

SYSTEMS OF RESERVATION

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SYSTEM OF RESERVATIONS

Depending on the needs of the hotel and the volume of business, a hotel may adopt either:

- **Manual System** : In a manual system, all the reservation records are maintained manually. This old system of reservation is suitable for a small property, where the number of rooms is less and the volume of reservation requests is also low.
- **Automatic System**: Automated reservation systems are computerized reservation systems that are used to store and retrieve room status information and conduct transactions.
 - The information stored in the automatic system is the same as in a manual system. However, the processing of reservation request does not require manual study of bed room journals, density charts, or conventional charts.
 - The reservation assistant can check the availability of rooms by clicking on a link on the computer.
 - In this system, the reservation information is keyed into the electronic format of the reservation form, and this information is transferred to the central server where the room status is updated automatically.

MANUAL SYSTEM OF RESERVATION

- The hotel may use one of the following systems of manual reservation:
 - Diary System of Reservation
 - Whitney system of reservation

- Diary system of reservation: As the name suggests, in this system a daily diary is kept, in which the reservation agent lists all arrivals due on a particular day.
 - It is usually kept on a loose-leaf basis.
 - The top page represents arrivals on the current date; this is removed and sent to the front desk for receiving the guests.
 - The hotel booking diary may be hard bound also. The diary system of reservation is only suitable for very small properties.

 - The tools used in diary system of reservation are as under:
 - Booking diary
 - Room status board/ reservation journal
 - Expected arrival list/ Movement list
 - Cancellation register
 - Black list

WHITNEY SYSTEM OF RESERVATION:

- This system of room reservation, developed by the American Whitney Duplicating Check Company, is suitable for small and medium properties—with up to 150 rooms. It is based on the use of standard size slips, known as Whitney slips or Shannon slips, which can be held on a metallic carrier on Whitney racks.
- The advantages of using Whitney system are as under:
 - Bookings can be kept in order of the date of arrival.
 - Booking records may be arranged in alphabetical order.
 - The racks and carriers can be used over and over again. The running expense is only of the slips.
 - The Whitney racks are placed vertically, saving storage space

BED ROOM JOURNAL

- It is similar to the reservation diary.
- It is tiled with date-wise sequence.
- Each page of journal contains the occupancy of the room.
- Eg : if the guest has made a reservation from 10th -14th november then his/her name and room no. will be entered in 4 pages.

CONVENTIONAL CHART

It is also known as advance letting chart It is improved version of bed room journal. The chart is prepared for every month hence we required 12 charts in a year. Name of the guest is written between days of their stay indicating by symbols <> Disadvantages :

1. There is problem in case of long staying guest and short stays.
2. Chart becomes untidy in case cancellations or amendments.
3. It used for medium hotels only.
4. Counting of rooms is difficult.
5. No overbooking can be taken.

DENSITY CHART

- It is developed to overcome the problems of conventional chart.
- It has rooms category for the duration one month.
- Vertical column indicates date and horizontal column indicates individual rooms.
- It is indicated by (/) for indicating reservations.
- It can take over bookings.
- **ADVANTAGES:**
 - 1. short stay problems are solved.
 - 2. large hotels will use this system.
 - 3. counting of rooms will be easy.

AUTOMATIC SYSTEM

- It is computerized system.
- All data is stored and no manual work is done.
- Here reserve assist can check hotel position directly system , he/she no need to check book journal , conventional chart or density chart.
- If request is updated in system it will automatically block the room.
- Accept ,amend and cancellation can be done without dirty of pages.
- Now days CRS and GDS are used in hotels.

PROCESSING RESERVATION

Every hotel has its own standard operating procedure (SOP) to deal with a reservation request from a guest. The standard procedure of responding to a guest's reservation request is first receiving the reservation inquiries, then determining room availability, and then accepting or denying the request for reservation.

- **Receiving Reservation:** The request for a room reservation may reach a hotel from any one of the various modes discussed earlier.
- **Determining Room:** The following information will help to determine the availability of the room requested by the guest:
 - Date and time of arrival.
 - Date and time of departure.
 - Number and type of rooms required.
 - Number of persons in the party.
- **Accepting or Denying Reservation:** Once the reservation agent has established the availability of the room for the guest, she will either accept or deny the reservation request and conclude the processing of reservation request.

PROCESSING RESERVATION

- **Amending Reservation:** When guests with confirmed reservations change their travel plans, they convey the same to the hotel. This change—in the type of reservation (guaranteed or non-guaranteed), date of arrival, duration of stay, type of room, etc.—is termed as amendment.
 - In case of amendments, the hotel has to check the availability of rooms again as per the fresh details given by the guest.
 - The changes are recorded in a specialized form known as the reservation cancellation/amendment form
- **Cancellation of Reservation:** The cancellation of a reservation occurs when a guest with a confirmed reservation informs the hotel about her intention to cancel the reservation.
 - As cancellation might lead to the loss of room revenue, hotels discourage cancellations by imposing retention charges

GUEST HISTORY CARD

- Guest history records:
 - Guest history records are collections of personal & financial data about guests who have stayed at the hotel. Maintaining guest history records helps the hotel better understand its clientele and determine guest trends when they develop. Moreover, these very records might serve as a source of mailing list or to identify guest characteristics that are important to strategic marketing. In addition, they serve as to develop and place advertisements that appeal to the types of clientele the hotel attempts to attract. Finally guest history records points out the need for a new, supplementary, or enhanced services.
 - Moreover, even though guest history records are stored in the front office department, they are handed to marketing department, whenever needed. In fact, marketing department might get use of guest history records as to create a program to reward frequent guests with a free stay after a certain number of visits, or as an indicator to watch out for future repeat guest reservations in order to increase the hotel's repeat business market share.
 - Guests tend to remember the friendliness, convenience, and special services that distinguish one property from another. This is called competitive advantage.

PRE REGISTRATION

- The activities that are carried out by the front desk agents before the arrival of guests, which help accelerate the process of guest registration, are termed as preregistration activities. Pre-registration activities includes:
 - Preparation of arrival and departure list
 - Amenity vouchers are prepared for arriving guest and sent to concerned department
 - Pre-filling of guest registration card base on the information gathered from reservation form and guest history card
 - Staffing at front desk to cater the need of rush at peak arrival and departure time
 - Arrangement for welcoming guest (Aarti, Tilak and Garlanding) –
 - Arrangement for welcome drink for the group and VIP
 - Arranging all required arrangements for the guest
 - Room and rate assignment and the creation of guest folios in case advance payment has been received by the hotel.

AMENITIES VOUCHER

• Hotel WESTIN

• HYDERABAD

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• From front office

Date.....

• To: Room service/House keeping/Pantry

• Please supply

• Fruit Basket-Single-Double-Special

• Flowers

• Soft Drinks

• To.....Room

No.....at.....

•

• (Name of the Guest)

(Time)

• Authorized by.....

• Card to be attached.....

Signature.....

•

•

• Copies : Room Service/House keeping/Pantry/ P & B controls/File

ARRIVAL NOTIFICATION SLIP

- Department : H/k,F&B outlets Reception
- This is to inform that following guest has checked in to the hotel
- Name of the guest : Mr.Surender Room no : 706
- Date of Arrival: 29/03/20 Time :9.30am
- Authorized signature

D.N.S
(Do Not Sell)

• Department : H/k,F&B outlets

Cashier

• This is to inform that following guest is departing from the hotel, kindly rush the credit charges to the front desk

• Name of the guest : Mr.Surender

Room no : 706

• Date of Departure: 29/05/14

Time :9.30am

THANK YOU