RESERVATION

Reservation is the activity of booking the room in advance for a prospective guest on his request for future, which may be from a few days to month in advance.

Importance of Reservation

- Gives the first impression of hotel to the guest.
- Helps in guest inquiry with room’s availability and gives the hotel sufficient time to arrange and prepare for most suitable accommodation for them.
- It gives good indication of the level of business that the hotel might get in future.
- Generates customer for other department.
- Forecast the future revenue generation keeping in mind the reservation business.
- Helps in scheduling and reorganizing the staff if the need be.
- Accepting advance booking of their rooms in order to achieve high occupancy and to maximize their revenue.
- It updates the room availability record and thus maximize the revenue generates from room booking.

MODES OF RESERVATION

1) Letter: A letter is a good mode of making reservation request. If the guest send their letters to the hotel several month in advance. This mode is commonly used by travel agent, tour operators and corporate houses, which send reservation request on their letter heads.

2) Fax: Fax, or facsimile transmission, uses electronic scanning techniques to send copies of document over an ordinary telephone line to a special machine that prints out an identical copy at the other end. It is much faster than sending a letter.

3) E-mail: Email is the mail sent by electronic means from one computer user to one or more recipients via a network from anywhere in the world. It is the fastest and convenient as it provides a written record for future e-mail.

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Verbal Mode:

1) **In Person:** If an individual or her representative goes to the hotel to book rooms for future, it is called In-Person mode of reservation request. This is a good mode of reservation as the person is available to consider the various options and suggestions, in case the room, or its availability, or its rate does not match the guest expectation. The hotel processes the reservation as per the details given by the guest and gives her the confirmation number and letter.

2) **Telephone:** It is the fastest and convenient and generates immediate response or feedback and one can get the complete information and clear doubts on telephone. The disadvantage is that it does not provide a permanent record.

**CHANNELS AND SOURCES**

1. **Direct Reservation:** A reservation request that a hotel receives directly from an individual or a group is known as direct reservation.

2. **CRS (Central Reservation System):**

   CRS is a computer based reservation system, which enables guest to make reservation in any of the participating lodging properties at any destination in a single call. It stores and distributes information of a hotel, resort, or other lodging facilities.

   - Deals directly with the guest, travel agent, corporate booker, etc. by means of toll free number.
   - A CRS assists hotel managers in managing their online marketing and sales, allowing them to upload their rates and availabilities to be seen by sales channels that are using the CRS. Sales channels may include conventional travel agencies as well as online travel agencies.
   - Operates 24 hrs a day, all round the year.
   - It has up-to-date information on room availability which is helpful for guests as they can check the availability and make reservations for more than one hotel at the CRS.
   - As the room rates and room availability status are dynamic, the rates quoted and room available at the time of inquiring might have sold out by the guest would have to go through the entire process again.
   - Hotels are required to provide accurate and current room availability data to the CRS office.

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• CRS is of two types:
  1. Affiliated System: In this all the participating hotel units belong to the same chain or group.
     E.g. Welcome Net by Welcome Group of hotels
     Holidex by holiday inn Hotels
     Image by Hyatt Hotels
     TTT by Sheraton Hotel
  2. Non-Affiliated system: It is a subscription system designed to connect independent or non-chain properties

3. **GDS (Global Distribution System):** is a network operated by a company that enables automated transactions between Vendors and booking agents in order to provide travel related services to the end consumers. A GDS can link services, rates and bookings consolidating products and services across all three travel sectors: i.e., airline reservations, hotel reservations, car rentals, and activities. GDS is different from a computer reservations system which is a reservation system used by the respective vendors. Primary customers of GDS are travel agents (both online and office based). A GDS system will have real-time link to the vendor’s database. For example, when a travel agency requests a reservation on the service of a particular airline, the GDS system routes the request to the appropriate airline computer reservations system. This enables a travel agent with a connection to a single GDS to choose and book various flights, hotels, activities and associated services on all the vendors in the world who are part of that GDS.

E.g. are Amadeus, Galileo, Sabre and World Span.

4. **Agencies:**
   - Reservation done through travel agents or tour operators.
   - Take prepayment from the guest, send a confirmation to the hotel, and issue an Accommodation voucher on its behalf.
   - Receives commission for their services from the guest and hotel.
   - Hotel offers very low rate to their agent as they give bulk booking.

5. **Corporate Bodies:** Hotels also receives booking from companies (FMCG, Pharmaceutical etc). Non-Governmental organisation (such as care, Oxfam, Red Cross, WHO, etc). The companies also provide bulk reservation to hotels and get room at low rates. Hotels also receive Bookings from government sectors such as public sector undertaking, embassies and consultant.

6. **Hotel Website:** It contain a link for reservation request by clicking the link, guest can make a hotel reservation as per the requirement from the comforts of their house/office/cyber cafe. Most hotels provide photo galleries description of room categories and hotel facilities.

**TYPES OF RESERVATION**
1. **Tentative**: It’s a reservation request that a prospective guest makes on a provisional basis for particular stay dates. The hotel fixes a cut-off date by which hotel should confirm the reservation otherwise it gets cancelled.

2. **Confirmed**: Blocks a room for specific dates and sends a written confirmation of the same to the guest. It is of two types:
   A. Guaranteed: It’s a confirmed reservation that the hotel will hold the reserved room for the guest and not release it to any other guest even if the guest does not arrive on time. Request for advance payment irrespective of whether the guest avails the reservation or not. The guaranteed reservation can be obtained through one of the following ways:
      - Pre-payment
      - Contractual Agreement.
   B. Non-Guaranteed Reservation: When a guest confirms her reservation at a hotel but does not guarantee it with an advance deposit, it is treated as Non-guaranteed reservation. Hotel holds the room for the guest till the cancellation hours 6pm, unless the guest informs the hotel about her late arrival.

3. **Waitlisted**: A reservation is waitlisted when the requested category of room is not available for the requested date. It gets confirmed against a cancellation for room of the same category.
### System of Reservation

#### Non Automatic (Diary System)
- Manual system of reservation
- List of all arrivals of a particular day are recorded
- Kept on loose-leaf basis
- Top pages represent arrivals on the current date, this is removed and sent to the front desk for receiving the guest.
- A new blank sheet is added at the back of the diary to record the reservation of a new date.
- Suitable for small properties.

<table>
<thead>
<tr>
<th>Room No.</th>
<th>Name</th>
<th>Pax</th>
<th>Arrival Date</th>
<th>Advance Date</th>
<th>Departure Date</th>
<th>Booking by</th>
<th>Booking Date</th>
<th>Signature of Reservation Staff</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

#### Semi Automatic (Whitney System of Reservation)
- Developed by American Duplicating check company
- Used by small and medium properties with up to 150 rooms
- Uses standard size slip known as Whitney slip or Shannon slip.
- The slip may be color-coded to identify the status of guest like FIT, Group, crew, VIP, commercially important persons.
• It uses racks that are vertically mounted on the wall. It requires a total of 43 racks, out of which 31 racks are kept for the current month (one for each day), 11 racks for the next eleven months of the year, and 1 rack for the next year.
• Booking can be kept in order of the date of arrival.
• Booking records may be arranged in alphabetical order.
• Place vertically, saving storage of space.

<table>
<thead>
<tr>
<th>Date Of Arrival</th>
<th>Name Of The Guest</th>
<th>Room Type</th>
<th>Rate</th>
<th>Date of Departure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billing Instruction</td>
<td>Reserved By</td>
<td>Date Received</td>
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3) Automatic System:
• Automated reservation system is computerized reservation that is ideally suited to dealing with the large amount of information which needs to be extracted in a number of ways. Consequently, a computer is an ideal tool for a hotel to employ for storing and retrieve room status information and conduct transactions.
• It has the capability of handling quantity of information and has the added benefit of eliminating a large amount of the boring, time-consuming work that might otherwise be done by hand in reservation and allows the front office more opportunity to devote themselves to guest relations.
• In this system, the reservation information is keyed into electronic format of the reservation form and this information is transferred to the central server where the room status is updated automatically.
• Guest goes online and books the room which automatically blocks the room for the desired duration of time and removes the room from the availability records.
• Generates electronic confirmation letters that are sent to the guest’s email addresses or postal address.
• It also automatically generates reports like occupancy record or forecast and list like expected arrival list, expected departures list etc., e.g., CRS and GDS.

**CANCELLATION:**
• When a guest with confirmed reservation informs the hotel about her intention to cancel the reservation, it is called cancellation.
• Reservation issues a cancellation number to the guest. If he cancels the booking before the cancellation period, otherwise, hotel imposes retention charges as cancellation might lead to loss of room revenue.
• Issuing a reservation cancellation number protects both the guest and the hotel. The cancellation number proves that the hotel receives the cancellation and the detail of the person is collected and also relieves the guest of an obligation to pay any charges posted against the guaranteed.
• It releases the room for future sale.

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AMENDMENTS

- When a guest with confirmed reservation changes their travel plan they convey the same to the hotel.
- This change in the type of reservation, date of arrival, duration of stay, type of room, etc is termed as amendment.
- Before amendment must check the availability of room again as per the fresh detail given by the guest.
- The reservation agent should ascertain that the person requesting the amendment is same as one who has made the original booking to avoid any problem of confusion that may arise at the time of arrival of the guest.

OVER BOOKING

- The practice of taking more reservation than the available number of room.
- The situation arises not due to an error but is deliberate act by the reservation to maintain 100% as near to it as there is always expectation of cancellation or no shows will bring down the number of reservations and to avoid loss of revenue.
- It is done on the basis of:
  - Sources
  - Profession of the prospective guest
  - Purpose of visits
  - Guest profile (Honeymoon Couples, group airlines, teachers, delegates etc.)
  - Sales history period
  - Date of check-out and date of arrival.

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