the code. For example, to indicate an extra adult, type 1 after the code EX.

An extra person must be indicated if the room will be occupied by more than two adults. For example, to accommodate a party of three adults in one room, a room must be booked with one extra person (EX) indicated. Depending on the bedding provided, a rollaway bed may be required. A maximum of 5 persons are permitted to occupy one room, utilizing two beds and one rollaway.

Guarantee Information

This box is used to indicate the method of guaranteeing the reservation.

If a credit card will be used to guarantee the reservation, include the credit card type, account number, and expiration date, as in the following example:

Guarantee: AX 30329987540319872 EXP 12/10

The following codes are commonly used to indicate the credit card type:

AX	American Express
VI or BA	Visa
MC or IK	Mastercard
DS	Discover
EC	Eurocard
CB	Carte Blanche
DC	Diner's Club

If the client has booked a flexible rate for a 6PM Hold, the following may be entered in the Guarantee field:

Guarantee: 6PM HOLD

Information about the Reservation

The *Source* box is used to note the name of the person who requested the reservation, such as the client, a travel agent, or a tour representative. When entering a travel agency name, include the agent's name as well as the name of the agency. A code or abbreviation, such as CLI for "client" or GST for "guest" may be used.

The *Phone* box next to the *Made By* box is used for the telephone number of the party who requested the reservation. If the client made the reservation, you may type an alternative contact phone in this box. If a travel agent made the reservation, type the agency phone. After typing the phone number, press Tab to advance.

The *Taken By* box is used to record the given name, surname, or initials of the employee taking the reservation. Type your own name or initials in this box each time you enter a new reservation.

The *Expected Arrival* box is used to note the estimated arrival time or flight details.

The *Special Info* field may be used for any free-form remark about the reservation, such as a special request or frequent client membership number.

The following is an example of a frequent client membership number entered in the *Special Info* field:

Special info:	FREQ - HG 5176231
----------------------	--------------------------

In this example, FREQ signifies a frequent client, and HG indicates the membership program, which in this case might be “Honored Guest.”

Confirmation number

The confirmation number is entered in the *CNF #* field automatically when the reservation is saved.

Information does not have to be typed in all the fields. At a minimum, every reservation must have the client's surname and first name or initial. The arrival date, departure date, number of rooms, number of adults, room type, and rate are also mandatory and are inserted automatically by the system. However, this information may be changed by typing the new information in the applicable fields.

The following is an example of a completed reservation form:

Reservation

In: 10/10/09 Out: 10/12/09

Last name: HAMPTON First: MARK MR/MRS

Company:

Street: 3652 W PERSHING BLVD

City: LITTLE ROCK State: AR Code: 72114

Telephone: 501 557-2332

Rooms: 1 Adults: 2 Type: C2T Rate: 150.00 Extras/Opts:

Other:

Guarantee: 6P

Source: MR Telephone:

Taken by: DF Expected arrival: 2P

Special info:

Save Cancel

Finishing the Reservation

Click on the Save button to store the reservation record. Select Cancel to exit this function without saving the data.

A reservation summary is displayed for each new record saved.

Confirmation

Cnf #: 100047
 WOJIECESKY, DAVID MR
 In: 10/17/09 Out: 10/20/09
 Rooms: 1 Adults: 2 Room type: C2T Rate: 175.00

OK

17/08

me: W

ny:

et:

City:

ne:

: 1 Adults: 2 Type: C2T Rate: 175.00 Extras/Opts:

Make a note of the confirmation number and guest name for future reference.

Specimen – Do not reproduce

Exercises

Set the date to 09/12.

Book the following reservations. Include any applicable information provided. The hotel's frequent client program is called Honored Guest (HG).

1. A client wants to check in on 10/06 and depart on 10/09. He would like a room for 1 adult at the lowest flexible rate.

Surname: Starbuck
First: Thomas, Mr.
Address: 44 Oak Street
Chattanooga TN 37421
Telephone: 423 556-0909

The client does not want to guarantee the reservation. He will arrive at about 4 P.M.

2. A client wants to reserve a superior room with 2 double beds for 2 adults. They want to check in on 10/29 and check out on 11/03.

Surname: Albrecht
First: Henry, Mr. and Mrs.
Address: 3218 W. Flat Creek Dr.
Jackson WY 83001
Telephone: 307 555-7552

The reservation will be guaranteed with a Visa credit card. The account number is 40020017723011017, expiring 10/11. The clients will arrive at about 5 P.M. They request a room on the ground floor. Mrs. Albrecht requested the reservation.

3. A client would like a room for 1 adult at the corporate rate. The guest will arrive on 10/10 and depart on 10/11.

Surname: Avery
First: Stewart, Mr.
Company: Advanced Computer Systems
Address: 1725 S. Mission Rd.
Fairfield CA 94533
Telephone: 707 552-4110

The client's Honored Guest number is 5515023. The client will guarantee the reservation with his American Express card. The account number is 30329987540319872, expiring 12/10. The reservation was received from Erica Fallbrook. The client will arrive at about 8:30 P.M.

4. A client plans to arrive on 11/04 and depart on 11/09. He would like a deluxe room with 1 king bed for 2 adults.

Surname: Hutchinson
First: Roland, Mr. and Mrs.
Address: 57 Dorset St.
Burlington VT 05403
Telephone: 802 555-2756

The client requests a room with a bay view. He will guarantee the reservation with his Visa credit card. The account number is 49242283799726662, expiring 10/12. Elizabeth Palmer of Voyager Travel requested the reservation. The agency's telephone number is 802 554-7261.

5. A client plans to arrive on 10/10 and depart on 10/13. She would like a room for 1 adult at the lowest guaranteed rate.

Surname: Pappas
First: Ellen, Ms.
Company: Atlantic Transport
Address: 2442 Ithaca Rd.
Albany NY 12207
Telephone: 518 555-4355

The client will guarantee the reservation with her Mastercard. The account number is 39930029394762551, expiring 11/10. The client's secretary, Michelle Simmons, requested the reservation. The client will arrive at 7 P.M.

6. A client wants to check in on 10/07 and depart on 10/09. He would like a room with 1 bed at the lowest flexible rate for 2 adults.

Surname: Daugherty
First: Keith, Mr. and Mrs.
Address: 2282 Highwoods Blvd.
Raleigh NC 27604
Telephone: 919 552-8762

The clients request a crib. They do not want to guarantee the reservation. They will arrive at about 3 P.M. Mr. Daugherty requested the reservation.

7. A client wants to reserve a superior room with one queen bed for 2 adults at the lowest flexible rate. They want to check in on 10/13 and check out on 10/17.

Surname: Naber
First: Wilhelm, Mr. and Mrs.
Address: 8214 Keebler Way
Allentown PA 18103
Telephone: 610 550-1429

They will arrive at about 11 A.M. The reservation was received from Curt Cummings of Gateway Travel. The agency's fax number is 610 555-3919.

8. A client would like a deluxe room with 1 bed for 1 adult at the guaranteed rate. The guest will arrive on 10/11 and depart on 10/13.

Surname: Montero
First: Carmen, Ms.
Address: 265 Laurel Rd.
Cherry Hill NJ 08012
Telephone: 201 551-3849

The client's Honored Guest number is 5515023. She client will guarantee the reservation with her American Express card. The account number is 3764524242456, expiring 12/10. The client requested the reservation. She will arrive at about 7 P.M.

9. A client plans to arrive on 10/29 and depart on 11/02. She would like a guaranteed rate for a standard room with 2 beds.

Surname: Tennyson
First: Paul, Mr. and Mrs.
Address: 4634 Henderson St.
Kerrville TX 78025
Telephone: 210 556-0312

The clients request a child rollaway for their 10-year-old son. They will guarantee the reservation with a Mastercard. The account number is 46265341002982762, expiring 11/12. Mrs. Tennyson requested the reservation. The clients will arrive at about 8 P.M.

10. A client plans to arrive on 10/10 and depart on 10/15. He would like the lowest flexible rate for a room with one queen bed.

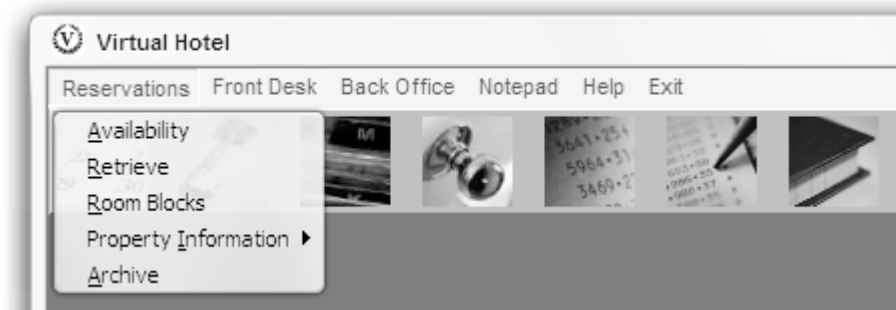
Surname: Fitzgerald
First: John, Mr.
Address: 184 Carlson Ct.
Toronto ON M9W 6H5
Telephone: 416 555-1019

The client does not want to guarantee the reservation. He requested the reservation himself and plans to arrive at about 3 P.M.

Unit 3

Updating Reservations

Select Retrieve from the Reservations menu (or the Reservations icon in the toolbar) to display or update a reservation.



When the Retrieve option is selected, the following window is displayed:

A screenshot of a 'Retrieve reservation' dialog box. It has a title bar with 'Retrieve reservation' and standard window controls. The dialog contains three input fields: 'Cnf. #:' with a small text box, 'Name:' with a larger text box, and 'Arrive:' with a small text box. At the bottom, there are two buttons: 'Search' and 'Close'.

An existing reservation may be retrieved by the confirmation number, or, if the confirmation number is not provided, by the surname and arrival date.

Retrieving by Confirmation Number

To retrieve a reservation record by the confirmation number, type the confirmation number in the *Cnf. #* box. Then click the OK button.

Retrieving by Surname and Arrival Date

If the confirmation number is not known, type the surname in the *Name* box and the arrival date in the *Arrive* box. Click on OK to retrieve the reservation.

Updating a Reservation Record

When the reservation record is displayed, the information may be changed or deleted.

The screenshot shows a 'Reservation' window with the following fields and values:

In:	10/10/09	Out:	10/12/09
Last name:	HAMPTON	First:	MARK MR/MRS
Company:			
Street:	3652 W PERSHING BLVD		
City:	LITTLE ROCK	State:	AR
Code:	72114		
Telephone:	501 557-2332		
Rooms:	1	Adults:	2
Type:	C2T	Rate:	150.00
Extras/Opts:			
Other:			
Guarantee:	6P		
Source:	MR	Telephone:	
Taken by:	DF	Expected arrival:	2P
Special info:			

At the bottom of the window are two buttons: 'Save' and 'Cancel'.

Select **Save** to store the reservation record. Any changes will be saved automatically.

Printing a Reservation Record

To print a displayed reservation record, click on any gray (non-data) area with the **right** mouse button.

Select *Print* from the pop-up menu.

A screenshot of a reservation form. A modal dialog box is open in the center, containing two buttons: "Print" and "Cancel". The form in the background has several fields: a name field with "MPTON", a "First:" label with "MA", an address field with "52 W PERSHING BLVD", a city field with "ATTLE ROCK", a "State:" label, and a phone number field with "1 557-2332".

Canceling a Reservation

When a reservation record is displayed, click on the Cancel button to cancel the reservation.

The system will prompt the user to confirm the cancellation. Click on Yes to proceed with the cancellation. To proceed without canceling the reservation, click on No.

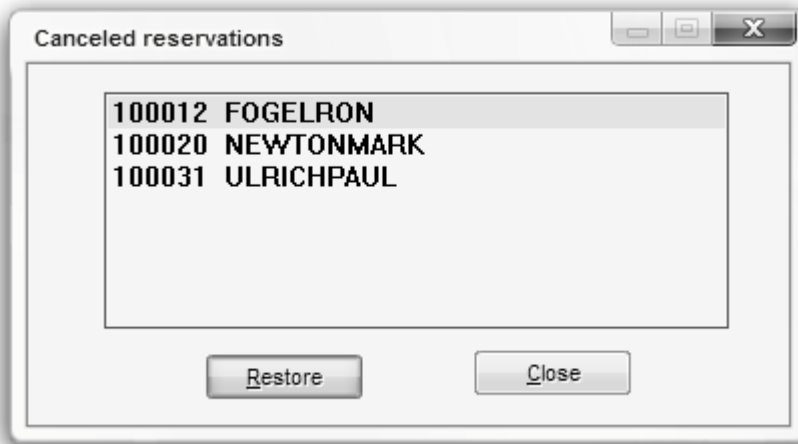
When a reservation is canceled, the system generates a cancellation number.

Restoring a Canceled Reservation

When an active reservation is canceled, the record is placed in the Reservations Archive. If a reservation is inadvertently canceled, the Archive function may be used to restore the canceled reservation.

Click on Archive from the Reservations menu.

The Reservations Archive lists all canceled reservations.



Click on Restore to proceed, or click on Close to exit the Reservations Archive.

When the reservation record is displayed, click on Save to restore the reservation.

Exercises

Set the date to 09/15.

Retrieve and update the following reservations.

1. Paul Ulrich wants to change the check-in date of his reservation to 10/10. He plans to check out on 10/14.
2. Samuel Mannerheim wants to guarantee his reservation with his Visa credit card. The account number is 3245400334459931, expiring 8/10.
3. Melody Curtis wants to cancel her reservation.
4. Mark Newton booked a superior room with 1 queen bed. He wants to change the room type to a deluxe room with one king bed.
5. Maria Andreotti wants to change the check-in date of her reservation to 10/11. She plans to check out on 10/14.
6. A client phones to confirm his reservation. The confirmation number is 100012.
7. Mark Hampton wants to change the check-out date of his reservation to 10/14.
8. In the previous exercise, you booked a reservation for Mr. and Mrs. Henry Albrecht. The clients now plan to arrive at about 9 P.M. They will guarantee the reservation for late arrival. The American Express account number is 6493837626669, expiring 12/10.

9. Wilfred Maystadt originally booked a superior room with 1 queen bed. He now wants to book a standard room with 1 double bed at the lowest flexible rate.

10. A client phones to cancel his reservation. The confirmation number is 100007.