

COURSE OUTLINE FOR FRONT DESK MANAGEMENT AND PRACTICE

Intro to hotel industry

Target market

Advantages & disadvantages of hotel ownership

Classification of hotel

Classify the hotel functional areas

Types of rooms

Define mission and create organizational chart

Nature and uses of job description/specification

Describe the various F.O department

Section of the F.O and their importance

Tariff structure and plans.

JPTS INTERNATIONAL

COURSE TITLE: INTRODUCTION TO FRONT DESK AND PRACTICE

COURSE CODE: PSL 122

TOPIC: INTRODUCTION TO HOTEL INDUSTRY

DATE: 3RD OF MAY, 2020.

INTRODUCTION:

The hotel industry is the servicing business conducting another significant branch in the economic development of the country. The hotel industry associates many types of industry, such as the tourist, the transportation industry, and the food servicing industry. It is apparent that every country emphasizes on the significance of this kind of industry, with a belief that this is a source for employment, disseminating the income of the country, conducting the country's progression, especially the progressing country such as Thailand. It is accepted that the hotel industry brings a high income to the country. Therefore, the government sector and the public sector should cooperate in promoting this kind of business. Whereby, the public sector would make the investment, and the government sector would support. It is complacent that generally the hotel industry in Thailand is being internationally accepted, due to the modernization of the hotel and the optimum service. The Thai amiability to foreigners avails the progression of this kind of business. The oriental hotel is an example of success for the Thai hotel, in receiving the world best hotel award for eight consecutive years. This enables the image for the Thai hotel business to become in one of the top levels in the eyes of foreigners.

Presently, the various hotels expanded the network and branches, with a belief that the hotel business is still going well in Thailand, because people are still much interested to make a tour in this region of the world. Moreover, the booming tourist industry is enchanting people to put in more investment. These factors would conduce a great income to the country. More people give better interest in the study of the hotel academic. There was the intense teaching, training, and learning in this subject, to concur with the growth of this business. On the overall, this directly advantageous to the hospitality industry. Because administrators and the operators attained the knowledge in the hotel business administration with a correct servicing knowledge, this would also be advantageous to the other relevant business.

THE DEFINITION OF THE HOTEL INDUSTRY

HOTEL: The Hotel law, 1935 Article 3, indicated that the word hotel refers to all places constituted to receive the payment from travelers or people who quest for lodging or temporary stay. (Preecha Daengroj, 2001:199).

The word “Hotel” in the Longman Dictionary of American English (1983:335) gave a definition of “a building where people can stay, in return for payment”. This refers to a place where people can stay through payment.

In the New Model English-Thai Dictionary (So Sethaputra, 2002:349) gave the definition that the word ‘hotel’ refers to the big hotel, the mansion, or the government offices, such as Hotel de Ville.

ACCOMMODATION

Before there was the word ‘Hotel’ there was the word accommodation or places for travelers, which has more extensive meaning than the word ‘hotel’. However, the hotel is the accommodation for travelers who wish have lodging through payment to the proprietor.

The accommodation refers to a temporary lodging, where travelers may rest and take a sleep. The accommodation is a prime significant for the traveling, which is important for the people, economically, culturally, and socially.

The form of accommodation should be suitably in concordance with the environment. This might be an endemic style or a modern style, depending on the surrounding. This conduces a diversity of accommodation formats. Therefore, the lodging has many types and many prices, with a variety of required conveniences.

The word ‘hotel industry’ can be concluded as the business administration pertaining to the lodging, put up to receive payments form travelers or the people who seek for a temporary stay, with services on the food, drink, and systematic control on the particular administration.

COURSE TITLE: INTRODUCTION TO FRONT DESK AND PRACTICE

COURSE CODE: PSL 122

TOPIC: HOTELS TARGET MARKET

DATE: 3RD OF MAY, 2020.

A hotel target market refers to the specific type of people or group who already to a lot of business with. It can also be seen as the type of customer you'd like to attract more of. Either way, every hotel must be align their marketing and sales efforts if they want it attract and book more of these ideal guests.

SOME MAIN TYPES OF HOTEL TARGET MARKET SEGEMENTATION

LOCATION: Is your hotel in a big city or a rural town? By the beach or land locked? Walking distance from an amusement park or a popular conference center?

SIZE: It doesn't matter whether you are a boutique bed and breakfast or part of a name brand hotel chain, as long as you understand why someone would prefer staying at a place with your max capacity.

PREFERRED AMENITIES: We all know that person who refuses to book a hotel if they don't have a hot tub. Even if it's in the middle of the desert. During a heat wave, certain group of people are going to have amenity preferences. Once you define your target market, you can work to add whatever is missing.

TRAVELER TYPE: A business professional has different interests than a family of five with young children. Knowing which type of traveler your hotel currently attracts is yet another clue into your target market is or should be.

Every hotel offers a unique combination of characteristics, while these categories are good starting point, you'll need to do a little more digging to understand exactly who frequents your hotel now and who you'd like to do more business with in the future.

WAYS TO IDENTIFY YOUR TARGET MARKET

SURVEY YOUR CUSTOMERS: Survey help you to get information directly from the horse's mouth, so to say. An easy way to get consumer feedback, survey offers a glimpse into the psyche of current guest. Having this information will help you to define what kind of people currently stay at your hotel. You can automatically survey guests using SMS, email, or verbally by integrating it with your check out process. The key is to make it short and interesting. Anything more than five (5) questions is overkill and easily ignored. Some popular target market survey questions are:

- a. how did you hear about us?
- b. what did you enjoy most about your stay?
- c. which of the following most influenced your decision to book with us?
- d. would you recommend our hotel to a friend/family member?
- e. what was the purpose of your most recent visit?

These and other thought provoking questions should come with a set of multiple choice answers and another section with space to leave a comment.

ENABLE CUSTOMERS TO CREATE PROFILES: This is one of the oldest marketing tricks in the book for good reason. Creating a fake profile of a person who is likely to stay at your hotel is both a creative and effective tool for understanding your target market. Outline who they are, what they are like, their occupation and anything else you deem relevant.

IMAGINE YOUR AUDIENCE POINT OF VIEW: understanding your target market demographics is about more than just listing educational levels and hobbies. It's about one step further and getting into the heads of the people you'd most like to have at your hotel. For example, if your hotel is fairly small and located in a popular area where travelers have many options for lodging all year round, if you've come to the conclusion that your target market includes traditional families with only one or two young children you now have some choices to make. First, what personal values will you add to your hotel to make it the obvious choice for new parents? Things like relaxing and private breast feeding stations in the lobby could be the tipping point for many potential guests who fit these demographics.

SEE WHAT ONLINE REVIEWS SAY: Not all reviews are created equally but that doesn't mean you can't still uncover a few hidden gems in your yelp or trip advisor ratings. Guest will often elaborate on why they were staying at your hotel, what they expected to experience, what they loved the most about the location etc, add these details to your notes and check back for new reviews at regular intervals to get a better understanding of what your guests need and wants.

UNDERSTAND WEBSITE VISITORS' DEMOGRAPHICS AND MORE USING GOOGLE ANALYTICS: Google analytics is free to use and offers some incredible information. This tool can show you who visits your site, where each site visitor is located, what they click on, how long they stayed on each page etc.

USE SALES AND CRM SOFTWARE TO TRACK YOUR CUSTOMER

INTERACTIONS: No one knows your hotel's history like a great sales and CRM software. Quality programs like social tables offer easy-to-learn systems for capturing and assessing sales data. That data is then turned into customizable visual reports.

SEEK OUT OPINIONS BEING SHARED ON SOCIAL MEDIA: Social media helps gather target market information the same way online reviews do. People love sharing their opinions on Facebook, twitter, and instagram, each website offers its own insights, tools and opportunities for honest feedbacks.

COURSE TITLE: INTRODUCTION TO FRONT DESK AND PRACTICE

COURSE CODE: PSL 122

TOPIC: TYPES OF HOTEL OWNERSHIP

DATE: 3RD OF MAY, 2020.

OBJECTIVE: At the end of the lecture, learners are expected to know the following:

- Types of hotel ownership

- Advantages of different types of hotel ownership

- Disadvantages of different types of hotel ownership

A hotel with a recognized brand name may be a reassurance to most that their stay will be uneventful. A brand name on the outside of a hotel, however, is not an indication of ownership. James Goldberg of Meetings Net, an online resource for professional meeting planners, says that as of 2007, approximately three-fourths of United States hotels operate as franchises and most of the physical hotel buildings are owned by someone other than the hotel operator. (See Reference)

TYPES OF HOTEL OWNERSHIP

There are four basic types of hotel ownership and management: franchise, privately owned and operated, leased and professional/contract management.

. A franchise operation is privately owned, but the owner pays an up-front fee to purchase the franchise along with ongoing royalties. A privately owned and operated hotel may have investors or others with a financial interest in the hotel, but the ownership structure is in one person or company's name. Leased hotels are owned by an individual or company, but normally lease the physical building. A managed hotel is also privately owned, but has signed an agreement with another hotel brand to run the hotel operations.

FRANCHISE MODEL

A franchise hotel operation has clear advantages and disadvantages. While the hotel will benefit from recognition of the brand name by consumers, a proven business model and national marketing, the hotel's owner is dependent on that brand name for its business. If the brand loses popularity with consumers, the owner's business suffers as well. In addition, since a franchise is generally limited to the territory it can market in and cannot franchise itself, its growth options are limited to purchasing additional franchises. In other words, franchise can be said to mean the authorization granted to by a company to sell or distribute its goods or services in a certain area. For instance, if JPTS authorizes an individual or an organization to use her name to run its own business then one can say that JPTS has sold its franchise to the person or organization

ADVANTAGES OF A HOTEL FRANCHISE

Strong_brand_portfolio: A **strong brand** has a reciprocal **benefit**. The loyal customer base it creates generates more business for all its **franchise** locations, which helps to reduce the start-up risk and to encourage more entrepreneurs in opening a **franchise** business.

Strong approach to standard:

Good reputation

Training programmes

Consultation and advice service

Marketing programmes

Disadvantages of Hotel Franchise

Startup Costs and Franchise Fees. Expensive startup costs and ongoing fees are some franchise **disadvantages** that can make it harder for you to get started as a business **owner** as well as to operate profitably. ...

Less Control over Your Business. ...

Locked Into a Contract. ...

Not Free of Risk.

PRIVATELY OWNED AND OPERATED

This type of hotel ownership gives an owner the most freedom, but also the biggest risk. The hotel owner is free to make all decisions on staff, operational structure and growth, but does not have the benefit of a brand behind him. All marketing research and efforts must be built from the ground up.

ADVANTAGES OF PRIVATELY OWNED AND OPERATED

Total freedom over ownership of the hotel

The owner takes all decision on staff, operational structure and the growth of the hotel.

Decisions are easily arrived at since the owner does not need the consent on anyone before taking decision

It can thrive in all business environments because of its simplicity in establishment.

It is easy to manage

Close relationship between owner and employee

DISADVANTAGES OF PRIVATELY OWNED AND OPERATED

The owner bears the risk alone

The hotel owner does not have the benefit of a brand behind him.

Problem of continuity

It has unlimited liability

It is not a separate legal entity

LEASED HOTELS are also privately owned, but the physical hotel building belongs to someone else. These types of arrangements are generally on long-term leases. The lessor will stipulate a minimum rent for the premises, and may also include a sliding scale based on total revenue for ongoing rent.

In other words, we can say that a lease can be defined as an arrangement between the **lessor** (owner of the asset) and the lessee (user of the asset) whereby the lessor purchases an asset for the lessee and allows him to use it in exchange for periodical payments

At the conclusion of the lease period, the asset goes back to the lessor (the owner) in an absence of any other provision in the contract regarding compulsory buying of the asset by the lessee (the user). There are four different things possible post-termination of the **lease agreement**.

The lease is renewed by the lessee perpetually or for a definite period of time.

The asset goes back to the lessor.

The asset comes back to the lessor and he sells it off to a third party.

Lessor sells to the lessee.

ADVANTAGES OF LEASING HOTELS

Lower capital outlay. A **hotel lease** does not require one to buy the land and buildings of the **hotel**.

No risk of obsolescence

Better planning

Better planning

Tax benefit

DISADVANTAGES OF LEASING HOTELS

Limited tax benefit

Limited financial benefits

Maintenance of the assets

Reduced return for equity holders

Limited access to loans

PROFESSIONAL/CONTRACT MANAGEMENT

While the trend for new hotels is to open as franchises, existing hotels quite frequently go the managed route. This is where an existing privately owned hotel partners with a recognized brand name or smaller, more experienced hotel. The hotel continues to be privately owned, but the managing hotel takes over the day-to-day operations of the business and quite frequently lends its brand name as well. The managing hotel charges royalties based on total revenues.

Also, management contract are hotel management enterprises which operates properties owned by other entities. In some cases, the hotel owners may arrange to run their properties through a management contract with an enterprise that specializes in managing hotel. The reason for this is that the owner may not have the necessary expertise or desire to become involved in the operation of the hotel.

ADVATAGES OF MANAGEMENT CONTRACT

- Acquisition of business expertise which can reduce the chance of business failure.

- It enhances the services quality.

- Gain national or international recognition for the hotel if it is operated by a reputable management enterprise.

- The owners are not required to be involved in the hotel's operation.

DISADVATAGES OF MANAGEMENT CONTRACT

- Loss of operational control

- Financially liable for all cost, expenses and losses of the hotel

- The management enterprise may have less incentive and morale in managing the hotel if only a fixed management fee is paid without any sharing of profit

COURSE TITLE: INTRODUCTION TO FRONT DESK AND PRACTICE

COURSE CODE: PSL 122

TOPIC: CLASSIFICATION OF HOTELS

DATE: 10th OF MAY, 2020.

OBJECTIVE: At the end of the lecture, learners are expected to know the following:

Different classes of hotels

Why hotels need to be classified

CLASSIFICATION OF HOTELS

Standard Classification (Star rating System)

Hotels can be categorized into: Star Rated Hotels (One Star to Five Star Deluxe) & Heritage Hotels

STAR CLASSIFICATION

ONE STAR HOTEL

These properties are generally small and independently owned, with a family atmosphere.

There may be a limited range of facilities and the meals may be fairly simple. For example, lunch may not be served in room

Some bedrooms may not have an ***en suite bath or shower.***

Maintenance, cleanliness, and comfort would be of an acceptable standard.

TWO STAR HOTEL

Hotels will typically be small to medium-sized, and offer more extensive facilities than one-star hotels.

Guests can expect comfortable, well-equipped overnight accommodation, usually with an ***en suite bath or shower.***

Reception and other staff will aim for a more professional presentation than at the one-star hotel

Hotel will offer a wider range of straightforward services, including food and beverages.

THREE STAR HOTEL

Hotels are usually of fairly large size to support higher staffing levels as well as a significantly higher quality and range of facilities than at the lower star classifications.

Reception and other public areas will be more spacious, and the restaurant will normally also cater to non-residents.

All bedrooms will have an ***en suite bath and shower, and will offer a good standard of comfort and*** equipment, such as a direct-dial telephone and toiletries in the bathroom.

Besides room service, some provisions for business travelers can be expected.

FOUR STAR HOTEL

Degree of luxury as well as quality in the furnishings, décor, and equipment in every area of the hotel is outstanding

Bedrooms will also usually offer more space than at the lower star levels.

They will be well-designed with coordinated furnishings and décor.

The ***en suite bathrooms*** will have both a bath and shower.

There will be a high staff to guest ratio,

There will be provisions of porter service, twenty-four-hour room service, and laundry and dry-cleaning services.

The restaurant will demonstrate a serious approach to its cuisine.

FIVE STAR HOTEL & FIVE STAR DELUXE HOTEL

Five star hotels offer spacious and luxurious accommodations throughout the hotel, matching the best international standards.

The interior design should impress with its quality and attention to detail, comfort, and elegance.

The furnishings should be clean and tidy.

The service should be formal, well supervised, and flawless in its attention to guests' needs, without being intrusive.

The restaurant will demonstrate a high level of technical skill.

The staff will be knowledgeable, helpful, and well versed in all aspects of customer care, combining efficiency with courtesy.

HERITAGE HOTELS

Heritage hotels are properties set in small forts, palaces, or havelis, the mansions of one-time royal and aristocratic families. In a heritage hotel, a visitor is offered rooms that have their own history, is served traditional cuisine, is entertained by folk artistes, can participate in activities that allow a glimpse into the heritage of the region etc. They have added a new dimension to cultural tourism.

They are of following three types:

HERITAGE: This category covers hotels in residences, *havelis*, *hunting lodges*, *castles*, or forts and palaces built between 1935 and 1950.

HERITAGE CLASSIC: This category covers hotels in residences, *havelis*, *hunting lodges*, castles, or forts and palaces built prior to 1935 but after 1920.

HERITAGE GRAND: This category covers hotels in residences, *havelis*, *hunting lodges*, castles, or forts and palaces built prior to 1920.

CLASSIFICATION OF THE HOTELS ON THE BASIS OF SIZE

The number of guest rooms in a hotel is a criterion to classify hotels. Hotels can be grouped into the following categories on the basis of the number of rooms:

SMALL HOTEL: In India, hotels with twenty five rooms or less are classified as small hotels, e.g., Hotel Alka, New Delhi and The Oberoi Vanyavilas, Ranthambore. However, in the developed countries of Europe and America, hotels with less than 100 rooms are considered small. These hotels provide clean and comfortable accommodation but may not provide upmarket facilities, such as swimming pool, restaurant, bar, etc.

MEDIUM HOTEL: Hotels with twenty-six to hundred rooms are called medium hotels, e.g., Hotel Taj View, Agra and Chola Sheraton Hotel, Chennai. However, in developed nations, hotels with up to 300 rooms are termed medium-sized.

LARGE HOTEL: In India, hotels with 101 to 300 guest rooms are regarded as large hotels, e.g., The Imperial, New Delhi and The Park, Kolkata. Whereas, hotels with 400–600 rooms are termed as large hotels in the developed world.

VERY LARGE HOTEL: Hotels with more than 300 guest rooms are known as very large hotels in India, e.g., Shangri-La Hotel, New Delhi and Leela Kempinski, Mumbai. In developed nations, hotels with 600–1,000 rooms may be considered very large

CLASSIFICATION OF HOTEL ON THE BASIS OF LOCATION

The location of the hotel is one of the major criteria for a traveler to select and patronize a hotel. Hotels may be located in the city centre, sub-urban areas, natural locations such as hill stations and sea beaches, near the port of entry into a country, etc. They may be classified into the following categories on the basis of their location:

DOWN TOWN HOTEL: A downtown hotel is located in the centre of the city or within a short distance from the business centre, shopping area, theatres, public offices etc. The room rate may be higher than similar hotels in other areas. They are generally preferred by business clientele.

SUB-URBAN HOTEL: Hotels that are located away from the hurry up and bustle of city is known as sub-urban hotel. The duration of guest stay may be longer than the down town hotels. These hotels offer a moderate room rate as it is situated away from the city.

AIRPORT HOTEL: Hotels that are located in the close vicinity of air ports with all the facilities of a commercial hotel is known as airport hotels. Stopover passengers and cabin crews are the clientele of such hotels.

RESORT: Hotels that are located at tourist destinations such as hill stations, sea beaches and countryside with a calm and natural ambience are referred to as resort hotels. The room rate may range from moderate to high, depending on the additional services offered. These hotels combine accommodation with leisure activities such as golf, summer and winter sports etc.

MOTEL: Hotel that is located along the highways and provides modest lodgings to highway travelers is known as motels. A motel offers facilities such as accommodations, food and drinks, garage facility, a parking lot and refueling for vehicles.

FLOATELS: Floatels or floating hotels are types of lodging properties that float on the surface of water. Some of the Floatels offers luxuries accommodation with food and beverage facilities to guest.

CLASSIFICATION OF HOTEL ON THE BASIS OF CLIENTELE

Hotels cater to the needs of their guests. Every individual or a group of people who patronize a hotel has a different set of requirements. On the basis of clientele the hotels may be categorized as:

COMMERCIAL / BUSINESS HOTEL: Hotels that caters the needs of a business traveler is known as business hotel. These hotels provide high standard rooms and amenities along with high speed internet, business centers and conference halls. They also kprovide in house secretarial services and all the facilities need for a business person. This is also known as down town hotel.

TRANSIENT HOTEL: Transient hotel caters to the needs of people who are on the move and need a stopover *en route* their journey. Located in the close proximity of airports and sea ports, these hotels are normally patronized by transient travelers. They have 24 hour room service and coffee shop and offer all facilities of a commercial hotel.

SUITE HOTEL: Hotels which provide the highest level of personalized service to the guest is known as suite hotel. They are the luxurious hotel having all suit rooms generally comprise a living area, a compact kitchenette and one or two bed room attached with bathroom. The facilities are highly customized and are patronized by wealthy people and tourist who are fond of luxury.

RESIDENTIAL HOTEL: Residential hotels provide accommodation for a longer duration. These hotels are generally patronized by people who are on a temporary official deputation to a city where they do not have their own residential accommodation. Duration of stay may vary from one month to two years with a modest service. Rooms are similar to the rooms in suite hotels.

CASINO: Casino hotels provide gambling facilities. They have state of the art gambling facilities, along with speciality restaurants, bars, 24 hour room service, well appointed and furnished rooms for its guests.

BED & BREAKFAST HOTEL: A European concept, bed and breakfast (B&B) hotels are lodging establishments, generally operated in large family residences. Family which offers accommodation in their house and the owner usually lives on the premises and is responsible for serving breakfast to the guest.

CONVENTION HOTEL: Hotel that caters to the needs of a convention delegation. The hotel may have more rooms to accommodate the large number of delegates. They are equipped with the state of the art convention centre with all the facilities for convention delegates.

CONFERENCE CENTER: A conference centre is a hotel which caters to the needs of a conference delegation. These hotels provide rooms to delegates of conferences; a conference hall with the desired seating arrangement for meeting; food & beverage requirement during and after conference; and all other requirement for conducting a conference.

CLASSIFICATION ON THE BASIS OF DURATION OF GUEST STAY

Hotels can be grouped into following categories on the basis of duration of guest stay:

COMMERCIAL HOTEL: The duration of guest stay in these hotels is short, ranging from a few days to a week

TRANSIENT HOTEL: The duration of stay at transient hotels is very short, a day or even less generally patronized by transient travelers.

SEMI-RESIDENTIAL HOTEL: The duration of stay may range from few weeks to some months.

RESIDENTIAL /APARTMENT HOTEL: As the name suggests, residential hotels provide accommodation for long duration. The duration of stay may range from months to few years.

EXTENDED STAY HOTELS: These hotels are for those guests who wish to stay for a long period (from few days to weeks)

CLASSIFICATION ON THE BASIS OF LEVEL OF SERVICES

Hotels may be classified into following group on the basis of level of services provided by them:

UP-MARKET / LUXURY / WORLD CLASS SERVICES

HOTELS: These are the hotels that cater the needs of the affluent people demanding luxury and are not price sensitive. These hotels have following features:

Generally located in heart of the city or at very exotic location

Provides personalized services of highest standard

These hotels have many specialty restaurants with full-assisted service

Top-end recreational facilities, such as golf course, tennis courts, designer swimming pools with trained life guards, and other sports facilities, shopping arcades, beauty salons, health spas with saunas and Jacuzzi, are a regular feature.

MID -MARKET / MID-RANGE VICES HOTELS: These hotels offer modest services without the frills and personalized attention of luxury hotels, and appeal to the largest segment of travelers.

BUDGET / ECONOMY HOTELS: Budget hotels focus on meeting the most basic needs of guests by providing clean, comfortable, and inexpensive rooms. Also known as economy or limited services hotels, they appeal primarily to budget-minded travelers and groups.

CLASSIFICATION ON THE BASIS OF OWNERSHIP

On the basis of the ownership hotels are classified as under:

PROPRIETARY OWNERSHIP: Proprietary ownership is the direct ownership of one or more properties by a person or company.

FRANCHISE: It is the authorization given by a company to another company or individual to sell its unique products/services and use its trademark according to the guidelines given by the former, for a specified time, and at a specified place.

MANAGEMENT CONTRACT: Management contract, as the name suggests, is a contract between the owner of the property and a hotel operator (management contractor) by which the owner employs the operator as an agent to assume the full responsibility for operating and managing the hotel.

REFERRAL GROUP: The independent hotels get together & form an association to overcome the disadvantage of being an independent property. The hotels help each other getting business share reservation net; marketing & advertising even purchases.

TIME-SHARE: it entails purchasing a tourist accommodation at a popular destination for a particular time slot in a year. The buyers can then occupy the property for the appointed time or rent the unit to other vacationers if they cannot avail the facility. They have to make a one-time payment for the time slot and a yearly fee to cover the maintenance costs and related expenses, and take a share in the profit from the income generated if they are not utilizing their time slot.

CONDOMINIUM: Condominium hotels are similar to time-share hotels, except that condominium hotels have a single owner instead of multiple owners sharing the hotel.

NEED FOR CLASSIFICATION OF HOTELS

Lends uniformity in services and sets general standards of a hotel.

Provides an idea regarding the range and type of hotels available within a geographical location.

Acts as a measure of control over hotels with respect to the quality of services offered in each category.

JPTS INTERNATIONAL

COURSE TITLE: INTRODUCTION TO FRONT DESK AND PRACTICE

COURSE CODE: PSL 122

TOPIC: Classification of hotel Functional Areas

DATE: 17th OF MAY, 2020.

OBJECTIVE: At the end of the lecture, learners are expected to be able to

1. List and classify the functional areas of hotel
2. List the two (2) types of housekeeping

CLASSIFICATION OF FUNCTIONAL AREAS:

Revenue vs. Support Centers

Revenue Centers - those that sell goods or services to guests, thereby generating revenue for the hotel (front office, food and beverage outlets, room service and retail stores).

Support Centers - these do not generate direct revenue, but provide important backing for the hotel's revenue centers (housekeeping, accounting, engineering and maintenance and human resources division).

Front-of-the-house vs. Back-of-the-house

Front-of-the-house - areas that involve guest and employee interaction (front office, restaurants, and lounges).

Back-of-the-house - areas where interaction between guests and employees is less common (housekeeping, engineering and maintenance, accounting, and human resources).

Rooms Division: The Room Division is composed of departments and functions, which play essential roles in providing the service guests expect during a hotel stay. A hotel room division is a room specifically divided in a hotel; it may include housekeeping, concierge, porter and sometimes front and back office as well. The structure of the hotel will vary from hotel to hotel. The variation can be caused by differences in the size of hotel, types and level of service and the organization of the management. The departments are under the control of the Room Division Manager or Manager of Rooms.

ROOMS' DIVISION MANAGER OR MANAGER OF ROOMS

Responsible to the General Manager for the efficient and effective leadership and operation of all the rooms division. Room division manager's knowledge includes a complete understanding of hotel operations, specifically those operations involving the front office, housekeeping and basic accounting procedures.

A ROOM DIVISION MANAGER HAS THE FOLLOWING DUTIES:

Responsible for the supervision of employees engaged in the operation of the front areas of the hotel;

Coordinates with other departments in the hotel and maintains open communications with them to find better ways to serve the guests;

Maintains responsibility for staffing, purchasing, and budgeting

Supervises the room's division payroll, availability controls, and monthly plans.

DEPARTMENTS UNDER ROOMS DIVISION: The rooms division comprises departments and personnel essential to providing the services guests expect during a hotel

stay. In most hotels, the rooms division generates more revenue than other divisions. Departments under rooms division: a. Front Office Department b. Housekeeping Department

FRONT OFFICE DEPARTMENT: Considered as the hub or nerve center of the hotel. It is the department that makes a first impression on the guest and the one that the guest relies on throughout his or her stay for information and service.

Front Office: The most visible department in a hotel. Front office personnel also have more contact with guests than staff in most other departments. The front desk is usually the focal point of activity for the front office and is prominently located in the hotel's lobby.

Functions of the Front Office Department: Sell guestrooms, register guests, and assign guestrooms Coordinate guest services Provide information about the hotel, the surrounding community, and any attractions or events of interest to guests. Maintain accurate room status information Maintain guest accounts and monitor credit Produce guest account statements, and complete proper financial settlement.

Sections under the Front Office Department: Reservations Communications Uniformed Service Bell attendants Door attendants Valet parking attendants Transportation personnel Concierge

Front Office Organization Chart: General Manager Assistant Manager Front Office Manager Night Auditor Front Desk Agent Reservations Agent Switchboard Operator Front Office Cashier Uniformed Service Concierge.

Front Office Manager: Front office manager use available resources to meet the property's objectives. He must also recognize the limitations of these resources. He must be a skilled planner who tailors the various resources to suit the property. Front office managers must have a strong sense of how to organize, coordinate, and staff the front office. They must know how to precisely direct and control various business assets. And finally, front office managers should maintain a cooperative relationships between the front office and other hotel divisions and departments by encouraging communication between all areas of responsibility.

Job Description: Front Office Manager Basic Function: To directly supervise all front office personnel and ensure proper completion of all front office duties. Duties and Responsibilities: Participate in the selection of front office personnel. Train, cross-train, and retain all front office personnel. Schedule the front office staff. Supervise workloads during shifts. Evaluate the job performance of each front office employee. Maintain working relationships and communicate with all departments. Verify that accurate room status information is maintained and properly communicated. Resolve guest problems quickly, efficiently and courteously. Update group information; maintain, monitor, and prepare group requirements. Relay to appropriate personnel. Review and complete credit limit report. Work within the allotted budget for the front office.

Receive information from previous shift manager and pass on pertinent details to the incoming manager. Check cashiers in and out and verify banks and deposits at the end of each shift. Enforce all cash-handling, cash-cashing, and credit policies. Conduct regularly

scheduled meetings of front office personnel. Wear the proper uniform at all times; require all front office employees to wear proper uniforms at all times. Uphold the hotel's commitment to hospitality.

Front Desk Agent: The most noticeable personnel in a hospitality operation. In many cases, the front desk agent is the first person a guest sees on entering the property and the last person the guest sees on leaving. The traditional duties of a front desk agent center on registration. They determine a guest's reservation status and identify how long the guest needs and wants to stay. Front desk agents place guest and room information in the appropriate front desk racks and communicate this information to the appropriate hotel personnel. In terms of hotel security, the front desk agents maintain guestroom key storage, and maintain and supervise access to safety deposit boxes. Front desk agents also must know how to recognize and respond to suspicious and emergency situations. Finally, front desk agents must be sales-minded.

Job Description: Front Desk Agent Basic Function: To assist guest in all front office-related functions in an efficient, courteous, and professional manner that maintains high standards of service and hospitality. Relationships: Reports to the front office manager. Duties and Responsibilities: Register guests and assign rooms; accommodate special requests whenever possible. Assist in preregistration and blocking of rooms for reservation. Thoroughly understand and adhere to proper credit, check cashing, and cash-handling policies and procedure. Understand room status and room status tracking. Know room locations, type of rooms available, and room rates. Use suggestive selling techniques to sell rooms and to promote other services of the hotel.

Coordinate room: status updates with the housekeeping department by notifying housekeeping of all check-outs, late check-outs, early check-ins, special requests, and part-day rooms. Possess a working knowledge of the reservations department take same day reservations and future reservations when necessary. Know cancellation procedures. File room keys. Know how to use front office equipments. Process guest check-outs. Post and file all charges to guest, master, and city ledger accounts. Follow procedures for issuing and closing safe deposit boxes used by guests. Use proper telephone etiquette. Use proper mail, package, and message handling procedure. Read and initial the pass-on log and bulletin board daily. Be aware of daily activities and meetings taking place in the hotel. Attend department meetings.

Coordinate guestroom maintenance work with the engineering and maintenance division: Report any unusual occurrences or requests to the manager or designated manager. Know all safety and emergency procedures. Be aware of incident prevention policy. Maintain the cleanliness and neatness of the front desk. Understand that business demands sometimes that make it necessary to move employees from their accustomed shift to other shifts. Be aware that bending, stopping, and lifting items weighing 30 pounds or more may be required.

Reservations: Agent Reservations agents are responsible for all aspects of reservations processing. Reservations agents respond to communications from guests, travel agents, and referral networks concerning reservations arriving by mail, telephone, telex, cable fax, or through a central reservation system. The agent

creates and maintains reservation records – usually by date of arrival and alphabetical listing. Sometimes they also determine room rates. They also prepare letter of confirmation and promptly process any cancellations and modifications.

Reservations agents: also track future room availabilities on the basis of reservations, and help develop forecasts for room revenue and occupancy. Additional duties include preparing the list of expected arrivals for the front office, assisting in preregistration activities when appropriate, and processing advance reservation deposits. Like front desk agents, reservation agents must act as hotel sales representatives. Reservations agents should know the types of rooms the hotel has – as well as their location and layout. Knowledge of all hotel package plans – meaning, status, rates and benefits – is a must. And when large groups are booked into the hotel, close coordination with the sales and marketing division is essential.

Job Description: Reservations Agent Basic Function: To handle all future reservations, matching the needs of the guests with the hotel. Relationships: Reports to the front office manager. Duties and Responsibilities: Process reservations by mail, telephone, telex, cable, fax, or central reservation system referral. Process reservations from the sales office, Other hotel departments, and travel agents. Know the types of rooms available as well as their locations and layout. Know the selling status, rates, and benefits of all package plans. Create and maintain reservation records by dates of arrival and alphabetical listing. Determine room rates based on the selling tactics of the hotel. Prepare letters of confirmation. Communicate reservation information to the front desk.

Process cancellations and modifications: Process cancellations and modifications. Promptly relay this information to the front desk. Understand the hotel's policy on guaranteed reservations and no-shows Process advance deposits on reservations. Track future room availabilities on the basis of reservations. Help develop room revenue and occupancy forecast. Prepare expected arrival lists for front office use. Assist in preregistration activities when appropriate. Monitor advance deposit requirements. Handle daily correspondence; respond to inquiries and make reservations as needed. Make sure that files are kept up to date. Maintain a clean and neat appearance at all times in your dress and in your work area. Promote good will by being courteous, friendly, and helpful to guests, managers, and fellow employees.

Switchboard Operator: Switchboard operators seldom come face-to-face with guests. Nonetheless, these front office personnel play an important role in representing the hotel to guests. A friendly and courteous tone of voice is all-important for this position. Clear and distinct speaking – as well as attentive, objective listening – are skills that operators use to put callers at ease and obtain accurate, complete information. Switchboard operators typically answer incoming calls and directing them to guestrooms through the switchboard (PBX or Private Branch Exchange) system or to hotel personnel or departments. Switchboard operators also process guest wake-up calls. Other hotels rely on the switchboard operator to provide personal service. Switchboard operators monitor the operation of automated systems. Relationships: Reports to the front office manager

Job Description: Switchboard Operator Basic Function: Receives and directs incoming calls to individual guests, staff, or departments. Duties and Responsibilities: Answer

incoming calls and place outgoing calls. Direct calls to guestrooms, staff, or departments through the switchboard or PBX system. Receive telephone charges from the telephone company and forward charges to the front desk for posting. Take and distribute messages for guests. Log all wake-up call requests and perform wake-up call services. Provide information about guest services to guests. Answer questions about hotel events and activities. Understand PBX switchboard operations. Provide paging services for hotel guests and employees. Know what action to take when an emergency call is requested or received. Monitor automated systems, including fire alarms and telephone equipment, when the engineering and maintenance department is closed.

Front Office Cashier: The task of the front office cashier center on the guest accounting cycle. The cashier's most crucial duties occur when guests wish to settle their accounts and check out of the hotel. Front office cashiers typically post revenue center charges to guest accounts. The hotel's revenue centers communicate information on charge purchases to the front desk. Cashiers then post these charges to guest accounts to ensure that the charges will be settled at check-out. Front office cashiers also receive payment from guests at check-out. Cashiers coordinate the billing of credit cards and direct-billed guest accounts with the accounting division. All guest accounts are balanced by the cashier at the close of each shift. Front office cashiers assume responsibility for any cash used in processing front desk transactions. In many hotels, the front office cashier rather than the front desk agent manages the safe deposit boxes. Depending on hotel policy, the cashier may also perform a variety of banking services for guests, such as check cashing and foreign currency exchange. Relationships: Reports to the front office manager

Job Description: Front Office Cashier Basic Function: To perform tasks relating to guest check-in and check-out and settling guest accounts. Duties and Responsibilities: Operate front office posting equipment. Obtain the house bank and keep it balanced. Complete cashier pre-shift supply checklist. Take departmental readings at the beginning of the shift. Complete guest check-in procedures. Post charges to guest accounts. Handle paid-outs. Transfer guest check balances to other accounts as required. Cash guest checks. Complete guest checkout procedure. Settle guest accounts. Handle cash, traveler's checks, personal checks, credit cards, and direct billing requests properly.

Post non-guest ledger payments: Make account adjustments. Disperse guest records upon check-out. Transfer folios paid by credit card to each credit cards master file. Transfer folios charged to the non-guest ledger to each company's master file. Balance department totals at the close of the shift. Balance cash at the close of the shift. Manage safe deposit boxes.

Uniformed Service Staff: Meeting, greeting, and escorting guests to their rooms are among the duties of uniformed service staff. These personnel also do the reverse: escort guests from their rooms to the front desk, out the front door, and to their means of transportation. Often the first and last person a guest sees at the property is a uniformed service employee. The care and attention of bell attendants, door attendants, parking attendants, limousine drivers, and other uniformed service personnel convey a critical message to guests about the property's commitment to service. Because of their direct guest contact with guests, uniformed service

employees can be excellent salespersons for restaurants, lounges, and other hotel revenue outlets. Uniformed service staff also serves as the eye and ears of the hotel since they are stationed at or make so many trips to various points in the property. It is their duty to report any irregularities or unusual circumstances to the front desk. Other duties include running errands, handling messages, and paging guests. Relationships: Reports to the assistant manager or to the front office manager.

Duties and Responsibilities: Job Description: Uniformed Service Basic Function: To work closely with the front desk staff, room service employees, and other hotel personnel in providing guest assistance with luggage, transportation, and miscellaneous needs. Duties and Responsibilities: Maintain a good personal appearance at all times. Wear the standard uniform and name tag. Escort guests to and from their rooms if requested. Deliver arriving baggage and remove departing baggage promptly, per guest request. Work closely with the front office in carrying out all guest requests. Obtain telephone messages from the front desk and promptly deliver them to guestrooms. Keep the lobby directory up to date. Watch for any unusual persons or activities and report them to management. Transport hotel guests to and from the airport on request, obeying all traffic laws and forms of courtesy.

Keep limousines, vans, and other hotel vehicles clean and in top running

condition: Immediate report all items that require repair. Maintain an orderly, secure checkroom for guests. Perform any other duties and responsibilities as requested. Relationships: Reports to the assistant manager or the front office manager.

Concierge: Basically, the concierge serves as a guest's liaison with both hotel and non- hotel services. In a sense, a concierge functions are an extension of front desk agent duties. Many hotels actually enlist front office staff to provide concierge-like services. Some hotels, however, find that front desk agents are too busy to provide the personal services characteristic of a concierge. By adding a skilled concierge to the front office staff, a more personal and specialized approach can be taken with guests. Some large hotels even have a fully staffed concierge department. Concierge specializes in assisting the guest – regardless of whether inquiries concern in-hotel or off-premises attractions, facilities, services, or activities. A concierge must be unusually resourceful and knowledgeable about the hotel and the surrounding community. Among many things, he or she must know how to provide concise and accurate directions, make reservations for flights, the theater, or special events. The concierge may call guests after they have been roomed. To see if they have any immediate guest service needs. In some hotels, the concierge handles all guest complaints.

Job Description: Concierge Basic Function: To serve as the guest liaison with both hotel and non-hotel attractions, facilities, services, and activities. Duties and Responsibilities: Develop a strong knowledge of the hotel's facilities and services and of the surrounding community. Provide guests with directions to attractions or facilities in or outside the property. Provide guests with information about attractions, facilities, services, and activities in or outside the property. Make guest reservations for air or other forms of transportation when requested: obtain necessary itinerary and tickets. Make guest reservations the theater and other forms of entertainment when requested; obtain

necessary tickets and provide directions to facilities. Organize special functions as directed by management. Arrange secretariat and other office services.

Coordinate guest requests for special services or equipment with the appropriate department: Check in with roomed guests periodically to ascertain any special needs. Handle guest complaints. Relationships: Reports to the front office manager

Night Auditor: Front office accounting records must be checked for accuracy, summarized, and compiled on a daily basis for the hotel's financial records. Traditionally, these tasks are conducted at the close of the business day during the hotel's night shift. This process is referred to as the night audit, and the employee handling these tasks as the night auditor. Night auditors must be skilled record keepers since the job requires them to track room revenues, occupancy percentages, and other front office operating statistics. A summary of cash, check, and credit card activities must also be prepared. These data reflect the hotel's financial performance for the day. The hotel's accounting division uses night audit data to determine the property's daily profile. Typically, night auditors post room charges and room taxes to guest accounts – including guest transactions not posted during the day by the front office cashier. Night auditor's process guest charges vouchers and credit card vouchers. Also among a night auditor's duties is the verification of all account postings and balances made during the day by front desk cashiers and agents. Night auditors monitor the current status of coupon, discount and other promotional programs. Finally, night auditors summarize and report the results of front office operations to management – either directly or through the accounting division. In some properties, the night auditor may be the only person behind the front desk during the late evening to early morning. For this reason, the night auditor must possess the skills and talents of a front desk agent- especially in terms of check-in and check-out procedures. Relationships: Reports to the front office manager or to the accounting department.

Job Description: Night Auditor Basic Function: To ensure the accuracy and balance of front office accounting records and prepares summaries of financial data on a daily basis. Duties and Responsibilities: Post room charges and taxes to guest accounts. Process guest charge vouchers and credit card vouchers. Post guest charge purchase transactions not posted by the front office cashier. Transfer charges and deposits to master accounts. Verify all account postings and balances. Monitor the current status of coupon, discount, and other promotional programs. Track room revenues, occupancy percentages, and other front office statistics. Prepare a summary of cash, check, and credit card activities. Summarize results of operations for management.

Understand principles of auditing, balancing, and closing out accounts: Know how to operate posting machines, typewriters, and other front office equipment and computers. Understand and know how to perform check-in and check-out procedures.

Housekeeping Department: Responsible for the cleanliness, appearance, and condition of the entire hotel. This includes the public areas. It is the largest department in terms of number of people employed. Housekeeping Department Refers to the upkeep and maintenance of cleanliness and order in a house or a lodging establishment. Efficient managed housekeeping department ensure the

cleanliness, maintenance, and aesthetic appeal of lodging properties. The housekeeping department not only prepares, on a timely basis, clean guestrooms for arriving guests, it also cleans and maintains everything in the hotel so that the property is as fresh and attractive as the day it opened for business. **Housekeeper** One who is responsible for administering housekeeping maintenance, insuring that everything is on order and that all occupants are made comfortable, safe and protected from disease-causing bacteria.

TYPES OF HOUSEKEEPING

Domestic Housekeeping

Refers to housekeeping maintenance in a house. Areas covered by domestic housekeeping: bedroom, living room, entertainment room, kitchen, comfort room and others that consist of a convenient house.

Institutional Housekeeping

Applies to housekeeping maintenance in commercial lodging establishments like hotels, resorts, inns, and apparels.

Areas Covered by Institutional Housekeeping: Guest rooms Hallways and corridors Lobby Public rooms and restaurants Offices Stairways Windows Stores and concessionaire shops Grounds Linen and Laundry area

SCOPE OF HOUSEKEEPING MAINTENANCE

Guestrooms maintenance. Maintenance of public areas. Maintenance of linen and laundry service washing, issuance, repair and inventory of employee's uniform. Installation, cleaning and maintenance of fixtures and facilities. Provision of special services like baby-sitting, polishing shoes, etc.

OBJECTIVES OF HOUSEKEEPING DEPARTMENT

To provide a clean, safe and comfortable environment which gives a feeling of security and reassurance to guests? To conform to sanitation requirements of health laws. To protect and maintain the original beauty of the building finishes, fabrics and furnishings. To extend friendly and courteous service to all guests and to all staff members of the hotel. To operate with a conscious and cooperative effort toward the company. To train staff members of the hotel in housekeeping services.

MAJOR RESPONSIBILITIES OF HOUSEKEEPING DEPARTMENT

Maintaining of guestrooms on a high standard of cleanliness. Reporting any repairs needed and seeing that these repairs are made as promptly as possible. Being alert to safety hazards and eliminating the condition, which could cause injury to the guest. Practicing sanitation methods, which fulfill health law requirements and furnishing protection for the guests. Disposing of trash neatly and safely.

Keeping all public areas clean and inviting.

Coordinating pest control services. Furnishing adequate supplies of linens, uniforms, cleaning aids and printed materials. Making sure that services and employees areas are kept clean and orderly. Keeping all corridors clean, safe, and free from obstruction. Cleaning light fixtures and using right wattages.

Properly using and maintaining all equipment needed.

Practicing cleaning methods that help retain the original beauty of the hotel.

Providing records that are necessary for efficient operation. Promoting business for the hotel through courteous service to the guest. Controlling expenses to assist the hotel in operating profitably. Keeping all office areas neat, clean and inviting. Securing and keeping accurate records on lost and found items.

MAIN FUNCTIONS OF THE HOUSEKEEPING DEPARTMENT

Cleaning and maintenance. Training of its personnel. Requisition and control of necessary supplies and equipment. Paperwork.

Housekeeping Organizational Chart

Executive Housekeeper or Housekeeping Manager

Rooms keeping Supervisor Public Area Supervisor Linen & Laundry Supervisor Roomboy Houseman/ Utility/Maintenance Linen Attendant Chambermaid Laundry Attendant Pest Control Technician Mini-Bar Attendant Valet Runner Gardener/ Grounds Maintenance Steam Presser/ Ironer For Large Establishments:

Housekeeping Supervisor

Assistant Housekeeping Supervisor Room Attendant or Roomboy and Chambermaid Houseman and Powder Girl Linen and Laundry Attendant Gardener and Grounds Maintenance Crew for Smaller Establishments:

Distribution of Housekeeping Responsibilities

Executive Housekeeper or Housekeeping Manager

Basic Function: Responsible for maintaining a smooth and efficient flow of operations in the Housekeeping Department, sees to it that housekeeping maintenance is carried out in accordance with prescribed standards and policies.

Planning and Problem-Solving Functions:

Determines the operational requirements of his/her department and coordinates with the Purchasing Department for the procurement for the said items; Formulates goals and targets as well as plans and strategies geared towards goal attainment; Prepares and submits operations budgets and monitors consumption against budget; Analyze variances against targets and deviations from standards and take corrective action; Take corrective action for any problem affecting the operation in his department attends to customer complaints coordinates with department concerned for remedial action; Calls for and presides over operations meetings with supervisors to discuss and resolve operational problems.

Organizational Functions: Organizes the flow of housekeeping operations: Identifies tasks to be done and distributes them to his staff Review/upgrades job description and job procedures Reviews/upgrades operational policies as needed Delegates side duties to subordinates.

Leading and Directing Functions: Conducts job orientation and training of housekeeping personnel; Regularly conducts spot checks and routine inspection to ensure that housekeeping standards are complied with; Prepares and submits reports required by management such as critical incidents reports, budget variance report, inventory report and

other documents; Boost employee morale and motivation through the effective use of motivational techniques; Provides supervision and coaching to section heads;

Coordinates periodic inventory of housekeeping items and supplies: keeps track of losses and breakdown of equipment; Maintains par stock requirements, initiates requisition as needed; Coordinates closely with Front Office on room status and room bookings as well as changes in room assignments and reservations; Coordinates with the Facilities and Maintenance Section on matters requiring repair or trouble shooting of equipment and room facilities.

Controlling Function: Controls and monitors expenses against the budget; takes appropriate action against excessive consumption; Sees to it that house rules and housekeeping policies are carried out by the respective units under him; Evaluates subordinates performance and conducts appraisal interview; Enforces disciplinary action against erring employees; conducts corrective interview as needed; Looks after the wear and tear of equipment; looks after their proper use, storage and maintenance.

Guest Relations: Checks customer satisfaction, solicits feedback and attends to customer needs; Handles guest complaints and takes corrective action; Performs other related functions as maybe assigned by superior.

Rooms Maintenance Supervisor

Basic Function: Directs and controls rooms keeping activities including room make up, installation of mini-bar and other room amenities, ensures conformity to prescribed Rooms keeping standards and policies.

Duties and Responsibilities: Conducts routine inspection to check the quality of room make up; makes sure that the rooms are installed with standard room amenities and that the area is free of safety hazards. Also checks if there is anything that needs repair or corrective action; Checks rooms status during room check, prepares and distributes room status report to Front Desk and to room attendants; Looks after the proper use, storage and maintenance of linen and cleaning equipments as well as housekeeping tools and supplies; Regularly checks the condition and maintenance of housekeeping equipment. Have them cleaned regularly. Initiates service request for defective items;

Checks and maintains par stock. Makes requisition whenever needed: Initiates and supervises the weekly inventory of room supplies and other Housekeeping items entrusted to his unit. Reports losses and damages and takes corrective action against reckless use of equipment; Sees to it that his superior is informed of all unusual incidents and accidents in his area of responsibility; Trains, coaches and supervises room boys and chambermaids; Attends to the performance evaluation of his subordinates; conducts appraisal interview;

Personally attends to VIP guests and their requirements: Attends to guest complaints. Inquiries and requests; Coordinates with Front Office regarding changes in room status and bookings; with Maintenance Unit regarding requests for repairs or maintenance; Performs other related duties as maybe assigned by superior.

Head Houseman or Public Area Supervisor

Basic Function: Directs and controls all activities concerning public area maintenance and ensures conformity to prescribed housekeeping standards and policies.

Duties and Responsibilities:

Maintain quality housekeeping in all public areas paying special attention to cleanliness, orderliness and safety in all covered areas; Conducts regular inspection of the different public areas; checks the quality of cleaning and maintenance and ensures that the area is free of safety hazards. Also checks if there is anything that needs repair or corrective action; Checks order in all areas and makes sure that fixtures and furniture's are installed in the right location; Monitors and supervises the proper use, storage, and maintenance of cleaning equipment as well as housekeeping tools and supplies;

Checks equipment regularly for their condition: Checks equipment regularly for their condition. Have then cleaned regularly and repaired when out of order; Checks and maintains par stock requirements. Makes requisition to replenish supplies. Initiates and supervises weekly inventory of cleaning supplies and other housekeeping items allocated to his unit. Reports losses and damages and takes corrective action against reckless use of equipment; Reports to management all unusual incidents and accidents in the public areas, safety hazards and items needing repair or replacement; Trains, coaches, and supervises his staff; Evaluates the performance of his subordinates and conducts appraisal interview; Performs other related duties as maybe assigned by superior.

Mini Bar Runner/ Mini Bar Attendant

Basic Function: Responsible for performing mini – bar installation, listing, replenishing, inventory – taking, stocking, requisitioning and other related functions.

Duties and Responsibilities:

Maintains par stock of mini bar items; initiates requisition to replenish used stocks; Records mini bar consumption per room and prepares a sales report; Assists in the promotion of mini bar items; Monitors sales and movement of stocks, informs supervisor of slow moving and non-moving items; Conduct mini-bar inventory; Cleans and dusts mini-bar bottles in vacant guestrooms; Checks and collects mini0bar receipts in all guestrooms;

Assists in the inventory of stocks in housekeeping: stockroom as well as in all vacant, occupied and check-out rooms; Promptly prepares billing of mini-bar consumption giving priority to rooms occupied by guests who are about to check out within the day; Coordinates with Front Office Cashiers for the billing of late charges; Coordinates also with other staff like Bell Service in collecting bills of guests and hotel skipper; Explores to the incoming attendant all un-replenishment mini- bars in guestrooms to make sure that all scheduled replenishments for the day will be accomplished as scheduled. Determines availability and non-availability of mini-bars stocks and updates accordingly the individual receipts distributed in guestrooms; Collects empty or consumed mini-bar bottles, cans, etc., from different floors/guest areas, pantries, and guestrooms;

Checks sales records from time to time to determine accuracy of records, inventories and billing;

Takes note of salable and non-salable items to have a more accurate basis for requisition and ordering of stocks; Double checks the expiration dates of items for prompt replenishment; Returns spoiled stocks before the end of each month and submits report to supervisor or the Cost Control section; Coordinates closely with Front Office regarding rooms on cash-basis to be able to pull out mini-bar stocks and also to obtain the check-out list for each day; Performs other duties as may be assigned.

Houseman Basic Function:

Responsible for the upkeep and maintenance of cleanliness and orderliness in public areas assigned to him.

Duties and Responsibilities:

Secures cleaning supplies, materials and equipment and looks after their proper use, storage and maintenance. Checks the location, condition and arrangement of fixtures in his area of responsibility, sees to it that they are clean and properly installed; Cleans and sanitizes public comfort rooms under his area, following standard cleaning procedures; Replenishes guest supplies in public comfort rooms like paper towels, toilet tissues, soap, etc.;

Cleans and sanitizes all areas assigned to him following standard cleaning procedures:

Vacuums/shampoos carpets and upholstered furniture; Sweeps/ scrubs/ polishes floors and walls; Polishes/ dusts of all fixtures; Cleans ceilings, exhaust and glass panels; Collects and disposes garbage and litters; Changes/ cleans ashtrays; Disinfects toilet bowls, urinals, etc. Reports all noted damages and out-of-order facilities in his area of responsibility including defective cleaning equipment, busted bulbs, torn carpets, cracks on walls, defective sinks, and toilet bowls, clogged floor drain, ceiling leaks, defective locks, etc.

Conducts fumigation in the absence of a pest control technician;

Reports guest complaints to his supervisor as well as suspicious objects or persons; turns-over to him all lost-and-found articles; Prepares daily accomplishment report and submits them to supervisor; Performs other related duties as may be assigned by superior.

Powder Girl Basic Function:

Responsible for the cleaning, care and maintenance of ladies comfort rooms and locker rooms.

Duties and Responsibilities:

Maintains a par stock of cleaning supplies and makes requisition to replenish stocks; Regularly cleans ladies comfort rooms and locker rooms following standard cleaning procedures; Disinfects toilet bowls; Scrubs, cleans, wipe dry floor and wall tiles; Polish chrome and metal fixtures like faucets; Fumigate the area as needed; Dispose garbage, wash and dry garbage bins Replenish toilet amenities like toilet paper, soap, paper towels, etc.

Checks the condition of fixtures and toilet facilities: checks for leaking faucets, defective tiles, shower, etc. and reports any defect to her supervisor; Retouches the cleaning of comfort rooms from time to time; Regularly checks trash and empties garbage bins from time to time; Assists in other cleaning or housekeeping job when not loaded; Assists in the issuance of linens if available; Performs other related duties as maybe assigned by superior.

Gardener and Grounds Maintenance Crew

Basic Function: Responsible for maintaining the grounds including the plants and landscape.

Duties and Responsibilities:

Performs daily sweeping and cleaning of grounds following standard cleaning procedures; Maintains supplies for plants and grounds maintenance and makes requisition to replenish stocks; Looks after the care of plants, prunes leaves, apply fertilizer, weed out dried leaves, etc.; Maintains the landscape, insures that everything is in order; Performs cultivation of plants through planting and other techniques; scouts for new ornamental plants; May perform side duties like maintenance of cleanliness of the pool area, fountains, façade, gardens, motor pool and other related areas; Performs other related duties as maybe assigned by superior.

Pest Control Technician

Basic Function: attends to the prevention and control of pests through preventive and corrective techniques.

Duties and Responsibilities:

Searches for areas where pests and insects proliferate and perform the necessary fumigation; Looks for patches or holes and other entry points of insects and takes corrective action; Maintains stocks for pest control and looks after their safekeeping; Checks possible sources and causes of the proliferation of pests and insects, makes report and recommendations to remedy the situation; Performs fumigation in accordance with prescribed procedures; Performs other related duties as maybe assigned by superior.

COURSE TITLE: INTRODUCTION TO FRONT DESK AND PRACTICE

COURSE CODE: PSL 122

TOPIC: TYPES OF HOTEL ROOMS

Different Room Types in hotels

In **hotels** the rooms are categorized and priced according to the type of bed, number of occupants, number of bed, decor, specific furnishings or features and nowadays even the special theme available in the room.

Later when assigning the **guest** room before the **arrival** of the guest the **front desk** agent must be aware of guest room characteristics for each room type available in the hotel. Also not to forget any guest specific request or room specific request requested by the guest for eg:- room away from the elevator, King bedded room, **twin** bedroom, non-smoking room etc.

Following room type definitions are common in the hotel industry:

1) **Single**: A room assigned to one person. May have one or more beds.

The room size or area of **Single Rooms** are generally between 37 m² to 45 m².



2) **Double**: A room assigned to two people may have one or more beds.

The room size or areas of **Double Rooms** are generally between 40 m² to 45 m².



3) TRIPLE: A room that can accommodate three persons and has been fitted with three **twin beds**, one double bed and one twin bed or two double beds.

The room size or areas of Triple Rooms are generally between 45 m² to 65 m².



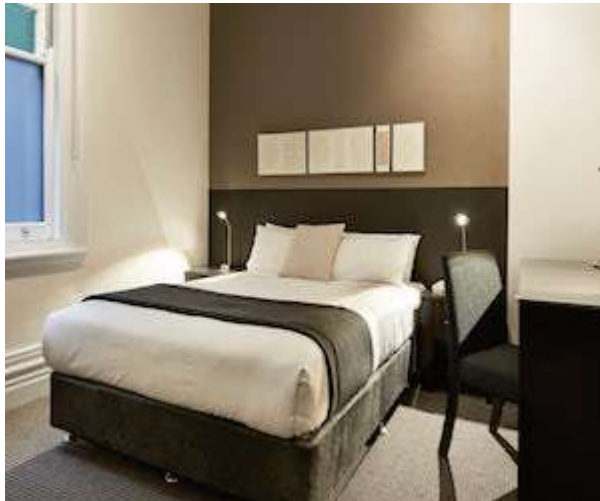
4) Quad: A room assigned to four people may have two or more beds.

The room size or areas of Quad Rooms are generally between 70 m² to 85 m².



5) Queen: A room with a queen-sized bed may be occupied by one or more people.

The room size or areas of Queen Rooms are generally between 32 m² to 50 m².



6) King: A room with a king-sized bed may be occupied by one or more people.

The room size or areas of King Rooms are generally between 32 m² to 50 m².



7) Twin: A room with two twin beds may be occupied by one or more people.

The room size or areas of Twin Rooms are generally between 32 m² to 40 m².



8) Hollywood Twin Room: A room that can accommodate two persons with two twin beds joined together by a common headboard. Most of the [budget hotels](#) tend to provide many of these room settings which cater both couples and parties in two.

The room size or areas of Hollywood Twin Rooms are generally between 32 m² to 40 m².



9) Double-double: A Room with two double (or perhaps queen) beds. And can accommodate two to four persons with two twin, double or queen-size beds.

The room size or area of Double-double / Double Twin rooms is generally between 50 m² to 70 m².



10) Studio: A room with a studio bed- a couch which can be converted into a bed may also have an additional bed.

The room size or area of Studio room types are generally between 25 m² to 40 m².



11) Suite / Executive Suite: A parlor or living room connected to one or more bedrooms. (A room with one or more bedrooms and a separate living space.)

The room size or areas of **Suite rooms** are generally between 70 m² to 100 m².



12) Mini Suite or Junior Suite: A single room with a bed and sitting area. Sometimes the sleeping area is in a bedroom separate from the parlour or living room.

The room size or areas of Junior Suites are generally between 60 m² to 80 m².



13) President Suite | Presidential Suite: The most expensive room provided by a hotel. Usually, only one president suite is available in one single hotel property. Similar to the normal suites, a president suite always has one or more bedrooms and a living space with a strong emphasis on grand in-room [decoration](#), high-quality [amenities](#) and supplies, and tailor-made services (e.g. personal butler during the stay).

The room size or areas of Presidential Suites are generally between 80 m² to 350 m².



14) Apartments / Room for Extended Stay: This room type can be found in service apartments and hotels which target for [long stay](#) guests. Open kitchens, cooking equipment, dryer, washer etc. are usually available in the room. [Housekeeping](#) services are only provided once in a week or two times in a week.

The room size or areas of [Serviced Apartments](#) are generally between 96 m² to 250 m².



15) Connecting rooms: Rooms with individual entrance doors from the outside and a connecting door between. Guests can move between rooms without going through the hallway.

The room size or area of connecting rooms are generally between 30 m² to 50 m².



16) Murphy Room: A room that is fitted with a sofa bed or a Murphy bed (i.e. a bed that **folds** out of a wall or closet) which can be transformed from a bedroom in the night time to a living room in daytime.

The room size or areas of Murphy Room Types are generally between 20 m² to 40 m².



17) Accessible Room / Disabled Room: This room type is mainly designed for disabled guests and it is required by law that hotels must provide a certain number of accessible rooms to avoid discrimination.

The room size or areas of Accessible Room Types are generally between 30 m² to 42 m².



18) Cabana: These types of room are always adjoining to the swimming pool or have a private pool attached to the room.

The room size or area of Cabana Room Types is generally between 30 m² to 45 m².



19) Adjoining rooms: Rooms with a common wall but no connecting door.

The room size or area of Adjoining Room Types is generally between 30 m² to 45 m².



20) Adjacent rooms: Rooms close to each other, perhaps across the hall.

The room size or area of Adjacent Room Types is generally between 30 m² to 45 m².



21) Villa: A special form of **accommodation** which can be found in some **resort** hotels. It is a kind of stand-alone house which gives extra privacy and space to hotel guests. A fully equipped villa contains not only bedrooms and a living room but a private swimming pool, Jacuzzi and balcony. It is suitable for couples, families and large groups.

The room size or area of Villa's are generally between 100 m² to 150 m².



22) Executive Floor/Floored Room: A room located on the 'executive floor' which enables convenient access to the executive lounge. Besides, some hotels also provide 'female executive floors' with their rooms assigned to female guests only due to safety and security reasons.

The room size or area of Executive Floor are generally between 32 m² to 50 m².



23) Smoking / Non-Smoking Room: Many hotels provide both smoking and non-smoking rooms for their guests in order to minimize the effects of secondhand smoke exposure on non-smoking guests.

The room size or area of Smoking / Non-Smoking Room is generally between 30 m² to 250 m².



COURSE TITLE: INTRODUCTION TO FRONT DESK AND PRACTICE

COURSE CODE: PSL 122

TOPIC: MISSION AND ORGANISATIONAL CHARTS OF HOTEL

DATE: 10th OF MAY, 2020.

Mission statement should help the **hotel** employees meet or exceed the expectations of both guests and management. **Mission** statement can also serve as a basis for job description and performance standards and as an introduction to the property for new employees.

How to define Hotel Missions and Goals

Organizational Missions: Every organization has a reason or purpose to exist. This forms the basis for the organization's Mission statement. An organization's mission can be expressed in a mission statement, which defines the unique purpose that sets one hotel from another.

From the mission statement hotel employees should be able to derive a sense of purpose and direction to hotel policies.

For Example, a hotels mission may be to provide the finest facilities and services in the market while providing a good place to work for its employees and a reasonable return for the investments by its owners.

Mission statement should address the following three main constitutes:

Guests

Hotel Management

Employees

Guests:

Mission statement should address the basic needs and expectations of their guests. We can assume that all guests will have the basic expectations:

Safety and security of the hotel.

Clean, comfortable rooms and public areas.

Professional and friendly staff.

Well maintained facilities and equipment's.

Service.

Hotel Management:

Hotels mission statement should reflect its management philosophy. Since styles of operation differ, mission statements will vary from property to property. A mission statement guides managers in their jobs by identifying the hotels basic values. Above all the hotel's mission is one of the principle means it uses to distinguish itself from other hotels.

Employees:

Mission statement should help the hotel employees meet or exceed the expectations of both guests and management. A mission statement can also serve as a basis for job description and performance standards and as an introduction to the property for new employees. This should also appear in the employees' handbooks and training manuals along with the job description.

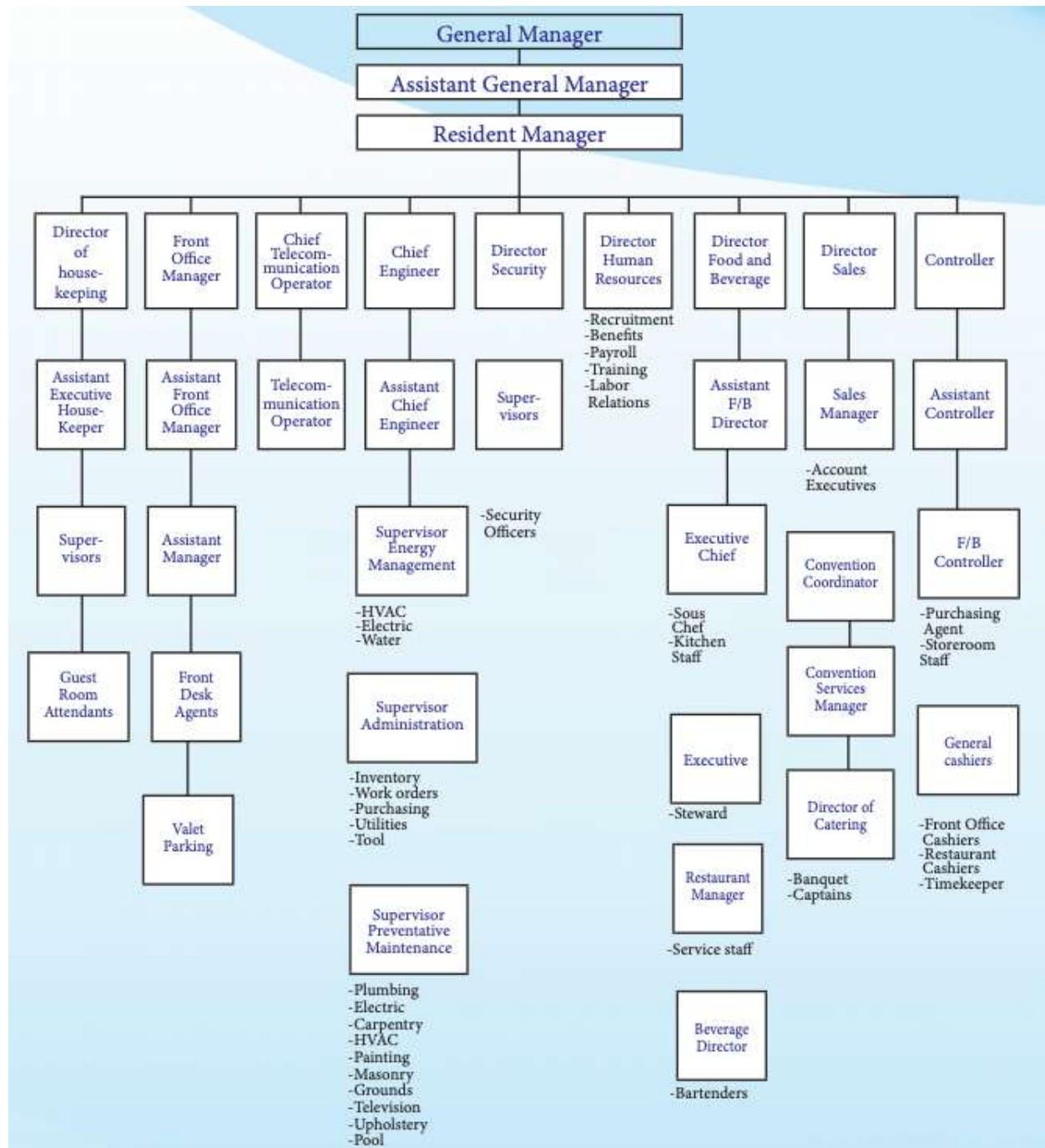
Example of a mission statement:

"The mission of our hotel is to provide outstanding lodging facilities and services to our guests. Our hotel focuses on individual business and leisure travel, as well as travel associated with groups' meetings .we emphasize high quality standards in our rooms and food and beverage divisions. We provide a fair return on investment for our owners and recognize that this cannot be done without well trained, motivated and enthusiastic employees."

Goals: Goals are those activities and standards an organization must successfully perform or achieve to effectively carry out its missions. A Goal is more specific than a mission; it requires a certain level of achievement that can be observed and measured.

Measurable goals encourage hotel employees to perform effectively while enabling management to monitor employee progress. Management can determine whether goals are being achieved or whether corrective action is necessary.

STAFF HIERARCHY CHART OF A LARGE HOTEL



COURSE TITLE: INTRODUCTION TO FRONT DESK AND PRACTICE

COURSE CODE: PSL 122

TOPIC: JOB DESCRIPTION/SPECIFICATION

Job Analysis is a primary tool to collect job-related data. The process results in collecting and recording two data sets including job description and job specification. Any job vacancy can not be filled until and unless HR manager has these two sets of data. It is necessary to define them accurately in order to fit the right person at the right place and at the right time. This helps both employer and employee understand what exactly needs to be delivered and how.

Both job description and job specification are essential parts of job analysis information. Writing them clearly and accurately helps organization and workers cope with many challenges while onboard.

Though preparing job description and job specification are not legal requirements yet play a vital role in getting the desired outcome. These data sets help in determining the necessity, worth and scope of a specific job.

Job Description

Job description includes basic job-related data that is useful to advertise a specific job and attract a pool of talent. It includes information such as job title, job location, reporting to and of employees, job summary, nature and objectives of a job, tasks and duties to be performed, working conditions, machines, tools and equipments to be used by a prospective worker and hazards involved in it.

Purpose of Job Description

The main purpose of job description is to collect job-related data in order to advertise for a particular job. It helps in attracting, targeting, recruiting and selecting the right candidate for the right job.

It is done to determine what needs to be delivered in a particular job. It clarifies what employees are supposed to do if selected for that particular job opening.

It gives recruiting staff a clear view what kind of candidate is required by a particular department or division to perform a specific task or job.

It also clarifies who will report to whom.

JOB SPECIFICATION

Also known as employee specifications, a job specification is a written statement of educational qualifications, specific qualities, level of experience, physical, emotional, technical and communication skills required to perform a job, responsibilities involved in a job and other unusual sensory demands. It also includes general health, mental

health, intelligence, aptitude, memory, judgment, leadership skills, emotional ability, adaptability, flexibility, values and ethics, manners and creativity, etc.

Purpose of Job Specification

Described on the basis of job description, job specification helps candidates analyze whether are eligible to apply for a particular job vacancy or not.

It helps recruiting team of an organization understand what level of qualifications, qualities and set of characteristics should be present in a candidate to make him or her eligible for the job opening.

Job Specification gives detailed information about any job including job responsibilities, desired technical and physical skills, conversational ability and much more.

It helps in selecting the most appropriate candidate for a particular job.

Job description and job specification are two integral parts of job analysis. They define a job fully and guide both employer and employee on how to go about the whole process of recruitment and selection. Both data sets are extremely relevant for creating a right fit between job and talent, evaluate performance and analyze training needs and measuring the worth of a particular job.

General and Specific Purpose of Job Description

Job description is all about collecting and recording basic job-related data that includes job title, job location, job summary, job duties, reporting information, working conditions, tools, machines and equipments to be used and hazards and risks involved in it. A job description may or may not have specific purpose. It depends on what HR managers want to determine and what is the objective of conducting the process of job analysis.

Job Description is a summary of job analysis findings that helps managers determine what an employee is supposed to do when onboard. **The purpose of job description depends on the level of details the job findings include.** Job description carried for general purpose typically involves job identification (title, designation, location) and a statement of duties and functions of a prospective or existing employee. A specifically carried job description includes detailed information about the kind of job, how it is supposed to be performed and what is expected to be delivered. Let's discuss the general and specific purpose of conducting a job description process.

General purpose job descriptions are used by organizations to find the very basic information about a particular job opening. Though data includes worker's duties but

does not contain sub tasks, performance standards and basis for evaluating jobs and establishing right compensation packages.

Advantages

The main benefit of general purpose job description is that it does not consume much time and quickly provides basic information to managers. It does not require much human efforts and is very easy and convenient to carry out. Additionally, a job analyst does not have to conduct deep research to gather the required details.

Disadvantages

The main disadvantage of general purpose job description is that it does not provide managers with full-fledged information about job context and sub tasks. Sometimes, a manager may fail to extract correct information from such small amount of data.

Specific Purpose of Job Description

Specific purpose job description includes detailed information about job responsibilities of an employee. It also covers sub tasks, essential functions and detailed job duties. It involves huge amount of details such as what an employee needs to do, how it is to be done and what are the performance standards, etc.

Advantages

The main benefit of specific purpose job description is that it offers ample information to evaluate job performance and determine training needs of employees. It serves as a basis for all other HR processes including recruitment and selection, performance appraisal, compensation decision and many more.

Disadvantages

Though it assists managers in decision making process but it has its own limitations. The process, however, may take very long and consume lots of human efforts. Since, it involves collecting detailed information; the biased nature of job analyst can cause severe problems. The data collected may not be 100 percent genuine.

Therefore, it can be said that information collected during job analysis defines the purpose of job description. If data collected is extremely basic, it will serve only the general purpose and therefore, cannot be used for making management decisions. On the other hand, detailed data serves the specific purpose and can be easily used while making important decisions.

COURSE TITLE: INTRODUCTION TO FRONT DESK AND PRACTICE

COURSE CODE: PSL 122

TOPIC: VARIOUS F.O DEPARTMENT

Every multi-departmental physical business needs to have a front office or reception to receive the visitors. Front Office Department is the face and as well as the voice of a business. Regardless of the star rating of the hotel or the hotel type, the hotel has a front office as its most visible department. For a business such as hospitality, the front office department comes with an aspect of elevating customer experience with the business.

Front Office department is a common link between the customers and the business. Let us learn more about it.

What is Front Office Department?

It is the one of the many departments of the hotel business which directly interacts with the customers when they first arrive at the hotel. The staff of this department is very visible to the guests.

Front office staff handles the transactions between the hotel and its guests. The staff receives the guests, handles their requests, and strikes the first impression about the hotel into their minds.



Front office department includes –

Front Desk

Uniformed services

Concierges

Front Office Accounting System

Private Branch Exchange (PBX), a private telephone network used within an organization

BASIC RESPONSIBILITIES OF FRONT OFFICE DEPARTMENT

Following are the most basic responsibilities a front office can handle.

Creating guest database

Handling guest accounts

Coordinating guest service

Trying to sell a service

Ensuring guest satisfaction

Handling in-house communication through PBX

FRONT OFFICE OPERATIONS

There are two categories of Front Office Operations –

Front-House Operations

These operations are visible to the guests of the hotel. The guests can interact and see these operations, hence, the name Front-House operations. Few of these operations include –

Interacting with the guests to handle request for an accommodation.

Checking accommodation availability and assigning it to the guest.

Collecting detail information while guest registration.

Creating a guest's account with the FO accounting system.

Issuing accommodation keys to the guest.

Settling guest payment at the time of check-out.

Back-House Operations

Front Office staff conducts these operations in the absence of the guests or when the guest's involvement is not required. These operations involve activities such as –

Determining the type of guest (fresh/repeat) by checking the database.

Ensuring preferences of the guest to give a personal touch to the service.

Maintaining guest's account with the accounting system.

Preparing the guest's bill.

Collecting the balance amount of guest bills.

Generating reports.

GUEST CYCLE IN HOTEL

Generally, a guest's interaction with the hotel is divided into the following four sequential phases

—

Pre-arrival

It is the stage when the customer is planning to avail an accommodation in the hotel. In this first stage, the customer or the prospective guest enquires about the availability of the desired type of accommodation and its amenities via telephonic call or an e-mail. The customer also tries to find out more information about the hotel by visiting its website.

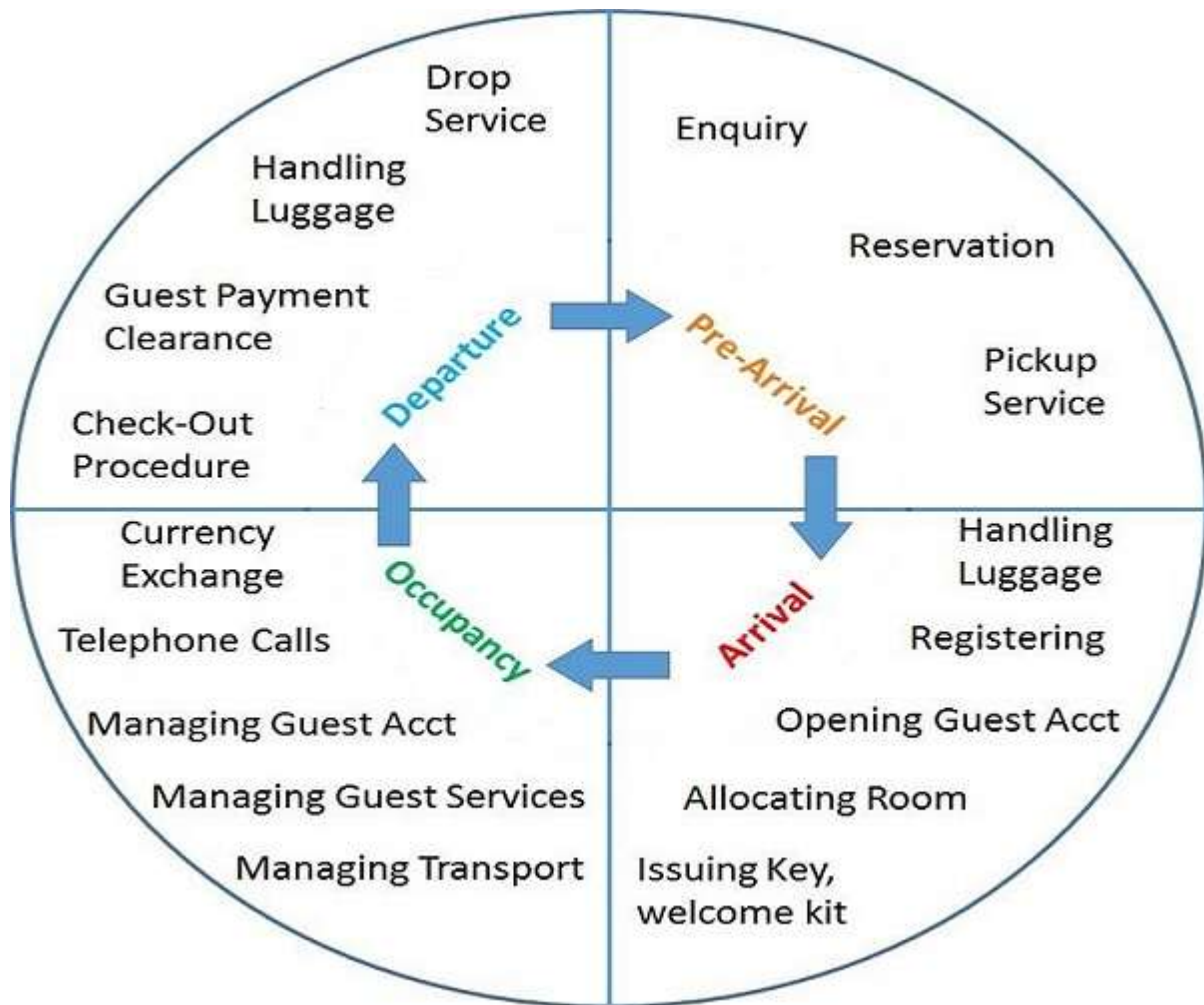
At the hotel end, the front office accounting system captures the guest's information such as name, age, contact numbers, probable duration of stay for room reservation and so on.

Arrival

The front office reception staff receives the guest in the reception. The porters bring in the guest luggage. For the guest with confirmed reservation, the front office clerk hands over a Guest Registration Card (GRC) to the guest and requests the guest to fill in personal information regarding the stay in the hotel. The clerk then registers the guest in the database thereby creating a guest record and a guest account along with it. Later, the clerk hands over a welcome kit and keys of the accommodation. After the procedure of registration, the guest can start occupying the accommodation.

Occupancy

During occupancy, a front office accounting system is responsible for tracking guest charges against his/her purchases from the hotel restaurants, room service, bar, or any outgoing telephone calls made via the hotel's communication systems. The front office staff is responsible to manage and issue the right keys of the accommodations to the right guests. On guests' request, the staff also makes arrangement for transportation, babysitting, or local touring while the guest is staying in the hotel.



Departure

During guest departure, the front office accounting system ensures payment for goods and services provided. If a guest's bill is not completely paid, the balance is transferred from guest to non-guest records. When this occurs, collection becomes the responsibility of the back office accounting division.

At the time of guest departure, the front office staff thanks the guest for giving an opportunity to serve and arrange for handling luggage. In addition, if the guest requires airport or other drop service, the front office bell desk fulfils it.

COURSE TITLE: INTRODUCTION TO FRONT DESK AND PRACTICE

COURSE CODE: PSL 122

TOPIC: TARRIFF STRUCTURE AND PLAN

Tariff is the rate or charges offered to the guest by the hotel for the use of different facilities and services, during their stay. Commonly, tariff is a charge of room rates and other facilities. Tariff is a charge of room rates and other facilities. Tariff or room charges may include meal or breakfast depending upon the plan as per the guest choices. Prices of hotel services are incorporated in a card known as the 'tariff card'.

Tariff card is the card containing the rates or price charged by a hotel for accommodation. Tariff card may include meals depending upon the types of plan the hotel offers to the guests. Prices of meals and other hotel services are also printed in the hotel tariff card.

Accommodation Tariff 2012 - 2013

All policies are per room per night Includes air & breakfast	Primary and Secondary Single, Double and Breakfast	Single to Thursday Single, Double and Breakfast
Single	320	270
Double	270	220
Suite	230	180
Room Collection	200	150

Booking Notes :

1. All policies are per room per night.
2. All policies are per room per night.
3. All policies are per room per night.
4. All policies are per room per night.
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Disclaimer :

1. All policies are per room per night.

2. All policies are per room per night.

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10. All policies are per room per night.

Basis of Charging Room Rates

The sale of rooms contributes more than 50% of total revenue generated in the hotel. rooms are charged on the following basis:

The 24 hours basis:

In twenty-four hours basis the room is charged for the stay of 24 hours. If a guest arrives at 9 am today, the room charges will cover until 9 am tomorrow. No concession will be given if the guest leaves few hours earlier. His/her hotel day begins at 9 am every subsequent day. There is not any fixed time for check-in and check-out.

The 12:00 noon:

A particular time of a day is fixed, mostly 12:00 noon as a check-in and check-out time for all the guests; hotel day begins at this time. This method is advantageous that a room can be sold twice in a same day. For example, Mr. A arrives at 12:00 noon and checks out early. After few hours, Mr. Y arrives and is provided the same room, he is also charged for whole day.

The Nightly basis:

Here, the charge is fixed, according to the nights spent in the hotel. If a guest stays from 10 am until 6 am the next day, the guest is charged for one night or a day.

Hotels always have more than one rate code category for each room type. Room rates categories generally correspond to types of rooms available to sell in the hotel (Eg: Suite, Deluxe, Premier, Studio, Penthouse etc.).

Room Rates and rate codes may also vary according to the available room features such as room size, location, view, furnishing, décors etc and also with competitors pricing.

Standard Room Rates and Rate codes used in the hospitality industry:

Rack Rate: Is the Standard rate or Published tariff defined by the hotel management for a particular room category/type. This is generally printed on the tariff sheet of the hotel and these details are also submitted to the local government authorities for hotel licensing and in some countries for Gov. tax compliance. In other words these rates are always without any sorts of discounts.

Corporate or Commercial Rate: These are rates offered to companies that provide frequent business for the hotel or its chain. This rate may vary according to the volume of business guaranteed by the companies. Eg: NEG1, COR1 etc.

ADHOC Rate Code: These are normally non-standard rates which are offered as special one-time rates for first time corporate's.

Group Rate: These are rates which are offered to groups, meetings and conventions using the hotel for their functions.

Promotional Rate Codes: These rates are generally offered during low occupancy periods to any guest to promote occupancy. Early Bird Rates, Stay for 3 and pay for 1 etc. are some examples. These rates may also include certain add-ons to attract the customers like free WiFi for 24 Hrs, free buffet dinner etc.

Incentive Rate Code: The Rate offered to individuals who belong to an association or holders of special membership cards or Credit cards. Eg: Amex / VISA / Master cardholders get 5% discount on Rack Rate, Lufthansa Frequent Flyer members get a 25% discount etc. For hotels, these rates always give potential referral business.

Early-bird Rate: This type of rates are only open X days before arrival. Eg: Open only when 7 Days before arrival, 14 Days Before Arrival, 30 Days Before arrival Etc.

Family Rate: A rate reserved for families with children. Usually, these rates include Extra Bed charges and may also include some free add-on activities for children.

Package Rate: Rates that includes a guest room in combination with other available events or activities. (Eg: Best of London package which includes room rental, all meals, site seeing, airport transfers etc.) Package rate can be also a simple room and meal package like American Plan (AP), Modified American Plan (MAP), Continental Plan (CP)etc.

Best Available Rates (BAR): These rate codes are the lowest discounted rate available for a day which can be offered to the guest by the Reservation or Front desk staff. BAR can be of different types:

'Dynamic BAR' - Has different tiers and each tier will be opened and closed according to the occupancy of the hotel. (The new age hotel management software's does this automatically for the Revenue Managers.)

Sample Dynamic BAR Rate

BAR Level	Open / Close when Occupancy Between
BAR -01	0% TO 25 %
BAR -02	26 % TO 35 %
BAR - 03	36% TO 50%
BAR - 04	51% TO 75%
BAR - 05	76% TO 100%

'Daily BAR' - Has a pre-defined daily room rate regardless of room categories (Run of the house) and occupancy, these rates are set according to the day of the week, as per the demand of hotel rooms in the city, special day's or seasons, as per the room demand forecast done by the hotel revenue manager.

Sample Daily BAR Rate

DATE	DAY	RATE (\$)
19/10/2016	WED	200.00
20/10/2016	THU	200.00

21/10/2016	FRI	250.00
22/10/2016	SAT	250.00
23/10/2016	SUN	250.00
24/10/2016	MON	200.00
25/10/2016	TUE	200.00

Complimentary Rate: A Room rate with zero room charge which is offered to special guests, industry leaders, Gov. officials etc.

House use Rate: A Room rate with zero room charge which is used for rooms stays for hotel purpose. Eg: Manager or duty room, In-house General / Resident manager room etc.

Zero Rate Code: This kind of rates are used as system requirements for PMS's as these would be tagged to Dummy rooms, Paymaster rooms and Group Master rooms.

Virtual Rate / Follow Rates: A Special Type of rate codes whose values are derived from another rate code or rate group. Eg: BAR1 which is 10% off on the Rack Rate