

Tour operation

Level II

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Acronyms

ARC: Airline Reporting Corporation
 CRO: Central reservation office
 CRS: Central reservation system
 GDS: Global Distribution system
 ETA: Estimated Time of Arrival
 MA: Master Card
 DC: Debit Card
 CC: credit card
 EFTPOS: Electrical Fund Transfer Point of Sale
 MS: Market Segment

Introduction

In tour operation field Receiving and processing reservation helps to receive reservation request, record details of reservation, update reservations and advise others on reservation details Furthermore, this module is designed to meet the industry requirement under Tour operation occupational standard, particularly for the unit of competency: Receive and process reservations.

This module covers:-

- Reservation request in tour operation
- Details of reservation
- Update reservations
- Advise others on reservation details

Learning Objective of the Module:

- Receive reservation request
- Record details of reservation
- Update reservations
- Advise others on reservation details.

Module Instruction

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the information written in each unit
2. Accomplish the Self-checks at the end of each unit
3. Perform Operation Sheets which were provided at the end of units
4. Do the “LAP test” giver at the end of each unit
5. Read the identified reference book for Examples and exercise

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Unit one: Reservation request in tour operation

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- 1.1. Availability of requested reservation
- 1.2. Alternatives required in reservation
- 1.3. Customer enquires towards cost and product features

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Determine the availability of requested reservation
- Offer Required alternatives in reservation
- Answer Customer enquires towards costs and product features

1.1. Checking the availability of requested reservation

1.1.1. Definition and Types of customers in tour operation

Type of customers in tour operation

The role of the tour operator is to essentially sell accommodation, transport, activities and transfers in a combined all-inclusive package. Thus, tour Operation Company has various customers that have distinctive desires.

a customer in tour operation business can be defined as it is individual, group of individuals or an organization that has a previous experience of purchase of tourism products and services with tourism market or a tour operator who produces goods and service to satisfy societal needs.

Customers in tour operation business can be grouped in to two; these are the industry customer (Travel consultant/agent, inbound tour operators) and Consumers (Business and leisure traveler).

1. Industry customers (Travel consultant/agent, inbound tour operators): an individual or organization working on travel trade business and has market linkage with inbound and out bound tour operators such as:-

A. Retail Travel Consultant

According to Airlines Reporting Corporation (ARC) a travel agency is defined as "A business that performs the following functions: quotes fares, rates, make reservations, arrange travel tickets and accommodation, arrange travel insurance, foreign currency, documents and accepts payments. According to SARC (1967), "Travel agency business consists of the activities involved in selling tourism products/services directly to the tourists and performs normal functions such as issuing air tickets, making accommodation and transportation reservation, providing specialized services, and accepting and making payments." Thus, a travel agency can be called as a private retailer or public service providers which provides tourism and travel related services to the people on behalf of suppliers like airlines, car rental companies, cruise lines, hotels, railways, and package tours services. Tour operator is the company or person responsible for planning the trip as per the requirements put forward by the travel agent. Where travel agent is an intermediary selling the tour packages purchased from tour operator fulfilling the needs of the visitor.

B. Inbound tour operators

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These are also known as incoming tour operators. Technically, the operators who receive guests, clients/tourists, and handle arrangements in the host country are called inbound tour operators. For example, a group of American Tourists is coming through tour operators located in Ethiopia and the company makes arrangements and handles the group then the tour operator called an inbound tour operator. These tour operators formulate tour package individually or in collaboration with foreign tour operators. The packages may be marketed directly or by means of the intermediaries (inbound tour operators). In fact, inbound tour operators are the 'image' builders of a country as they convert all touristic resources of a nation into a saleable commodity. The outbound tour operator arranges travel documents, transportation to a central point where the tour starts and contracts with inbound tour operators/ ground operators to provide accommodation, transportation, local sightseeing and other services as needed throughout the tour.

2. Consumers/end users (business and leisure travelers): a tour operator may sell tour packages directly to customers in this case there is no intermediaries in between tour operators and end users. Thus, the end users (travelers, tourists) may become a direct customer of tour operators.

A. Business travelers

The business customer is a person who travels for the sole purpose of conducting business and the leisure customer is someone who travels for pleasure.

Business customers require accommodation and car bookings at short notice. They may use the establishment on a regular basis, or may be here for the sole purpose of attending a conference or convention in your city. Business travellers are the largest source of business for hotels and usually travel all year round except for holiday times.

Business customers are for:

- Conferences/seminars/conventions
- Passing through - flight stopovers
- Negotiating a business deal
- Meeting Clients
- Investigating new products.

Customers are:

- Government employees
- Corporate business clients
- Convention/Conference guests or delegatesVIPs (very important person).

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B. Leisure travelers

Leisure customers' arrival is seasonal and they are attracted by special events and tourist Attractions. They are generally more price sensitive and book attractions well ahead of their arrival dates.

Leisure customers visit for

- For tourism
- On weekend getaways
- Attending family occasions, for example, weddings, name days, christenings
- Attending arts or theatre shows
- For a special event such as a Formula 1 Grand Prix, festivals, or cultural events

Leisure Customers are:

- Private individuals: (also known as fully independent travellers – FIT's) – who book their own requirements
- Groups and tour guests: customers who choose to travel for pleasure in a group by and organized company or inbound tour group
- Backpackers: usually younger travellers on a budget holiday
- Package rate guests: guests who stay at a hotel and pay for a "package" of facilities such as room and dinner booking, room and theatre booking, room and spa bookings, room and cooking school
- Travel agencies may also book individual leisure customers their holiday. These agencies usually have "commission paid" agreements with the establishments and get a discounted rate. Often the guest pays the travel agency and gets issued with a series of vouchers to pay the establishment

1.1.2. Systems to check the availability of the requested reservation

A. Manual reservation system

To determine availability manual systems will use manual charts, calendars, booking sheets, diary, forecast boards or room rack. Processes are needed to make sure availability is kept accurate and up to date. Systems are designed to cross the days off when a product is booked out or no longer available. Systems are also available to enable cancellations to be put back into usage and to enable the customers to change the dates of their reservations. Forms will be used for reservation customer details. Systems and processes have to work so the information collected can be stored and made available on the dates it is required. Product information such as room types, rate sheet prices, car types, live entertainment, bus destinations, will all be in the form of brochures, charts, and handouts for the staff. Accounting processes to collect the method of payment would be a cash register, petty cash box, manual credit card machine or cashier to process the money. Invoices and receipt books must be completed to provide confirmation details to the customer. A suitable filing system is required to store all this manual information and the physical space required in the office to be able to access all this data.

Advantages

- Cost of system is cheaper
- Works in smaller establishments
- Complies with risk management should you experience a power or equipment failure.

Disadvantages

- Requires staff to have a detailed knowledge of the product they are selling
- More staff is required
- Less accurate in larger establishments
- Staff training takes longer
- Need to manually check accuracy of information
- Low in security
- Takes more time to get things done
- Difficult to amend and retrieve information
- Takes longer to communicate with other departments

B. computerized system

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Computerized system provides up to date "real time" information on availability at the push of a button. When a reservation is recorded the availability is automatically altered. It displays a suitable screen to input customer information and requests. A computer system may have a "history" of any guest who has used the establishment previously. It can store information such as preferred room type, record of request, date of last stay, even the amount spent previously. The computer system can match up the customer request with what is available at the most effective price. Computer systems can store all the information needed about the products and facilities. Payment is automatically recorded. Printouts provide confirmations and details to the customers and report information to management.

Advantages

- More accurate and reliable information
- Ability to store guest history data
- Less staff required
- Greater reporting ability
- Controls costs
- Limited staff training
- Don't have to manually check and recheck information.

Dis advantages

- Difficulty finding a computer system that suits
- The establishments' needs
- Cost of equipment – cost of upgrading,
- support cost and hardware
- Needs uninterrupted power supply
- Need to keep up with advances in technology
- Certain materials used in buildings could affect the computers efficiency

Central reservation system

Central Reservation System (CRS) also known as Central Reservation Office (CRO), it is generally used by chains. The concept of CRO is simple. A chain of hotels which has a CRO system has reservation office in different cities, although they may have no unit operating in that city. All the units of the chain are inter-linked with CRO/CRS of the chain. The unit allocates a particular percentage of the total no. of rooms for the hotel. For providing this service, the unit gives a particular percentage of commission to CRO. Over a period of time a

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close watch on the performance of CRS is kept. If the CRS is not able to book the allocated no. of rooms, then the unit can withdraw rooms from CRO. If CRO is able to book more rooms than allocated to them, more rooms can be given to CRO for booking. If any such changes in the allocated no. of rooms are made, both the parties must very clearly understand this, so as to avoid any double booking. CRO can also be an independent organization unattached to any chain and hotel company. This type of CRO offers a greater range of hotels over a wide area. The biggest example of one such CRO is OMAHA (Western International). CRO is very useful for those units of the chain which are normally not doing well on their own.

Examples of CRS –

1. Marsha (Mariott Hotels)
2. Taj Central Reservation System
3. Utell 4. Welcomnet
5. Holiday Inn Worldwide
6. Leading hotels of the world

Global Distribution System (GDS)

GDS is a worldwide reservation system that acts as a conduit between travel bookers and suppliers and Serves as a network for allowing service providers in the travel industry to carry out transactions. The systems are almost exclusively used by travel agencies or similar companies, to access real-time information about hotel room availability, airline ticket availability and similar products.

Global distribution systems were originally set up for use by the airlines but were later on extended to include the travel agents. Travel companies use GDS to find the best airline ticket, car rental, hotel rooms, etc. for their clients. Information is customized by the travel companies, based on the preferences and itinerary. When a traveller requests information from a travel company, the agent will find the most accurate and cost-effective itinerary which can be supplemented by GDS, thus giving the client real time price and availability of options. In short, a GDS functions as a middleman between a travel agent and a hotels (or airline's) central reservation system. Travel agents can see real-time rates and inventory for a given hotel via the GDS, though the GDS doesn't actually hold its own inventory.

Major GDS systems in travel and tourism industry

A. Amadeus inventory and coverage:

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Amadeus is considered the most versatile GDS. It consolidates around 490 airlines, 770,000 hospitality properties, 69 car rental companies and transfer carriers in 42,000 locations, 43 railway carriers, and 53 cruise and ferry lines. The main area of Amadeus distribution is the EMEA region (Europe, Middle East, and Africa). Both North and South America and the APAC region (Asia-Pacific) are equally popular.

Flights: The classic flight search and booking functionality is presented in all GDSs, Amadeus included. Amadeus also has services for business travel (useful for TMCs) and packaged rail and air booking.

Hotels: Not offering much in terms of content, Amadeus gives basic hotel booking capabilities, with search and pricing details. It also owns an iHotelier GDS, that offers connectivity to all main GDS, combined.

Car rentals: Apart from basic car booking, Amadeus has rich visual content and airport shuttle/transfer options.

Cruises: Amadeus Cruise Web Services provides extensive cruise booking availability with transfers, special services, excursions, bus availabilities, and more. Apart from regular booking, it supports modifications and cancellation opportunities.

Railways: Acceptable rail bookings using Amadeus consists of regular search and ticketing, plus some additional services like accommodation.

B. Sabre inventory and coverage

Sabre is the second-largest GDS, accounting for about 35% of travel agency bookings. Around 175,000 hotels are connected to Sabre, but its portfolio in North America is larger than its competitors. The Sabre distribution channel unites around 440 airlines, 50 railway carriers, 37 car rental companies across 40,000 destinations, 20 cruise lines, and more than a million hotel properties.

Flights: Sabre offers extensive functionality for flight booking, including mileage count, seat maps, queue activity, and more.

Hotels: Similar to Amadeus, Sabre has limited hotel data availability that provides basic search, booking, cancellations, and access to loyalty program data.

Car rentals: Sabre has several APIs for car rentals, which allows for building a comprehensive search and booking platform: calculating rate depending on length and fees, precise geo search, search by special requirements, and so on.

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Cruises: Despite the smallest inventory of cruise providers, Sabre gives access to full cruise content, including interactive maps and cabin images.

Railways: Besides standard features, on Sabre a traveler can purchase rail cards, find station codes, and manage rail tours.

C. Travelport inventory and coverage

Travelport GDS aggregates and distributes information across channels on access to airlines, rails, cruises, and car rentals. Additionally, it allows for parsing information on available hotels and tours. Travelport GDS is likely to be the only GDS equally covering all directions and continents. It's evenly represented in the Americas, though to a greater extent in South America, EMEA and the APAC region. In its distribution channel, Travelport combines 650,000 hotel properties, 400+ airline partners, 125 low-cost carriers, and car rental units in over 38,000 locations, 50 cruise lines, and 19 railway carriers.

Flights: Travelport gives access to booking direct flights, connected air and train routes, and also ancillary services, such as baggage, meals, and insurance.

Hotels: Apart from basic hotel content and booking, Travelport offers deals from non-GDS providers: Agoda, Tourico, and others. It also has support discounts for corporate clients.

Car rentals: Travelport's car rental functionality is standard: search, pricing, images, vehicle details, and cancellation.

Cruises: Important to note, currently Travelport provides cruise booking opportunity only to travel agents who request direct booking via a web-based platform.

Railways: Travelport is heavily focused on providing combined air and train booking availability, including data on optimal connections with flights, ticketing air-rail as a single ticket, and offering train transfers directly to and from an airport.

1.2. Alternatives required in reservation

1.2.1. Types of Reservation and possible alternatives

The following are types of reservation in which customers request can be processed.

1. Tentative: It is a reservation request that a prospective guest makes on a provisional basis for particular stay dates and service provisions. The tour operator fixes a cut of date and service by which the company should confirm the reservation otherwise it get cancel.

2. Confirmed: Blocks a services for specific dates and send a written confirmation of the same to the guest. It is of two types:

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A. Guaranteed: It's a confirmed reservation that the tour operator will hold the reserved product and service type or flight 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/his reservation at a tour company but does not guarantee it with an advance deposit, it is treated as Non-guaranteed reservation. Service provider holds the service for the guest till the cancellation time, unless the guest informs the service provider about her/his late arrival.

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

Providing alternative is necessary especially when the requested reservation is not available. During the unavailability of the requested reservation the maximum effort of the organization should be visible to customers; so that he/she may understand the situation. Providing alternative will enable the hotel or any other service provider organization to enhance the amount of service sells and to retain customers.

Some of alternatives are:

Advising customer's to change reservation date and time: Advising the customer if his/her program is not static, he/she may come in the day or time that the room can be available. Advising benefits he will get if he/she changes the date and times of reservation such as:

- Discounts
- Additional facilities will offer

Advising to Change travel destinations: a tour operator should have to arrange off beaten track area (secondary destination) if primary tourist destinations are not available for sell due to various circumstances.

Registering as a waitlist: - if the requested reservation is not available the customer may be registered in a waiting list. The customer in this case must be informed and agreed that he is registering at waiting list. Waiting list registration is conducted under high probabilities, means a customer has probability to use the requested service.

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Under the following situation a customer can be registered in a waiting list

- if the tourism products are under maintenance
- If there are nonguaranteed reservation a customer are not making guaranteed in a given time
- if the customers program is not static
- if the communication with customers who make reservation is distorted

Transferring in to other tour operators:- if the customer`s` program is static and there is no situations to register in a waiting list, transferring the guest in to the nearby or affiliated service providers that works in the some standard with the requested tour organization will be an alternative.

Things take in to consideration while transferring guest

- The customer should agree and be informed.
- Should be transferred in an organization that has the same standard and facilities compared with the requested organization.
- The tour operator company that refers the customer is responsible to ensure safety and security of the customer.

1.3. Customer enquires towards costs and product features

1.3.1. Product enquiries

People make reservations for convenience and security. Many people like to plan out their holiday or business trip to feel secure in the knowledge that they have a room waiting for them; they have a flight booked to take them back to their home or next destination, and know they have seen all the attractions of the city during their stay. The role of reservations staff is to ensure that they process all reservations in an efficient and professional manner business and leisure customers of a tour operation may demand all or some of the following products

Accommodation suppliers: Guests will need to have room bookings processed in order to stay at particular establishments that provide accommodation such as:-

Primary accommodation service

- star hotels
- business hotels
- resorts and international hotels

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Supplementary accommodation service

- lodges,
- guest houses,
- bungalows,
- service apartments



Aircraft: Passengers need to have "Seats" booked for all types of air travel they undertake. These bookings will vary according to the airline chosen, class of travel such as first class or economy, date of flying e.g. high season or low season or facilities that are included such as food or movies.

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Cruise ships: Passengers on cruise ships need to make bookings for the dates of their cruise. This sort of reservation may include meals while on board.

Coaches or buses: To travel from one place to another or to visit a particular tourist destination.

Limousines (rental cars/vans): Customers can book transport to either drive themselves around or have a chauffeur included with the vehicle.

Entertainment: such as the theatre or music concerts.

Tourist attractions: Natural and cultural attractions are the primary tourism resources. They are the reason of the tourism system. People want to see an attraction which can be natural and cultural for their educational and aesthetic values.

Natural attractions

Attractions formed by natural process such as:-

- National parks
- sanctuaries
- floras and faunas
- landscape
- caves
- waterfalls
- geological features
- natural environment



Cultural attractions

Attractions created by human beings such as:-

- architectural design
- historic places
- religious sites
- cultural performances
- literary books
- Museums



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- amusement parks/cultural landscapes
- Archeological sites and other cultural antiquities

Events: events are the phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, and whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people.

Events can be:

- Cultural events: is a special event such as carnivals, festivals, etc.
- Religious events such as: meskel celebration, Timket celebration, Christmas celebration
- Personal events such as marriage ceremony, birthday, etc.
- sport events
- Organizational events: conference, incentive travel etc.



1.3.2. Price enquires of customers

The price of tourism products are not uniform, the seasons a customer prefer to visit matters the price of tourism products. For example, the cost of visiting Lalibela in December to January and summer seasons such as July to September may not be the same. Price will vary in terms of the preferred destinations and packages. The most common is seasonal pricing, tour companies set price that differ from its standard rate during particular seasons or periods of time throughout the year.

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According to the type of packages they prefer during reservation request customer may require to have detail information about the price of each tourism products they are planning to purchase such as:

- The price of packages according to the nature and type of packages
- If there is discounted fair
- if there is price difference in terms of seasons
- if there is price difference in terms of destinations
- If there is price difference for individuals and groups.

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Part one (1) True/false

1. Leisure customers' arrival is seasonal and they are attracted by special events
2. the availability of requested reservation can be checked by both in manual and computerized systems

Part two (2) choose

1. guaranteed reservation can be obtained except
 - A. payment in advance
 - B. written contractual agreement
 - C. promise
 - D. all except C
2. which one of the following is odd about tour operators customer
 - A. Inbound tour operators
 - B. travel agents
 - C. travel consultant
 - D. traveler
3. which one of the following is not true about the purpose of business traveler
 - A. Conferences/seminars/conventions
 - B. Negotiating a business deal
 - C. Passing through flight stopovers
 - D. all of the above.
4. which one of the following is true about alternatives when the requested product is available in reservation
 - A. Advising customer's to change reservation date and time
 - B. Advising to Change travel destinations
 - C. Registering as a waitlist
 - D. Transferring in to other tour operators

Part 3 fill the blank

1. -----is a worldwide reservation system that acts as a conduit between travel bookers and suppliers and Serves as a network for allowing service providers in the travel industry to carry out transactions.
2. -----is a reservation request that a prospective guest makes on a provisional basis for particular stay dates and service provisions

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- 2.1 Customer Detail and Reservation
- 2.2 Use existing customer profile
- 2.3 Confirm booking details with customer
- 2.4 Filling reservation data and making easy to access
- 2.5 Documents and materials required to issue to customers

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Record customer detail and reservation
- Update and utilize existing customer profile
- Confirm booking details with customer
- Fill reservation data and making it easy to access
- prepare and issue documents and materials to customers

2.1. Customer Detail and Reservation

Reservation is the activity of booking events, hotel accommodation, attraction, flights, and other tourism products in advance for a prospective guest on his request for future, which may be from a few days to month in advance. In reservation recording customer detail is a prior task that a reservation clerk demands to record. Customer detail can be Recorded in a manual or computerized systems. Due to technological advancement mostly service providers use computerized system, despite in some situations a manual system is still considered as alternative means of reservation.

Computerized system

One of the positive features of a computerized reservation system is the ability to store history profile on customers who have already used in various establishments. This history data not only provides the organization with the personal details of their name and address but, can also store details of the products, services and facilities they used. This information can be used for marketing and promotions to help generate a financial benefit for the business and at the same time enhance levels of customer service. IDS, CNET, OPERA and other software`s are common reservation systems in hotels.

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When inputting a reservation into a computer system most systems will do a check on the guest name against the history profile. Remember, computers can't actually read. The computer simply matches the names that it receives so, it is essential to have a standard format to enter guest names (always check the spelling) otherwise you will have several different history profiles for the same guest.

In some cases an experienced staff member may be able to go straight to the computer and input the data as you are speaking to the guest on the telephone. The information is carefully entered into the appropriate computer fields. The computer will allocate a confirmation or reservation number, which is recorded on to the manual reservation sheet. This reservation sheet is then filed away in arrival date order.

Some establishments choose not to put their reservations on reservations slips.

Instead, they put reservations directly into their front office/reservation computer system. At the end of the shift, a printout of all reservations is taken and then filed.

Since most 3, 4 and 5-star properties are open 24 hours, usually the night auditor, working the 11:00PM – 7:30AM shift will back-up all reservation files (among other files), and store them on to a disc. This is done as a precautionary measure in case the computer crashes, allowing the property to use the back-up disc to restore all reservations.

It is good practice to get into the habit of checking that you have saved your reservation data correctly. Usually when the computer displays; a confirmation or reservation number this is an indication that the data has been saved. Otherwise you need to look at the location on the screen that confirms your reservation has been saved.

Manual system

It is a collection of formats and written guidelines that enables to record customer details in written form. Data can be filled in written form and stored in paper based formats. In a manual reservation system the data would be transferred to a hotel diary, rack or hotel register. However with a computerized system the data is transferred to the required fields on the new reservation screen. In using a manual system the organization might have an alphabetical listing of guest names that you will need to check against when a customer wants to make a reservation.

When the Reservation Slip (or Booking Slip) has been written it is filed in date of arrival order. The current month is divided 1 to 31, and subsequent months are in month order only.

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For example, if the current month is March, and the booking is for 23rd. of March so naturally the reservation would be filed under the 23rd. However, if the booking was for June 7th, the reservation would simply be filed under the month of June. When June becomes the current month, then you would divide the file into sections from 1 to 31, and put any bookings in the appropriate date order. At the end of the month, all the bookings are filed in a monthly box that is clearly labeled on the outside and stored in the archives for 5 years, in case of any discrepancies. For example, if a guest complains that he has been charged incorrectly, you can retrieve the booking from the archive, check the claim and make any necessary adjustments.

What is meant by "process documents"?

To process a document means we may need to:

Create, Collate, Modify, Save, Store, Bind Retrieve and/or distribute each document we handle.

All reservation systems require:

- Some way to check availability
- Ability to offer alternatives when the requested booking is not available
- Provide information on the costs and product features
- Record the details and requirements of the person making the reservation
- A way of recording the acceptable method of payment
- Provide a confirmation of the details.

Ways to receive reservation

Reservations can be received by an establishment in many ways depending on where they are, what they are offering and what technologies they have available. The following are sources of reservation.

- Over the telephone: customers dial the establishment directly.
- In person: the customer comes into the establishment and communicates directly with the staff.
- Mail: in some countries today this is almost an extinct form for making a reservation
- Email: through an email address.
- Facsimile (fax): this is another form of communication that is being replaced by technology.

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- Internet: on-line bookings via a website.
- Third party reservations: using a reservation company to make a booking for you e.g. Wotif, AsiaRooms, Statravel, Showbizasia.
- Central reservation service: a central reservation service that controls reservations for several venues.
- Same chain referral: a reservation that has been referred from another establishment belonging to the same group, for example: Asian Car Rental, Hyatt Hotels and Hilton Spas.
- Other venues: some Airlines will book accommodation for guests. If one hotel is fully booked they might make a reservation at another hotel.

Reservation can be made:

- in-group
- in company
- individual
- representatives/ delegates
- VIP/ Person with at high authority level

Advice customers during reservation request

Once the availability of required reservation is checked and the reservation is made, providing advice to customer is essential.

What to be advised during reservation request

- The nature of the services he/she requested
- payment amounts, terms and conditions
- inclusions and exclusions
- check in and check out date and time
- if additional services or pick up service is available
- the type of reservation the customer can make
- reservation cancellation and transfer policies
- documents required to make reservation

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2.2. Use existing customer profile

2.2.1. Providing Customer Service

By retrieving a customer's profile to make a reservation you can acknowledge that the customer has been to your establishment before and treat them as a regular guest, even if you personally have not seen them before. Customers like to feel recognized when they are regular users of one establishment:

"Have you stayed at our hotel before, Sir?" or "Have you used our rental cars before, Sir?"

The history profile of your customer will also provide you with the details of and special requests the customer has. For instance the customer might always want a non-smoking room or there is a note stating that the company always picks up all the expenses. As a reservations agent you can confirm this with the customer instead of having them have you tell you this information all over again.

In establishments that have branches across various countries a central data base can be maintained on the customers and no matter which establishment they use all the history profile details are available so the special requests are recorded which will save time and make the reservations process faster for the customer.

Loyalty programs or rewards are linked to the number of times a customer uses your facilities. The customer history profile can record these details for the customer and you can advise the customer that they are to receive a discount or have enough reward points to use as payment.

2.2.2. Required customer profiles

When receiving information from customers and entering reservations into any system you will need to know what each "field" of information is required. In some cases these fields are compulsory. In this case you must input information in the correct format before being able to move to the next field. Other fields are simply there to collect as much information as possible.

The following details about customer are required:

Arrival Date: This field is usually compulsory. In some countries the day comes first while in others the month is first. The date could be recorded in a number of ways: 16th June 2012, June 16th 2012, 16/06/12 or 06/16/2012. Whatever method is chosen by the establishment, it is essential that all staff is trained to be consistent and use the same method.

Departure date: This determines the lengths of the guest's stay and hence you are able to check the availability over this timeframe. This is also compulsory and you will record this date in the same method as the arrival date. Some establishments might also require you to

record the number of nights the guest is staying as well. This is to act as a cross-reference to check that the arrival and departure dates are correct

Name of the guest: In most cases the Surname or Family name will be recorded first with a comma (,) to identify the end of the family name. Then the first name or initials follow. Try to make sure the spelling of the name is correct, otherwise this could cause problems later on when you are trying to find the guest reservation. As this is also a compulsory field it is OK to ask the guest how to spell their name correctly. The phonetic alphabet has been designed to be used over a radio or telephone in order to get the sound of letters correctly, so learning this alphabet and using it to assist you when spelling out names and places is a good tool.

Title of the guest: Most establishments will require a title for the guest. Sometimes this is to identify gender such as Mr. or Mrs., Sir or Lady and sometimes this is to identify rank or status such as Doctor (Dr.), Professor (Prof.) or Sergeant (Sgt.)

Type of service requires: The arrival date plus the departure date and the type of service will all contribute ascertaining whether or not the guest request can be accommodated. This is known as „checking the availability“. The type of tourism product is a compulsory field and is usually recorded in “code” format with the number of letters used being determined by the space allocated by the computer system and will vary from one establishment to another.

Therefore, it is essential that you know all the codes that are being used and what they stand for. For example; a Corner King Room might be a CK or Poolside Queen Room might be PQR.

Time of arrival or estimated time of arrival known as ETA: This will help the reception staff to have the required request available when the guest arrives. This arrival time may also be required to check that the time is suitable for the guest to be accommodated. For example, hotel check-in time will vary from hotel to hotel between 10.00hrs to 12.00 noon’s or even later. If the guest wants to arrive before this “check-in” time they may incur an additional cost or simply have to wait until the room is ready.

Alternatively, a guest might let you know they will be arriving late at night due to a late flight or train. Many establishments will ask what flight number you are arriving on (if this is applicable) and record this on to the reservation details as well. In some cases a guest might

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not know what time they are due to arrive at your hotel so you could suggest a time to be recorded, for example, 18.00hrs (6pm). It is advisable to use a 24 hour clock system to eliminate any misunderstandings.

Time	Written	Spoken	Time	Written	Spoken
Morning (am)			Afternoon (pm)		
1am	0100hrs	Zero one hundred hours	1pm	1300hrs	Thirteen hundred hours
2am	0200hrs	Zero two hundred hours	2pm	1400hrs	Fourteen hundred hours
3am	0300hrs	Zero three hundred hours	3pm	1500hrs	Fifteen hundred hours
4am	0400hrs	Zero four hundred hours	4pm	1600hrs	Sixteen hundred hours

Number of Rooms/flight ticket/entrance tickets required: This is usually always one. However some guests might reserve more than one room in their name, for example, 1 king room and 2 twin rooms or 2 King rooms. Most establishments prefer to have the reservation details of each guest rather than one guest holding several rooms. Sometimes families travelling together will require two different rooms; a queen size room and a twin for the children. In this case, we prefer to make two reservations in the family name for two different room types (Wilson, L. Mr. & Mrs./1 and Wilson, L. Mr. & Mrs./2) In the case of company reservations the Secretary might book the rooms and will let the hotel know who the guests are later. In this case you will have one reservation holding several rooms

Number of Adults and Children: This is usually required on reservations, especially when it relates to charging for the accommodation. It is also essential that we make sure the right room is chosen to accommodate the number of guests. Most systems will automatically record the rates based on this information

Rate Code: This represents the rate that was negotiated when selling tourism product to the guest. You will be required to learn the “codes” used to represent the rates. Rates are determined by the date of the reservation, type of room, length of stay, number of guests and market segment. These rates are pre-programmed to appear in rate quoted field when all the

fields are completed. It is essential to make sure the rate is the correct rate quoted to the guest. Otherwise, you might have to override this automatic rate (with your supervisor's approval)

Market segment: This field usually requires a code to identify the type of reservation whether or not it is a business reservation, an individual traveller (FIT) reservation, or a conference or group reservation. Each of these categories will have a specific rate attached to it. You will be required to learn the codes and be able to use your selling techniques to offer the guest the most suitable rate to retain the reservation

Address: Record the address given by the guest. Usually this will be the home address of the guest. However sometimes it might be a company or travel agent address. Addresses from other countries might not be the same as what you are used to but it is important to get all the correct information as this will be stored in the guest's history.

Contact details: It is essential that you record some form of contact with the guest. This can be a mobile phone number, landline number or email address. There may be a reason you will need to contact the guest to make some changes or you may have missed some information.

Passport number, date and place of issue: International visitors may be asked for a passport number in some countries.

Customer document: such as; visa, passport no, travel insurance, and other information are required.

Method of payment: It is essential to record the guest's preferred method of payment such as credit card, company charge (approval required) or voucher number. In some cases the guest's preferred method of payment may not be accepted (such as cheques), and this needs to be indicated to the guests. Alternatively the method of payment may involve company policies and procedures such as cash and the guest needs to be informed.

Comments/special requests: This is where you need to record any extra information or special requests such as interconnecting rooms guests want to be on the same floor, guests want dinner reservations in the restaurant, non-smoking rooms or a baby cot. These requests may require additional action and may involve other departments.

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Confirmation number: Many systems will automatically generate a confirmation number when you make a reservation. You need to let the guest know and record this number as it may be used for identification in the future.

Date and Taken by: This information is required for internal use. The date the reservation was taken and the name of the staff member who took the reservation as you might have to speak to the staff member to clarify some of the information on the reservation.

Reservations for hire cars, flights, cruises and tours will require similar information to these 15 points listed but be more specific for the dedicated reservation such as type of car you want to hire, destination for the flight, stopover requirements, dietary requirements for a cruise, and so on.

Many establishments might have a reservation form designed to capture the essential information while you are on the phone to the potential guest. In this case the reservation form usually replicates the information on the computer screen.

An example of hotel booking sheet

Name of guest		Reservation status		Booking		Canx		Amend:	
		C: WL: G: Origin:		By:	Date :	By:	Date:	By:	Date:
Arrival Date/time	no of Nights:	Departure Date/time		Phone (Home, mobile, & office)					
				Fax & email					
Market Segment:		Number of Guests:	AD	C H	Known Medical problem				
Room Type:	Rate Code:	Rate Quoted:		Contact:					
Number of Rooms:		\$							
Name:				Company/Travel Agent Details:					
Address:									

Suburb:		Postcode:		ETA:	Arrival Details:
State:				Special Requests:	
Country:					
Payment Details:	AX	EFTPOS	DC		
Company Charge		VC	MC		
Credit Card Details:					Remarks:
Expiry Date: ____/____/____		Name on card: _____			
Additional Payment Comments :					
					Taken by:

For FLIGHTS

flight	class	date	from	to	Departure	arrival	status	comments & costs

FARES BASED ____GROSS ____NET ____TAXES____BUY FROM____

File no_-----Consultant:-----Date:-----/-----

Key: EFTPOS (Electrical Fund Transfer Point of Sale), DC (Debit Credit), MC (Master Card), VC (Venture Capital), AX (AX2012 payment software).

This will initiate the internal documentation. Having a reservation form to take down all the necessary data is the start of recording the reservation information.

2.3. Confirm booking details and complete data entry

Once you have completed the reservations process you will need to make sure all the data is accurate and what the guest requires. The best way to do this is to read the booking details back to the customer as this gives the customer the opportunity to make any changes if necessary.

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It will be necessary to confirm the customer history information just to make sure it is still accurate and that you have retrieved the correct guest name. The best way to do this is to ask the customer once you have located the history profile

Confirming a hotel reservation

The following details need to be confirmed:

- Arrival and departure dates and days
- Spelling of the guest name
- Contact details (address, phone)
- Type of tourism products purchased
- type of package purchase
- Method of payment
- Special requests.

Conversation to confirm the reservation

Sample conversation that you may use to confirm customer booking

Person	Conversation
Reservations agent	Thank you for the reservations details Mr. Yonas. I will just confirm all the information with you.
Mr. Yonas	Yes, that is OK.
Reservations agent	<p>Now Mr Yonas we have you arriving on Tuesday 16th. June staying for 3 nights and departing Friday 19th. June.</p> <p>The booking is in the name of Yonas — Y O N A S Mr, T S E G A Y E (spell the name). Your address is 201 Asmera Street, Addis Ababa, ETHIOPIA 315. Your mobile number is 040007898.</p> <p>You have requested room accommodation (king room), flight ticket, car to pick up, entrance ticket to Meskel festival \$3000 total fee including tax. We expect you to arrive at approximately 1000hrs.</p>
Mr. Yonas	Yes that is correct.

Reservations agent	You will be paying by Visa card number 4589 4569 1256, expiry date 06 –2015. Is all that correct and Mr. Yonas did you request a corner room?
Mr. Yonas	Yes, thanks all that is correct.
Reservations agent	Is there anything else I can do for you today Mr. Yonas?

2.4. Filing reservation data and making easy to access

Most establishments generate a large amount of printed and manual documentation. These documents can be filed manually, such as in a filing cabinet or electronically. It is essential that you are able to retrieve this data so file logically for ease of reference and security. Processing a range of office documents and maintaining a document filing system requires expertise in clerical and administrative duties.

To make the reservation easily accessible by others filing and arranging documents is relevant.

Filing is the process of storing and arranging documents according to a particular classification.

Filing can be classified, or indexed, into five categories:

Alphabetically: Documents filed alphabetically are filed according to the first and subsequent letter of the senders or receivers name, or according to the type of document, such as policies and procedures

Numerically: This means your documents are filed according to a number, such as a room number, account number, invoice number, or other numerical identifier

Geographically: Documents are filed according to a location or designated area.

By Subject: Some documents cannot be filed in any other way except by their subject matter, e.g. letters of complaint, menus, wine lists

Chronologically: These documents are filed in date or time order. Most hotels will file all their reservations in Arrival Date order, with a backup system under alphabetical order being the guest's surname.

2.5. Documents and materials required to issue to customers

When making a reservation there is always documentation that needs to be prepared and issued to the customer or stored internally. Using electronic systems to minimize wastage and to ensure safe transfer of information is recommended. All materials that an establishment issued to customer in response to reservation should be electronic system. Documentation needs to be stored appropriately and be easily accessible. The following documents should be handled and issued at the same to customers:-

Receipts

When guests make a payment such as a deposit (part payment) or full payment this will guarantee the reservation. Some guests choose to come into the establishment and pay by cash while others prefer to pay by credit card. The credit card information is taken. However, the amount is not usually processed until the guest arrives. In either case the customer must be issued with a receipt for proof of payment. This can be done either manually or printed by a computer or cash register. This record of payment is recorded on to the customer's reservation in the computer system.

Invoices

Usually invoices are only issued to companies and travel agents for reservations made. This invoice will show the details of the reservation, room rate that has been quoted, the commission payable and the total amount due. The terms of payment will be printed on this invoice, stating the amount owing is due in 7, 14 or 30 days.

Vouchers

Vouchers are usually issued for prepaid reservations. The voucher states the value of the purchase to the bearer. Vouchers can also be gift vouchers given to people as presents or vouchers for conference delegates. These vouchers are usually exchanged at the establishment as a form of payment and have a use by date or a specific date the voucher can be used on.

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Some vouchers are specifically for a service that is stated on the voucher known as service vouchers. For example; valet parking, breakfast, wine. If the customer doesn't use the service voucher on the date specified the voucher becomes invalid. Many guests who have booked their accommodation via a tour operator will receive vouchers. These vouchers are commonly be used with groups, package deals and for special guests – they may be mailed out, or collected at reception when the guests arrive.

It is very important for anyone accepting a voucher to be totally sure as to what the voucher entitles the guest to do so that the „extras“ can be explained and guests can be informed before they order what they may have to pay extra for.

Confirmation letters

A confirmation letter is sent to confirm a reservation. It will list all the details about the reservation; arrival and departure date, name, address, rate quoted, package details payment details and any special requests. These letters are usually printed on company letterhead and dated and signed by either the person who took the reservation or a manager.

Brochure

Preparing brochures that contains detail information about; facilities and services provided by the establishment, address, etc. issue this document to customers who make reservation.

Information that may include is:-

- Cancellation policies
- Guarantees in reservation
- Payment and refund policies
- insurance policies
- Product and facilities provided by
- company address

Tour program: tour program should be short and precise, contain all necessary details about the tour, inclusions and exclusions, permitted not permitted, total cost and issue to customers on time.

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Self-check two	Written Test 2
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Part one (1) True/false

1. Reservation is the activity of booking events, hotel accommodation, attraction, flights, and other tourism products in advance for a prospective guest on his request for future.
2. IDS is a computerized software used to make reservation

Part two (2) choose

1. which one of the following is appropriate source of reservation
A. Chain referral B. Email C. telephone D. all of the above
2. which one of the following documents and materials required to issue to customers
A. Receipts B. Vouchers C. invoices D. confirmation E. all of the above
3. Which one of the following can't be included in receiving customer details?
A. Sex B. health conditions C. name D. race/ethnicity

Part (three) 3 fill the blank

1. ----- is a collection of formats and written guidelines that enables to record customer details in written form.

Part Four (4) Essay

1. List information required from customers during reservation

Operation sheet 1

Title: Record details of reservation

Purpose: to record customer details for reservation

Instruction: using manual or computerized system recording details of reservation. You have given 20 minutes for the task and you are expected to fill the details of customer information.

Given:

- origin Ethiopia adds Ababa
- the number of guests are: 6
- length of stay: 5 days
- Market segment: Tour
- required services : transport, accommodation, tour service
- payment is in advance

Tools and equipment

For manual reservation

for computerized system

- | | |
|-----------------|-------------------------------------|
| • chair | -Computer with reservation software |
| • telephone | -Telephone |
| • calculator | -Chair |
| • cash register | -Table |
| • table | -paper |
| • Paper | -pen |
| • pen | |

Steps in doing the above task

- use computerized system software or manual formats
- record necessary data in formats
- check either the appropriate data is filled or not
- complete your task by confirming and saving information

Quality criteria

- all required customer data is recorded
- responsive service
- Accuracy

Unit Three: Update reservation

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- 3.1 Financial status of reservation
- 3.2 Amendments and cancellations

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- update the financial status of reservation
- record amendments and cancellations of reservation

3.1. Financial status of reservation

Reviewing company policy towards payment for reservation is necessary while updating the financial status of reservation.

Many customers are requested to make a payment or advanced deposit in order to guarantee the reservation. These deposits are usually made by credit card over the phone or over the internet. In some cases a payment by a credit card will incur a commission percentage added on to the amount. If so make sure you let the customer know about this and how much extra they will be charged.

However, some guests may wish to pay by cash, cheques (checks) or bank transfers. Payment methods are changing rapidly. For instance, it is no longer popular for cash to be received as customers do not like carrying large amounts of cash; instead they use debit cards when possible.

In some travel agencies if you pay by credit card there is a percentage commission or surcharge added onto the amount.

Payments may be made at different time intervals which can also be known as progress payments. Here, the customer needs to make an initial percentage payment at the beginning of making the reservation and a subsequent or final payment needs to be received closer to the date of the reservation. Most establishments will have very strict rules set out relating to the dates that payments need to be received. Without these payments the reservation will not be guaranteed. A guaranteed reservation will not be released or cancelled as it is paid in full.

Receipts are a written or electronic acknowledgement that a specified article or sum of money has been received as an exchange. It is a hard copy document that records when a transaction has taken place, usually at the point of sale. This receipt will contain a description of the transaction, what the customer has paid, how the customer paid and when this was paid. Each establishment will have their own form of receipts.

When accepting payment in some cases you will need to add on taxes and surcharges for particular goods and services. Make sure you are aware of these additional charges to be

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added onto the costs. Some taxes may be government taxes that need to be collected and passed on to the appropriate authorities.

Payments can be made through:-

- in Cash
- Credit Cards
- Cheques
- Company Charge
- Travel Agent Vouchers
- Advanced Deposits
- Enterprise policy for payment and deposits

Collecting financial data is necessary after once completed reservation this includes:

- Receipts,
- Cheques,
- vouchers, other witness are necessary

Updating payment status

- Receiving, processing and recording payments made to reservation
- Generating and issuing invoices and credit notes for changed reservations
- Checking and recording that the reservation has been fully paid
- Change the reservation status as soon as a customer has paid.
- use color tags while the customer payment status is changed

3.2. Amendments and cancellations

It is unreasonable to imagine that a reservation will be made without having to be changed or cancelled. Therefore, the reservation system you are using must be able to allow for ease of changing and updating information as well as processing cancellations and refunds.

Change reservations:

Reservations can change for many reasons such as:

- Changing length of stay or dates
- Altering a flight or travel details
- Changing times and customer numbers

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- Updating customer contact
- Altering billing details or making a payment
- Changing or adding special requests.

Process to follow to change reservations

- Locate original reservation
- Verify original information
- Identify required changes
- Check availability and/or make cancellation
- Confirm changes or offer alternatives
- Quote change of rate or customer details
- Thank caller (if possible)

Reservation Cancellation

There will be occasions when you as a customer will need to cancel your reservations. This would be the last option available after you have tried to find another suitable date, been offered alternative type of flight or accommodation, renegotiated the quoted rate if possible, discussed the package arrangements that are available and used your best-selling skills to try to avoid this cancellation.

Process to follow to cancel a reservation

- Locate original reservation
- Verify original information
- Apply selling skills to avoid cancellation if possible
- Discuss the cancellation charges (if applicable)
- Process a refund (if applicable)
- Cancel the reservation
- Quote the cancellation number
- Thank caller (if possible)

Follow up unconfirmed reservations

It is best practice to follow up with unconfirmed or unpaid reservations. A reservation that has a deposit paid will also have a final payment date attached. If this date has passed you will have to follow up on the rest of the payment with the customer. A reservation that does

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not eventuate is revenue you will not receive. Therefore, it is essential to try to minimize the amount of no shows at your establishment.

Ways to follow up on unconfirmed reservations

- Contact customers for feedback about their reservation
- Solicit payment or balance of payments
- Advise the customer of the status of a reservation that has not been paid. It will not be guaranteed (or kept) for the arrival date without full payment
- Make courtesy reminder calls
- Advise the customer of the enterprise requirements for charges and cancellation fees.

Update internal records, documents and files as required

Not all data is received before the customer's arrival date. In some cases" such as a hotel check-in, the guest may provide us with additional information. This information must be updated to our internal records and consequently added to our guest history profiles. Whenever we receive additional information all records, documents and files must be updated.

Updating internal records

When updating internal records many areas within the establishment may become involved. As you accumulate information about your customer it is important to update your internal records.

Issues to update	Updating Records	Other department affected
Recording payments	Update the customer reservation to include payment details	Process payment to the accounts department
Adjust records discounts	Alter the customer's reservation to reflect the discount	Inform the accounts department of change to quoted rate
Apply cancellation fees	Cancel reservation and make a charge against the credit card or cash paid	Process the payment in the accounts department

Apply refunds	Cancel the reservation and arrange to forward refund to customers	Accounts department send refund to customers
Computer system prompt – for example; PMS (property management system) prompt that the credit card we have has reached its expiry date	Notify the customer and obtain the new credit card details - record into guest history profile	Reservations
Point of sale records store customers' expenses	Expenses are added to the guest history profile to be used for sales and marketing activities	Sales and Marketing
Guest provides additional data on registration cards	Reception staff update the history profile by updating this information	Reception
A butler on a floor might notice that the customer constantly requests a particular good or service e.g. every time you hire a car you want an adjustable steering wheel. This is then added to the guest history profile.	Updated on to guest history profile – added special request details.	Notify reception to update records
Guest History data	Guest history file is updated with the record of nights the guest has stayed at the property. Total amount spent at the property	This data is sent to Sales and Marketing for promotional activity

Self-check Three

Written Test

Part One (1) choose

1. all are appropriate method of payment used in reservation except
 - A. Master Card B. Debit Card C. Credit Card D EFTPOS E. none of payment
2. which one of the following is not included in reservation cancellation process
 - A. considering refunds B. considering cancellation charge Verify original information
 - D. all
1. which one of the following is not included in reservation cancellation process
 - A. Locate original reservation C. Verify original information
 - B. Identify required changes D. Confirm changes/offer alternatives

Part Two (2) Essay

1. list situations that leads the customer to change reservations

Unit Four: Advice others on reservation

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- 4.1 Customer requirements and reservation details
- 4.2 Record reservation statistics
- 4.3 Electronic system and waste minimization

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- communicate customer requirements and reservation details
- compile and provide record reservation information
- use electronic system and minimize wastage

4.1. Customer requirements and reservation details

All departments need to be informed about general reservations information. However, specific departments require particular information that might relate directly to them. This information is conveyed to each department manager or supervisor and relayed to staff responsible to meet the request. One report might be going to many departments but each area takes different information from the same report.

Departments need to be informed

Once the reservation is under process let various departments know it, if they have additional information they may have to add.

Accommodation service coordinator

Customer history might provide information that relates to other departments. For example the customer requires an interconnecting room and a baby cot. The reservations agent will need to liaise with the Housekeeping department

To make these arrangements and inform housekeeping of the expected time of arrival of the guest and what rooms they will be using.

Restaurants may need to be informed that a customer wants to make dinner reservations at a particular time for a specific number of guests.

Transport coordinator

Flight ticket process should be early processed and other preconditions should be fulfilled. Car service and maintenance may need to be advised that the guest will be picking up a particular car at a specific time and the car needs to be cleaned and ready for the guest.

Sales and Marketing

The Sales and Marketing division rely on departments to assess and relay back customer needs, occupancy rates, changes in customer type etc. as the primary goal of the division is to promote and sell the establishment.

Attraction site coordination: Communicate with relevant government body or attraction site administration office for arranging the visit; especially when tour operators are directly

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selling its packages to consumers. Despite I may not be necessary if the tour operator sells its packages to travel agents and other intermediaries.

What to be informed

Special request

Customer special request is a product or service actually made, at a particular time and place so as to satisfy customers' unique interest. In general along with responding to special requests of customer's tour operators or any establishment should always include a product plus other features, such as meals, golf, tennis, sports lessons, limousine service, and sight-seeing or other provisions. Typically, industries provide guests with a discount for purchasing a promotional package. Guests often consider a promotional package a bargain and a convenience. Reservations personnel and website content must be very informative about all the packages a property offers. Some of customers special request is like as follows.-

The following are examples of special request

- Room request such as similar location for groups, corner room, smoking room, additional shampoos, animal house etc.
- on tour request such as baby coat, safety shoes, goggles, photographing, etc
- In a flight reserved for group, additional flight facilities
- Food and beverage service such as unique food, they might be medically prohibited etc.
- they may demand Massage therapy while they are in room
- VIP's may demand Body guard
- Delegates may require to reserve isolated room
- Rooms that can serve disability
- pick up services may demanded
- Language required to be spoken by guides during on tour

Types of customers

- customers with animals
- elders
- physically challenged

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- pregnant
- children
- delegates
- VIP
- youths
- customer with health problem

Timing details

Timing details of customers should be informed to staff. The following are details need to be provided:-

- Flight arrival and departure times
- Hotel accommodation check in check out times
- Tour start up time and end times
- Required time to visit
- total length of stay (number of nights and days)

Payment details include

- payment status
- Mood of payment
- Total Charges (including tax)
- Amount Paid
- Amount Due

Product and facilities required

- attraction
- transport
- accommodation
- amenities

3.3. 4.2. Record reservation statistics

Prepare reports

Statistical reports required and distribute to appropriate body

- Reservation by Arrival Status

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- Reservation by Payment Status
- Reservation by Booking Date Summary
- Reservation by Booking Date Detail
- Reservation by Group or individual
- by Type of reservation (waitlisted, confirmed, etc)
- Reservation Balance

Self-Check Four (4)	Written Test
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Part one (1) True/false

1. Customer special request is a product or service actually made, at a particular time and place so as to satisfy customers' unique interest.
2. It is not necessary to distribute reservation information to managers and coordinators
3. Reservation report is a daily summary of reservation activities conducted in a particular day/time.

Part two (2) choose

1. Which one of the following is not special requests of customers
A. Requiring Body guard B. requiring language C. Requiring room for animals D. all
2. Among the following departments one is not necessary to be informed of reservation details
A. Accommodation coordinators C. Attraction site coordination
B. Transport coordinators D. none of the above

Part three (3) Essay

1. Explain customer special requirements in reservation process
2. List and explain issues that reservation report must include

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