



RESERVATION

IMPORTANCE OF RESERVATION:

FOR THE HOTEL:

1. Forecasting room sold
2. Gives the first impression of the hotel to guest
3. Sells main product of a hotel
4. Generates customer for the other departments.
5. Provides important management information to other departments

FOR THE GUEST:

1. Assurance about the accommodation
2. Choice in the type of accommodation

Reservation in hotel industry is defined as 'blocking a particular type of guest room for a definite duration of time, for a particular guest. A reservation is a bilateral contract between the hotel and the guest according to which the hotel must provide the specific type of room to a guest and the guest should bear all relevant charges.

TYPES OF RESERVATIONS

- Tentative reservation
- Waitlisted reservation
- Confirmed reservation

Tentative reservation: it is a reservation request that a prospective guest makes on a tentative basis for particular stay dates. The hotel will hold the room for a

guest till a cutoff date, by which the guest should confirm the reservation. Upon confirmation the tentative reservation will change to confirmed reservation, otherwise tentative reservation will get cancelled.

Waitlisted reservation: a reservation is waitlisted when the requested category of room is not available for the requested dates. The waitlisted reservation is confirmed when the hotels receives a cancellation request for a room of the same category. The hotel does not guarantee a room for waitlist reservation.

Confirmed reservation: once a guest confirms a reservation request, the hotel blocks a room for specified stay dates and sends a written confirmation o the same to the guest. The confirmation of reservation contains the following information:

- Name of the guest
- Date and time of arrival
- Type of room
- Duration of stay
- Room rate and plan
- Pax
- Reservation conformation number
- Special request

A confirmed reservation can be the following two type:

- Guaranteed reservation
- Non guaranteed reservation

Guaranteed reservation: a guaranteed reservation is a confirmation that the hotel will hold the reserved room for the guest and not release it to any other

guest even if the guest doesn't arrive on time. The guaranteed reservation can be obtained through one of the following ways:

- Pre payment: part or full
- Contractual agreement: with travel agencies/ tour operators
- Corporate house
- Allotment

Non Guaranteed Reservation

When a guest confirms a reservation at a hotel but doesn't guarantee it with an advance deposit it is known as non- guaranteed reservation. In this type of reservation the hotel agrees to hold a room for the guest till the cancellation hour, until the guest informs the hotel about the late arrival. The cancellation hour is generally 6 hr time.

Modes of Reservation

Written

- Letter
- Fax
- E-mail

Verbal

- In person
- Telephone

Sources & Channels of Reservations

1. **Direct Reservations:** A reservation request which is directly from an individual or a group.
2. **Central Reservation System (C.R.S.):** It is a computer based reservation system which enables guest to make reservation in any of the properties in a single call.

- Affiliated System- All hotel units belong to same chain or group
 - Non-Affiliated System- Design to connect independent or non chain properties.
- 3 **Inters ell agencies:** An agency that deals with many products such as hotel reservation, car rental, travel arrangements, tour operators, airlines and rail reservations eg. Travel guru, makemytrip
- 4 **Global distribution system:** is a worldwide computerized reservation network which is used a single point of access for reservation of hotel rooms, airlines, car rental etc. Eg Amadeus , Galileo, SABRE(semi-automated business research environment), World Span
- **Agencies-** Reservation through travel agents & tour operator
 - **Corporate Bodies-** Booking from companies, non – government organizations and institutions
 - **Government Sector-** Booking from government sectors such as public sector undertaking, embassies & consulates
 - **Hotel web sites**



Cancellation and Amendment

Cancellation is obliterating a reservation that had been done by a guest with a hotel, while Amendment is a change in the reservation. The change can be regarding any one or all of the following:

Date of Arrival

Date of Departure (Duration of Stay) Type of Room

Number of Rooms Number of Person Food Plan, etc.

For any cancellation of room reservation, a minimum of three days' notice is required for FIT guests. This is known as 'Cut off Date' or 'Cut Out Date'. If this condition is not fulfilled, then a retention charge is taken from the guest. The cutoff date for a group reservation is normally thirty days.

Cancellation Code

When a cancellation is accepted, a cancellation code is developed and given to the guest, which can be used as a reference in future. A cancellation code is as under:

1. The first three digits (**098**0210AS153) represent the day of a particular year. Here 098 stands for the 98th day of the year, i.e. 8th of April.
2. The following two digits (098**02**10AS153) stand for the year, i.e. 2002.
3. The sixth and the seventh digits (09802**10**AS153) together stand for the property code, which is applicable for chain hotels only. The reason being, in chain hotels booking of rooms of one hotel can be done from another hotel of the same chain.
4. Next two characters (0980210**AS**153) are the initials of the Reservation Assistant who takes the cancellation.
5. The last three digits (0980210AS**153**) is the serial number of the cancellation which is maintained in the Cancellation Register, kept in the Reservation Section.

Cancellation Procedure in Dairy System

1. As soon as a cancellation request is received, a cancellation code is developed and informed to the guest.
2. The cancellation form is then filled up, if in use, and is stapled with the RR Form.
3. The cancellation code is written clearly on the cancellation form and kept in the cancellation file together with the RR form.
4. The entry in the Hotel Diary is cancelled by drawing a line across, and is marked as cancelled.
5. ALC is updated and then RSB if required.
6. The cancellation code is noted down in the remarks column of the hotel diary along with the signature of the Reservation Assistant.
7. The Cancellation Register is then filled in.
8. Cancellation Procedure in Whitney System
9. As soon as a cancellation request is received, a cancellation code is developed and informed to the guest.
10. The cancellation form is then filled in and the cancellation code is mentioned on it.
11. Original Whitney Slip is then taken out and marked as cancelled.
12. Cancellation Form, RR form and the original copy of the Whitney Slip along with the duplicate copy are stapled together, and kept in the Cancellation File.
13. Cancellation Register is then filled in.
14. DCC is updated and subsequently RSB if required.



Hotel IHM							
Cancellation Register							
Sl. No.	Date of Cancellatn	Cancellatn Code	Name of Guest	Type of Room	Date of Arr.	Source of Resv.	Remarks

Amendment Procedure in Diary System

1. As soon as an amendment request is received, the room availability position is checked by referring RSB and subsequently ALC.
2. If the amendment request can be accepted, then an amendment form is filled, if in use, then kept in the RR form file.
3. The previous entry in the diary is cancelled by drawing a line across and marked as 'AMENDED'. The Reservation Assistant signs on it.
4. A fresh entry is made in the diary as per the amendment.
5. ALC is updated followed by RSB, if required.

Amendment Procedure in Whitney System

1. As soon as an amendment request is received, the room availability position is checked by referring RSB and subsequently DCC.
2. If the amendment request can be accepted, then an amendment form is filled in.
3. Original Whitney Slip and the RR form are then stapled together.



4. A new Whitney slip is made as per the amendment in duplicate.
5. Original Whitney slip is placed on the Whitney rack after mounting on a carrier, in an alphabetical order.
6. The duplicate Whitney slip is stapled with the amendment form and the RR form and then placed in the RR form file in alphabetical order.
- 7.



1. **Whitney System of Reservation**

Whitney system of reservation is well accepted worldwide because of its simplicity. This is a full proof system as double checking is done. It had been developed by a company called Whitney Duplicating and Check Company of New York and the system had been named after the company. This system can be used by hotels of any size. Various tools required in this system are:

- A. Room Status Board (RSB)
- B. Density Control Chart (DCC)
- C. Room Reservation Form
- D. Whitney Slip
- E. Whitney Carrier
- F. Whitney Rack
- G. Rotary Rack
- H. Movement List or Expected Arrival List

1. ***Uses of Various Tools in Whitney System of Reservation***

- A. **Room Status Board:** When a reservation request is received, first the RSB is referred, which tells about the room availability position against the requested month.
- B. **Density Control Chart:** By referring to DCC the room status can be known against the requested period of a particular month.
- C. **Room Reservation Form:** This tool is used to record all necessary and relevant information regarding the prospective guest by the Reservation Assistant.
- D. **Whitney Slip:** It is used to record some of the vital information which are taken from RR form. The Whitney slip is 3”X1 ½” in size. Name of the guest, Pax, Arrival Date and Time, Departure Date, Room Rate and Plan, Billing instructions, Booked by and Signature of the Reservation Assistant are the information which is mentioned on the Whitney Slip. Whitney Slip is always prepared in duplicate and is always typed.

Walker Mr. C.H. 2X 25/06/'04 29/06/'04 Arr.: IC 784
 Rate: Rs. 8000.00 MAP
 Bill: ABC Travels
 Resv: Mr. A. Dey 033 25467844 SM

- E. **Whitney Carrier:** It is used to hold the Whitney Slips in the Whitney Rack and is made of metal.
- F. **Whitney Rack:** It is used to store the Whitney Slips after placing them on Whitney Carrier. It is usually made of wood having channels for easy movements of Whitney Carriers. The Reservation Section maintains 43 Whitney Racks which are hung against the wall. 31 of them are used to store reservations for 31 days of the prevailing month; 11 of them are for the following 11 months; and 1 is for the following years.
- G. **Rotary Rack:** It is used to store the RR Forms on a temporary basis. It has 43 compartments which are used in the same manner as that of the Whitney Rack.
- H. **Movement List or Expected Arrival List:** This is a tool by which the Reservation Section intimates the Reception Section and other departments about the arrivals of the following day.

1. Reservation Procedure

1. As soon as a reservation request is received, the room availability position is checked by referring RSB and subsequently DCC if required.
2. If the Reservation Section is in a position to accept the reservation request, then DCC is updated and subsequently RSB if required.
3. Then the RR Form is filled in with the information provided by the guest and is kept in the correct slot of the rotary rack according to the date of arrival.
4. During the day, whenever free time is available, the filled in RR Forms are

taken out from the rotary rack and the Whitney slips are prepared are in duplicate with the information provided.

5. The original Whitney is placed on a Whitney Carrier which is then placed on the proper Whitney Rack in an alphabetical order.
6. The duplicate Whitney slip is attached to the RR Form.
7. The RR Form is then kept in the RR Form File. The Reservation Section maintains 43 RR Form Files, which are maintained in the same way as that of the Whitney Racks. RR Form Files are kept under lock and key which is under the supervision of Reservation Supervisor.
8. At the end of the day, before closing the Reservation Section, the RR Forms for the following day are taken out as well as the Whitney rack for the next day. Movement list is made referring the Whitney Slips and RR forms. While distributing the movement list, next days Whitney rack is handed over to the Reception. The empty Whitney Rack which was handed over to the Reception the previous day is taken back. The Whitney Rack acts as Guest Alphabetical Index rack at Reception. This is how the Whitney rack keeps moving each day.
9. Every last but one day of the month, the Whitney Rack of the following month is taken out and the Whitney slips are arranged in the Whitney Racks which are empty, according to the date of arrival in an alphabetical order.

2. Whitney Colour Code

Whitney Slips of different colours are used to denote the status of the guest. This helps the Reservation Section to find out various guests of any status at a glance. For example:

White:FIT

Yellow:Group

Blue:VIP



Pink:CIP

Advantages of Whitney System

1. Reservation can be taken far in advance.
2. Reservation can be maintained in an alphabetical order.
3. Guest status can be known at a glance.
4. It is scientific, as an option for double checking is there.
5. It can be handled very easily.
6. Maintenance is very easy.
7. Cancellation and amendment is very easy.
8. The system can be used in hotels of any size.

Overbooking

When a guest does not turn up on the day of arrival after having a confirmed reservation, without any prior information, the situation is known as '**No Show**'.

In case of no show a retention charge is charged to the guest, where the guest normally pays one day's room tariff. A retention bill is raised for the retention charges. This practice is not very common in case of individual guest (FIT), but is practiced if the reservation is done by Travel Agents and also charged to company guests. A lot of revenue is lost because of no show. To compensate for this revenue loss, the hotels overbook. Overbooking is reserving more number of rooms than the total number of rooms available. Overbooking is a confirmed booking or reservation. It is a calculated risk that is taken by the hotels to make up for the financial loss due to no show. The number of overbookings that can be taken for a particular day is calculated on the basis of past records of no shows. To keep a track of the overbookings done, there is a space provided in the ALC and DCC at the bottom. This portion of ALC or DCC has a different colour and is called Overbooking Zone. After all the rooms in the ALC or DCC are filled up, reservations are updated in the overbooking zone. The status of RSB is changed from Free Sell or Open to On Request only after the overbooking is completed.

Factors to be considered to decide Overbooking Percentage

1. Past statistics of No Show.
2. Time gap between date of booking and date of arrival.
3. Special events in the city.
4. Season of the year
5. Profession of the guest.
6. Source of booking.
7. Business segment (type of clientele)
8. Purpose of visit.



9. Political Situation
10. Period of business (Lean/Shoulder)
11. Experience of Front Office Manager.

