Victoria university of Bangladesh

Mid Exam

Sub: Managing Front Office Operation

Sub. Code: HM 307

Program: BTHM

Semester: Summer 2023

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PART A

Question no 01

Define Room Reservation. What are the information's required to reserve a room?

Answer to the question no 01

Room Reservation

A reservation is defined as 'blocking or booking a particular type of room for a guest for a certain period of time'. It is easy for hotels to accept reservations in order to achieve high occupancy and to maximize revenue from rooms.

The holding aside or blocking of a specific room for a guest for a defined period of time in accordance with the request made by the visitor while making the booking is referred to as a reservation in hotel.

Reservation in hotel in advance significantly improves a visitor's chances of finding a fantastic deal and having a clean well-maintained room available when they arrive.

It entails gathering information from the client, such as name, contact information, and payment method, and then making an advance reservation for a hotel.

This makes it possible for hotels to control their occupancy levels more efficiently by preventing empty rooms brought on by low or excessive bookings. Additionally, it enables clients to schedule accommodations in advance without worrying about availability when they reach.

Types of room reservation

Confirm Reservation: A confirmed reservation is an assurance from the hotel that the person will be given a room if they arrive on the scheduled arrival date and time before the hotel's cancellation hours. Even when the confirmed guest has not yet paid, the hotel holds the room under certain restrictions. There are two types of confirmed reservations like

- **Non-guaranteed Reservation:** A reservation at a hotel is considered non-guaranteed if the guest confirms it but does not make a deposit to secure it. In this type of reservation, unless the guest notifies the hotel of his delayed arrival, the hotel agrees to hold the room for the guest until the cancellation hour.
- **Guaranteed Reservation:** If a guest makes a guaranteed reservation, the hotel agrees to hold the room for them and not give it to another guest, even if they are late for check-in. The guest is required to pay in advance (either in full or in part, depending on the hotel policy and the occupancy for the requested stay days).

Reservation on a waitlist: When the specified dates and room category are unavailable, a reservation is placed on the waitlist. When a hotel gets a cancellation request for a room in the same category, it will confirm any reservations on the queue.

Provisional Reservation: When a potential guest requests a reservation for an upcoming day of arrival, the hotel makes a provisional reservation for that guest in its records and sends the potential guest a letter of offer. The hotel converts a tentative reservation to a confirmed reservation after receiving the guest's updates.

The information's required to reserve a room

In formulating the reservation request, the three most important factors are a) the expected date of arrival and departure b) the desired room type c) the number of rooms needed. Using this information the hotel staff can search the room availability file via the designated arrival date.

The guest reserves their desired room through the system by providing their personal information such as name, contact number, and payment details. They can also add special requests such as a room with a view or a specific location, and the system will notify the hotel of these requests.

Once a hotel is contacted by a guest about reserving space its staff must intelligently formulate the reservation request and complete a reservation record. The reservation record is the permanent file form used to store all the information pertinent to a specific reservation or in current era creating a computerized reservation record in the hotel management software or PMS.

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Along with this preliminary data, a reservation record will usually be judged complete when it includes the following information:

- Guest's Profile Data.
- Guest's group/company affiliation.
- Arrival date and time and departure date.
- The number of nights.
- Number of Pax.
- Room type requested.
- The number of rooms required.
- Type of bed.
- Rate quoted / Rate Code.
- Date reservation received

- Reservation Status.
- Billing Instruction
- Pickup Details.
- Any other Details or special remarks.
- Source Code
- Market Code

Question no 02

What are the advantages of PSM?

Answer to the question no 02

PMS

Hotel property management systems (PMS) manage all aspects of hotel business operations, including the delivery of superior guest experiences.

Hotel property management systems (PMS) manage all aspects of hotel business operations, including the delivery of superior guest experiences. Traditionally, a hotel PMS was defined as software that enabled a hotel or group of hotels to manage front-office capabilities, such as booking reservations, guest check-in/checkout, room assignment, managing room rates, and billing. A hotel PMS replaced time consuming, paper-intensive processes. Today, hotel PMS technology has evolved well beyond the front desk. A hotel PMS is now a critical business operations system that enables hoteliers to deliver amazing guest experiences.

Originally, hoteliers weren't dealing with online bookings. They were collecting very limited information such as a name, residence, room and time of arrival because the majority of their clientele were walk-in guests. But increasingly disruptive innovations and new technologies have changed the way hoteliers run their business and interact with their clientele. Online bookings started to gain traction, making hotel property management systems (PMS) vital for hoteliers striving to boost their revenues. Realizing the benefits of a PMS allows hoteliers to modernize daily operations and strengthen overall efficiency. If you are running a hotel business and considering a PMS, read on for details of the benefits these systems provide and what drives their adoption.

Positive underlying drivers for property management system

- One of the more recent forecasts outlined that the U.S. hotel industry is projected to experience continued performance growth through 2017.

- A younger generation of hotel owners or managers together with new build and consolidation activity are all driving new technology adoption, especially PMS.
- Booking online or through mobile-optimized devices, specifically tablets, is becoming more and more popular among millennials.
- Integration with major social media and customized marketing strategies is expected to be developed to meet the rising demand.

How to benefit from a hotel property management system

Below you can read about the most critical benefits the hotel property management systems offer. Let's delve into details:

1. Efficiency-oriented solutions

In today's fast-paced hospitality landscape hotel daily operations and processes are getting more complicated within the hotel workflow and often take too much time to complete. Hotel property management systems can automate them, creating opportunities for the stuff to better serve their guests and visitors. Implementing a hotel property management solution helps to do a great part of the work and in some cases decrease or eliminate time spent on time-consuming tasks and operations, allowing hoteliers to focus on the bigger picture.

2. Transparency-based communication

Transparency-based communication between different hotel departments is highly essential. They need to work in sync to serve guests optimally. A property management system provides scope for easy and clear communication between all departments, ensures that they all are functioning effectively and efficiently, saving time and offering guests and visitors an improved and more personalized experience.

3. Channels of distribution

Integration of a property management system with a channel management function is hugely beneficial. Hoteliers can advertise across many channels from the large online travel agents (OTAs) and global distribution systems (GDSs) to individual retail travel agents. Your team can manage all bookings within one system generated through these third-party channels (OTAs, GDSs, social media, metasearch) and avoid making major mistakes that could negatively impact the guest experience.

4. Sophisticated revenue tactics

Property management solutions allow hoteliers to implement effective data-driven revenue management strategies, requiring the tracking of key performance indicators (KPIs). Tracking indicators such as average daily rate (ADR), revenue per available room (REVPAR) and gross operating profit per available room (GOPPAR) help hoteliers have a more effective revenue strategy. Moreover, actionable performance data and reports allow them to assess and compare performance over time, helping them make better business-mix decisions and generate more revenue.

5. Streamlined check-ins/outs, bookings and billing

There is nothing more frustrating than waiting for a long time to be checked in or out; these processes should be fast and easy to provide a seamless experience for clientele. A hotel PMS solution helps hotel staff perform tasks and processes, such as check-in/out, guest requests, housekeeping status, room maintenance, bookings, billing option with ease. Hotel managers can quickly execute most of these processes and tasks that will increase productivity and deliver an excellent experience for guests and visitors.

6. Real-time monitoring

If your hotel business operates year-round, requires a 24-hour commitment or you’re a hotelier striving to better control your businesses, property management systems provide great possibilities of flexible remote access from anywhere and at any time. That means a hotel owner or manager can monitor the status of each booking, adjust or change rates, review performance results whenever and wherever.

Bottom line

In a hotel business, there is a wide range of essential property management system solutions that make the administrative operations more easy for hoteliers and help better perform daily activities. Hoteliers can coordinate all hotel reservations, guest data, billing options and other daily tasks streamlining them; improve financial performance and cover the entire experience for guests, including the booking process to capturing guest data for future interaction. Hotel businesses should realize these benefits and focus on digital solutions designed to meet their operational needs and boost their profit.

PART B

QUESTION

Define the following terms.

a) Concierge

b) Valet

c) Uniformed service

d) In house guest

e) Rack Rate

Answer:

a) Concierge:

A usually multilingual hotel staff member who handles luggage and mail, makes reservations, and arranges tours.

A hotel concierge is an employee responsible for receiving guests and responding to guests' needs to improve the customer experience. Sometimes referred to as a guest services representative or a guest relations manager, the job usually forms part of the hotel front office department.
A hotel concierge serves hotel guests and visitors. It is one of the first and most traditional concierge services. A hotel concierge's job involves bookings, organizing transportation, purchasing tickets, keeping you safe, resolving travel issues, and assisting hotel guests and visitors with requests.

A good concierge ability to listen and have empathy with the guests. Guests often do not know what they want; they might be jet-lagged and stressed. Be resourceful, which requires a good network and a determination not to take no for an answer. Be a rounded, balanced person—never stop learning.

In hospitals, concierge services are becoming increasingly available. A hospital concierge provides similar services to those of a hotel concierge, but serves patients and employees as well. This helps hospital employees who work long shifts, and helps to provide work-life balance.

There are numerous independent personal concierge companies that provide errand services and information services for their members. Services include informational requests, setting dinner reservations, making telephone calls, researching travel arrangements and more. Typically, concierge companies will bill on an hourly rate, and depending upon the type of task, fees can vary drastically. Other companies bill a flat monthly fee based upon the number of requests a member is allowed to place each month. In the United Kingdom, since the year 2000 and as of 2010, concierge has become a key marketing and loyalty tool in the banking sector and offered

as a benefit on luxury credit cards. This service offering is also known as lifestyle management. Concierges also entertain their clients.

b) Valet

A **valet** or **varlet** is a male servant who serves as personal attendant to his employer. In the Middle Ages and Ancien Régime, valet de chambre was a role for junior courtiers and specialists such as artists in a royal court, but the term "valet" by itself most often refers to a normal servant responsible for the clothes and personal belongings of an employer, and making minor arrangements. In the United States, the term most often refers to a parking valet, and the role is often confused with a butler.

A person who parks cars for guests at a hotel, restaurant, etc. — see also valet parking. 2. : a man's personal male servant.

A valet or "gentleman's gentleman" is a gentleman's male servant; the closest female equivalent is a lady's maid. The valet performs personal services such as maintaining his employer's clothes, running his bath and perhaps (especially in the past) shaving his employer.

In a great house, the master of the house had his own valet, and in the very grandest great houses, other adult members of the employing family (e.g. master's sons) would also have their own valets.

At a court, even minor princes and high officials may be assigned one, but in a smaller household the butler – the majordomo in charge of the household staff – might have to double as his employer's valet. In a bachelor's household the valet might perform light housekeeping duties as well.

Valets learned the skills for their role in various ways. Some began as footmen, learning some relevant skills as part of that job, and picking up others when deputising for their master's valet, or by performing valeting tasks for his sons before they had a valet of their own, or for male guests who did not travel with a valet. Others started out as soldier-servants to army officers (batmen) or stewards to naval officers.

Traditionally, a valet did much more than merely lay out clothes and take care of personal items. He was also responsible for making travel arrangements, dealing with any bills and handling all money matters concerning his master or his master's household.

c)Uniformed service

“uniformed services” means the Army, Navy, Air Force, Marine Corps, Space Force, Coast Guard, Commissioned Corps of the National Oceanic and Atmospheric Administration, and Commissioned Corps of the Public Health Service.

The term "uniformed services" means the Army, Navy, Air Force, Marine Corps, Space Force, Coast Guard, National Oceanic and Atmospheric Administration, and Public Health Service.

The uniformed services are roles to help aid and protect the public. Job security is generally high, with good starting salaries for graduates and the potential to advance further within your field.

Uniformed service in a hotel

Uniformed services add value to the resort experience by providing various personalized services for guests and are a vital part of a hotel guest's experience. These staffers include door persons, bell attendants, valet parking attendants, transportation drivers, and concierges. Employees who work in the uniformed service department of the hotel generally provide the most personalized guest service. Taken into consideration the degree of attention given to the guests by this department, Some Properties refer these as Uniformed services others simply as Guest service.

While personal in reservations, front desk, and communications areas affect guest perceptions, it is often personal in uniformed service who make a lasting impression. Also uniformed service staff are usually classified as "tipped employees", Since a portion of their income is derived from guests gratuities!

The primary positions within the uniformed service department are:

- Bell attendants - Persons who provide baggage services between service between the lobby area and the guest room.
- Door attendants - Persons who provide curbside baggage service and traffic control at the hotel entrance.
- Valet Parking attendants - Persons who provide parking service for guests automobiles
- Transportation personnel - person who provide transportation services for guests.
- Concierges - Person who assist guests by making restaurant reservations, arranging for transportation, getting tickets for theater, sporting etc.

d)<u>In house guest</u>

In House Guests to view and modify reservation information and/or profiles of guests in house. You can change any of the reservation information except the arrival date, cancel a check-in, move a guest to another room and perform various other actions also offered in the horizontal reservation menu like creating billing instructions, leaving a message, entering fixed charges, etc.

The In House Guests screen is identical to the Reservation Search screen. As you only search for in-house guests here, criteria like No-Show, Cancellation, Deposit, etc., are not listed. When searching by confirmation number (as it is a unique identifier), the reservation shows regardless of the current status and the stay dates of the reservation.

The meaning of in-house

ˈin-ˌhaȕs. -ˈhaȕs.: existing, originating, or carried on within a group or organization or its facilities: not outside. an in-house publication. a company's in-house staff.

e) Rack Rate

The rack rate is the normal price of a hotel room, before any discount. A second room can be reserved at a 50 percent discount off the rack rate. Rack rates for a hotel room start at $220 a night. The rack rate is the highest price at the hotel, without any discounts.

The hotel rack rate is the price that a hotel charges for a room before any discounts have been applied. It is sometimes referred to as the published rate and is usually set artificially high, which means that discounts can look extremely generous by comparison.

The rack rate is a term used in the travel industry to describe the often inflated prices that a person would pay for a room if he deals directly with a hotel, instead of with a travel agent or one of the many online discount travel companies. It may also be called the retail price, walk-up rate, or actual price. By simply walking into a hotel and asking for a room for the night, a traveler might pay two to three times the price she would pay if she pre-booked through a travel agent. The cost, however, can vary, and may depend on a willingness to bargain, or how late in the day it is. If a hotel sees an opportunity to rent a room that would otherwise be unoccupied for the night, it may be possible to bargain and obtain a sizeable reduction.

The earlier days, many hotels had a key rack behind the front desk. Perched above the rack was a sign stating the night's room rate. Walk-in guests would be offered that rate upon check-in. Thus the term rack rate.

PART C

Question no 01

What is Pre-Arrival? Describe the elements involve in it.

Answer to the question no 01

Pre-Arrival

The interaction between a guest and a hotel before the guest arrives at the hotel forms the pre-arrival phase of guest cycle. Reservation is the most important pre-arrival activity. During this phase, the guest first selects a hotel for stay.

Pre-arrival processing involves the (electronic) submission of the relevant goods and/or cargo declaration data to the relevant authorities prior to the arrival (for import) or prior to departure (for export) of goods.

An example of pre-arrival guest communication is sending a welcome message or email to customers a few days before they check in. You might mention what time they can arrive and the best ways to get to the location via car and public transport.

Pre-arrival communication is a crucial component of providing exceptional customer service in the hotel industry. By taking the time to engage with your guests before they arrive, you can create a positive first impression and ensure that their stay is as enjoyable as possible.

Pre-arrival organizations help you get information on how to move to, live and work in Canada. Pre-arrival service organizations assess your needs and create a personalized plan to help you settle in Canada.

The pre-arrival stage in hotels

The pre-arrival stage in hotels is usually the time between when a guest books and before they arrive at your property – although it can also count the time before they've made the reservation. During this stage of the guest cycle, choices are highly influenced by word-of-mouth, previous experiences with your brand, location and a range of other factors.

One of the other important factors is the ease of booking, which can be facilitated by a flawless hotel booking engine, driving direct bookings and reducing website abandonment.

This stage is an important time to educate your clients about all the services available at your hotel so that they will maximize the amount spent and thereby the revenue generated per booking, which ultimately will lead to a positive outcome in your hotel's bottom line. It is the first contact you have with your guests once they book, so you want to make a positive first impression by making them aware of all the extras and upgrades available.

Whether it be transportation services, spa treatments, early check-in or interesting in-room features, the important thing once you've secured the booking is to remind your guests why they've made the right decision, and how they can make their stay even more comfortable. More comfortable for them translates into more revenue for your hotel.

Five ways to generate more revenue from the pre-arrival stage

Now that we've looked at what the pre-arrival phase is, let's look at five simple ways to generate more revenue during this phase of the guest journey.

Upselling and cross-selling

There are many upselling and cross-selling possibilities between the time that the guest books and the time they arrive at your hotel, and it's a great overall strategy for increasing ancillary revenue.

There are many ways to encourage guests to book extra services or upgrades. Much in the same way that airlines charge you more if you add luggage at the airport, you can use similar tactics for add-ons and upgrades – offer these services for a cheaper price if they book them prior to arrival.

During the booking process, offer extra services like transportation, early check-in, late check-out, restaurant reservations or cultural activities. The more services guests purchase before they arrive, the more incremental income for your hotel, and it's also a great way to increase the average revenue per guest.

In this way, you will have not only the stage prior to arrival to generate additional income, but also time during their stay to increase the number of services purchased.

Know your guests

There is never a better time to get to know your guests than during the phase of the user journey which occurs before they arrive at your hotel.

Targeting guest profiles starts at the moment they book; by understanding what services they are booking and the reason for their trip, you will be able to better cater your offer to their needs. You can then create a series of emails to match each distinct guest profile, which can be used to upsell and offer services that might appeal to them so that it is more likely that your upsell tactics will be effective.

An optimized website

Once you've managed to attract visitors to your website, it's important that the booking process is as clear as possible. By defining a clear process, and thinking about the user experience on your website, you can weave in upselling opportunities.

For example, you can offer a room feature comparison by putting two rooms side by side, which will make it clearer as to why they should book the more expensive option.

Have guests create an account in order to book, as this allows you to capture important information about preferences and needs. This way you can also target the upselling offers to meet their needs as well as important data that can be used during the trip and after.

Is it a family who can book an extra large room for a slightly higher price, or a business client who can book a room with extra fast Wi-Fi? Understanding who your guest is crucial to enhancing the guest experience before arrival and enticing them to spend more.

Create different touchpoints prior to arrival

Ensuring you have different touchpoints to connect with guests prior to their arrival is also a great strategy to increase revenue. Use a series of targeted emails where you can give guests the possibility to request special services or list their preferences. This will allow you to offer services that they are more likely to book, as well as give you the opportunity to make them feel special so that they become repeat guests.

The more you can entice guests to come back, the less acquisition costs you will have, and the more value can be attributed to each booking.

Manage your online reputation

You might think: how does managing my online reputation generate income? Of course, it doesn’t directly generate income, but having good reviews is key to generating business. The experience of past guests at your property might be just what potential clients need to push them over the edge to reserving at your hotel.

When monitoring your online reputation, be sure to be agile in your responses, responding to bad reviews just as quickly as you do to good reviews. Use your responses to both positive and negative reviews to highlight positive features and show how your hotel solves problems when needed. Furthermore, you can use the information provided in reviews to improve where you determine your hotel is falling short.

The key to generating more revenue during the phase prior to guests arriving at your hotel is connecting with your future clients. Understand what it is they need so you can offer targeted services that they are more likely to book and hence spend more money at your facilities.