

TVET CERTIFICATE V in TOURISM

PERFORMING GUESTS' SERVICES

TORPS501

Perform guests' services

Competence



Credits: 6

Learning hours:60

Sector: Tourism and Hospitality

Sub-sector: Tourism

Module Note Issue date: June, 2020

Purpose statement

This module describes the skills, knowledge and attitudes required to assess and become a competent quality services provider. At the end of this module, participants will be able to prepare for guest services by following required service standards, deliver guest services as per their needs, prepare and provide reports to concerned supervisors.

Table of Contents

Elements of competence and performance criteria		Page No.
Learning Unit	Performance Criteria	
Learning Unit 1: Prepare for guest services	1.1 Proper identification of guests' services according to services' standards	2
	1.2 Proper differentiation of guest services according to their categories	
	1.3 Appropriate collection and arrangement of informational materials to use according to the company policies	
Learning Unit 2: Deliver guest services	2.1 Proper identification of guest's needs in respect of their requests	7
	2.2 Proper provision of guests' service according to their expectations	
	2.3 Efficient assurance of guest satisfaction in accordance with the quality of services standards	
Learning Unit 3: Prepare and Provide report	3.1 Proper identification of reports depending on their types	19
	3.2 Proper gathering of information to be reported according to the types of reports	
	3.3 Proper preparation and delivery of reports to the concerned departments according to the reporting system	

1. Introduction to performing guest services

Taking care of the customer is the heart of the hospitality business. Doing so means understanding and anticipating what the customer needs and then knowing how to meet and exceed those needs. Adopting an approach with insights from all areas of hospitality, ***Guest Service in the Hospitality Industry*** explores the intricacies of quality guest service with solid and proven concepts across the industry.

Integrating quality service into the identity and individual operations of the overall business is the key to success in the hospitality industry. ***Guest Service in the Hospitality Industry*** prepares hospitality managers to meet and exceed guests' expectations through quality service that is evident in all of the operation, its people, and its plan.

Learning Unit 1: Prepare for guest services

LO 1.1: Identify guests' services according to services' standards

Content/ Topic1: Guest service and service standard

1.1.1. Guest services

Guest services at a hotel are the services, amenities and help that the hotel provides for its guests.

1. Information

The information may be needed by the guest in hotel included hotel background, hotel facilities, types of room, rooms facilities, different room rates offered to the guest, level of services, benefits of using that hotel, tourism sites, tourism products and prices.

2. Amenities:

A hotel amenity is something of a premium nature provided in addition to the room and its basics when renting a room at a hotel, motel, or other place of lodging.

Example of amenities:

- ❖ Internet
- ❖ Mini-bar
- ❖ Telephone
- ❖ Wires-cable
- ❖ Charger

• Facilities

Below are lists of various hotel facilities that guest may inquire about.

- ❖ Restaurants
- ❖ Swimming pools
- ❖ Tennis courts
- ❖ Children's program
- ❖ Gym/Fitness
- ❖ Saunas
- ❖ Steam rooms
- ❖ Conference rooms
- ❖ Gift shops
- ❖ Business canters
- ❖ Rooms
- ❖ Bar
- ❖ Night club
- ❖ Casino

3. Sites permits

Site permits regulate safety, structure and appearance of the business community. They act as proof that your business follows certain laws and ordinances. So every hotel must have working permits that clarifies its products and service to the society and even to government.

Seller's Permit If you plan to buy and resell merchandise, you need a resale tax number or seller's permit. Suppliers will want the number for your files and if you sell to any dealers, make sure to get their resale tax numbers. If you do not have a seller's permit, dealers are required to charge you sales tax on your purchases.

Building and Zoning Permits

Your business building is required to have some specific permits. If you want to build or remodel your space, check local building codes and ordinances to see if you need a building permit

Information related to the application for special permit for the intended date or time of visit.

1.1.2. _Service standards

The service standard is:

2. **Speed:** The service is carried out within the time limits desired and accepted by the customer.
3. **Accuracy:** The quality of being true, correct
4. **Transparency:** The quality of being done in an open way without secrets
5. **Accessibility:** The service can be used without obstacles and difficulties in the desired moment.

6. **Timely:** The service should be done at a good and suitable time.

L O 1.2: Differentiate guest services according to their categories

Content/ Topic1: Guest categories

- **Guest categories**

- A. Tourists**

- **Recreationists**

Recreation is an activity of leisure, leisure being on free time. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun".

- **Backpackers**

Backpacking is a form of low-cost, independent travel. It includes the use of public transport; inexpensive lodging such as youth hostels and camp sites because some of them on their luggage's they have tents; often a longer duration of the trip when compared with conventional vacations; and typically an interest in meeting locals as well as seeing sights. So a backpacker is a person who participates in any of several forms of backpacking.

- **Educational travellers**

Educational Travel is a carefully planned combination of tours, site visits and hands-on learning opportunities, built around clear learning objectives. So the person who makes a trip for the purpose of education is called educational traveller

- **Medical travellers**

Medical tourism refers to people travelling to a country other than their own to obtain medical treatment. Also it is called **Health tourism** which is a wider term for travel that focuses on medical treatments and the use of healthcare services. So the person who moves from one place to another for the purpose of medical treatment is called medical traveller.

- **Business travelers**

Business travel is travel undertaken for work or business purposes. Example (MICE)

MICE: Meeting Incentives Conference and Events

- B. Diplomatic travelers**

Diplomatic service is a branch of the Foreign Service that employs diplomatic agents and is concerned with foreign legations. So diplomatic traveller is travel done by diplomatic agents who presents his/ her country in other country.

C. The elderly

They can't look after themselves as the years pass, so they are looking for a hotel with pleasant and friendly environment. We have to be kind and patient with them and to look after them and to look after them without giving them the impression that we behave on them like children.

D. Delegate

Meeting and convention s usually attract hundreds of people and this is the reason why we have to convince the meeting planner to choose our hotel. They are looking for fast service and they don't like to stay in queues. Meeting and conventions have to do with people who attending seminars, trade association show etc.

LO 1.3: Collect and arrange informational materials to use according to the company policies

Content/ Topic 1: Informational materials

- **Informational materials**

- ✓ **Books:** a written or printed work consisting of pages glued or sewn together along one side and bound in covers.
- ✓ **Newspapers:** a printed publication (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence.
- ✓ **Directories:** a book or website listing individuals or organizations alphabetically or thematically with details such as names, addresses, and telephone numbers
- ✓ **Brochures:** a small book or magazine containing pictures and information about a product or service.
- ✓ **Maps:** a diagrammatic representation of an area of land or sea showing physical features, cities, roads, etc.
- ✓ **Magazines:** A magazine is a publication, usually a periodical publication, which is printed or electronically published (sometimes referred to as an online magazine). Magazines are generally published on a regular schedule and contain a variety of content. They are generally financed by advertising, by a purchase price, by prepaid subscriptions, or a combination of the three.
- ✓ **Manuals:** Manual refers specifically to a reference document which provides detailed information about operation and maintenance of a product.

- ✓ **Forms:** A *form* is a document with spaces in which to write or select, for a series of documents with similar contents.
- ✓ **Reports:** A report is a specific form of writing that is organized around concisely identifying and examining issues, events, or findings that have happened in a physical sense, such as events that have occurred within an organization, or findings from a research investigation.
- ✓ **Websites:** website is a central location of various web pages that are all related and can be accessed by visiting the home page of the website using a browser.
- ✓ **CDs:** a *disk* is a round plate on which data can be encoded. There are two basic types of *disks*: magnetic *disks* and optical *disks*.
- ✓ **Tapes:** long, narrow flexible material with magnetic properties, used for recording sound, pictures, or computer data.

Learning Unit 2: Deliver guest services

L O 2.1: Identify guests' needs in respect of their requests

Content /Topic 1: Guests' requests and Guests' needs

2.1.1. Guests' requests

Guest request management, or as some call it, guest experience management, is an important part of hotel management because it underpins guest service. Today's guests can request services, information or amenities in person, over the phone, by email, via mobile app, or through social media.

1. Common requests

➤ Information

The information may be needed by the guest in hotel included hotel background, hotel facilities, different room rates offered to the guest, level of services, benefits of using that hotel and so on.

➤ Product

A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted.

➤ Services

Service is defined as a valuable action, deed, or effort performed to satisfy a need or to fulfill a demand. Also it is a system supplying a public need such as transport, communications, or utilities such as electricity and water.

2. Special requests

One actually made, at a particular time and place; this term is used in contradistinction to a general request, which need not state. The time when, nor place where made.

➤ VIP treatments

A **very important person (VIP)** is a person who is accorded special privileges due to their status or importance. Examples include celebrities, heads of state or heads of government, other politicians, major employers, high rollers, high-level corporate officers, wealthy individuals, or any other socially notable person who receives special treatment for any reason. The special treatment usually involves separation from common people, and a higher level of comfort or service.

➤ Disability treatment

A **disability** is an impairment that may be cognitive, developmental, intellectual, mental, physical, sensory, or some combination of these. It substantially affects a person's life activities and may be present from birth or occur during a person's lifetime.

Facilities provided by the hotel

- Wheelchair access available from the street and car park
- Disabled parking bays
- Wheel chair access by disabled lift to the restaurant from the foyer
- Bathroom facilities accessible from the hotel foyer and in the restaurant
- Luggage assistance provided by staff
- Selected hotel rooms have disabled bathroom facilities

➤ Baby seating services

In the room

The young guests will find their own toiletries, child sized bathrobe and slippers waiting for them so they feel extra special. A DVD player, popcorn and a selection of movies can also be arranged on request.

In the hotel

The following facilities and activities are provided:

- Children under 12 years old eat free
- Access to the outdoor heated swimming pool (from May to September)
- A selection of indoor and outdoor games
- Dedicated children's activities in the restaurant
- Little Princes and Princesses turndown
- Decorate a cupcake with Chef upon request
- Special children's menu and smaller portions if ordering from the A La Carte menu
- Baby-sitting service (extra charge will apply and a minimum of 48 hour notice is required)

➤ **Handicap services**

Handicap is a circumstance that makes progress or success difficult, a condition that markedly restricts a person's ability to function physically.

Needs of handicapped guests in Common areas:

1. Designated handicap parking with a priority location in the parking lot.
2. Step free access (level or ramped) and/or lift access to main entrance.
3. automated door opening.
4. ground level/lobby level accessible washroom.
5. Elevator to above ground accessible accommodation.
6. Level or ramped access to public areas.

Needs of handicapped guests in the rooms:

1. Wider entry and bathroom doorways – external 80 cm, internal 75 cm. Easy to open?
2. Mid-height light switches and power outlets
3. Lever type door handles
4. Manoeuvring space on each side of the bed – 90 cm

5. Roll in shower
6. Wheeled shower chair and/or wall mounted shower seat
7. Grab bars in bathroom
8. Raised toilet
9. Lower hanging space in closet

➤ **Special dietary**

Special Diets are meal plans that control the intake of certain foods or nutrients. It is part of the treatment of a medical condition and are normally prescribed by a physician and planned by a Registered Dietician. These include but are not limited to Liquid Diets, Soft Diets, Diabetic Diets, Low Calorie Diets, High Calorie Diets, Low Cholesterol Diets, Low sodium diets, high or low protein diets, low-residue diets and specific diets, such as gluten-free and FOD maps diets.

Liquid Diets

Liquid diets do not provide enough nutritional value to sustain the human body consistently and should only be used for short periods of time. Liquid diets are at times necessary in these types of cases:

- After heart attacks
- After certain kinds of surgery
- With patients who have digestive problems
- With patients who have acute infections
- Before certain X-Rays of the digestive tract

Soft Diets

Soft diets consist of food that is easily chewed and digested. For example, this type of diet typically excludes such difficult to chew or digest items as nuts, shellfish and spicy foods. Soft diets are used typically in the following situations:

- After certain kinds of surgery
- With patients who have infections
- With patients who have digestive or chewing difficulty

Diabetic Diets

For patients with diabetes, a few modifications are needed to ensure they reach optimum levels of health. The main consideration in this type of diet is to avoid food items with high sugar content. However, it is also important to control the amount of refined carbohydrates in the diet, as these carbs produce a rise and crash effect that can be dangerous for a diabetic's blood sugar level.

Low-Calorie Diets

Low-calorie diets are created for patients who are seeking bariatric treatment or need to naturally lose weight. Obesity contributes to a vast number of health problems and combating it with the proper diet is essential for patient health. These diets are implemented by limiting high-calorie foods such as butter, cream and soft drinks.

High-Calorie Diets

A high-calorie diet is frequently needed for patients that are underweight for a variety of reasons, including eating disorders, certain types of cancer and hyperthyroidism. High-calorie diets require the inclusion of extra carbohydrates as well as proteins. Counter intuitively, a high-calorie diet should exclude high-fat and fried foods as these items are digested slowly and spoil the appetite.

Low-Cholesterol Diets

In low cholesterol diets, intake of foods high in saturated fats must be avoided. These foods include beef, pork, eggs and cheese, among other items. This type of diet is necessary for maintaining heart health in patients with heart disease and atherosclerosis.

Low-Sodium Diets

Sodium makes the body retain water and therefore forces the heart to work harder. Therefore, patients with heart problems also need to consume a low-sodium diet. To maintain a low-sodium diet, not only should adding salt be avoided, but also smoked meats, processed foods and pickled foods should be avoided. Patients with the following conditions will most likely need to follow a low-sodium diet:

- Hypertension
- Heart disease
- Edema
- Kidney disease

High-Protein Diets

A high-protein diet consists simply of adding lots of protein rich foods to a regular diet. Foods such as meat, fish, eggs and cheese are all excellent sources of protein. The following types of patients may require a protein-rich diet.

- Children with difficulty growing
- Pregnant/lactating women
- Patients before/after certain types of surgery
- Patients with acute burns
- Patients with fever
- Patients with infections

Low-Protein Diets

A diet that restricts high-protein foods such as meat, fish or cheese is sometimes necessary in the following situations:

- Patients who have certain allergies
- Patients with certain types of kidney disease

Low-Residue Diets

A low-residue diet is a diet in which foods high in fiber, such as raw fruits and vegetables, cereals and nuts, are avoided. This type of diet is typically used for:

- Patients with colitis
- Patients with diarrhea
- Patients with other digestive or rectal disorders
- **Birthday treatments**

Celebrate or surprise the birthday gal or guy with our Birthday Package:

For Adults

- Congratulation Card
- Wine and fruit basket room service

For Children

- Congratulation Card

- Fruit basket room service
- Once a week a birthday party is arranged in Mini Club (cake, party, presents)

We ask you to make a registration at Mini Club regarding the birthday party.

2.1.2. Guests' needs

Guests visit hotels for different reasons, the front desk team should be smart enough to identify and categorize different types of guest and their needs. This will allow them to provide an anticipatory service and exceed the guest's expectations.

- ❖ **Reliability:** the quality of being trustworthy or of performing consistently well.
- ❖ **Fair price:** the amount of money that it is reasonable to pay for shares, bonds et
- ❖ **Compatible products:** Ability of two or more products or their components to work together without user intervention or modification.
- ❖ **Products information:** Product Information is at the core of any shopping experience.
- ❖ **Transparency:** is the condition of being transparent

L O 2.2: Provide guest service according to guest expectations

Content /Topic 1: Guest expectations

2.2.1. Guest expectations

Customer expectations refers to the perceived value or benefits that the customers seek when purchasing a good or availing a service.

- **Constant contact:** is an online marketing company offering email marketing, social media marketing, online survey, event marketing, digital storefronts, and local deals tools, primarily to small businesses, nonprofits organizations, and membership associations.
- **Sensory perception:** is the process of performing the neurophysiologic process through the senses organs including hearing, vision, taste, smell and so on.
- **Quality services:** Is an assessment of how well a delivered service conforms to the client's expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction.
- **Personal space:** the variable and subjective distance at which one person feels comfortable talking to another.
- **Security and safety:** is the condition of being protected from harm or other non-desirable outcomes

- **Privacy:** is the ability of an individual or group to seclude them or information about themselves, and thereby express them selectively. When something is private to a person, it usually means that something is inherently special or sensitive to them

Content /Topic 2: Factors influencing guest's expectations

The below are the seven factors influencing guest's expectations:

1. Customers' needs and preferences

As a general rule, customers expect brands to be able to help them at all times. In return for their continuous support, they want fast issue resolution and hassle-free transactions. Preferences like these can greatly affect customers' expectations from your company.

Even purchasing habits can significantly influence people's expectations. For instance, millennial consumers, who are always connected to the Internet, may prefer online shopping and online payment. Thus, you should consider all these when creating and launching your business strategies.

2. Culture or location

Buyers' expectations vary greatly across cultures and locations. In some countries, customers don't want overly friendly or cheery customer service reps. Some customers, however, don't want to talk to agents that sound too businesslike or stiff.

When interacting with a diverse clientele, consider their rules of etiquette and attitudes toward businesses, especially new market players. Other aspects such as timeliness and communication style should also be taken into account.

3. Experience with other companies

When managing customer expectations, consider your competition. What are your competitors doing to make customers happy? Can you match or exceed their performance? What are the unique ways by which you can impress your customers?

People's experience with other brands, especially with your competitors, can shape their expectations from you. They might model their preferences based on what other brands can do for them. If you can't outshine your competitors, you can't win customers over.

4. Other customers' feedback

These days, your customers can spread word about your brand instantly via the web. They can post their feedback on review websites and on social media, which can greatly influence your brand's image and reputation.

What people say about you can change or contribute to customers' perceptions of your brand. Thus, apart from ensuring consistent, high-quality performance, you should also take your online reputation management seriously. Doing so will help you build a positive identity.

5. Customers' past transactions with you

This is arguably the strongest predictor of customer expectations. People's past experiences and transactions can greatly influence what they think about your brand. In fact, just one instance of poor customer support interaction is enough to make customers think you're unreliable.

At every opportunity and touch point, aim to make customers happy. This will result in a positive customer experience.

6. How you communicate

How you communicate pertains to your customer service and marketing approaches combined. Are you using digital channels? What are your communication style, language, and tone of voice?

The way you talk to customers—whether in person, online, or over the phone—gives them an idea about your brand's personality. Thus, make sure that the way you interact with them is reflective of your business' values and identity. Also, make sure to communicate with customers in a consistent manner, regardless of the channel used.

7. What you communicate

What you tell your customers, whether directly or through your customer support and marketing channels, will shape their expectations. Make sure to always disseminate accurate information. If you've promised something, be sure to follow through. Misleading or incorrect information can have disastrous consequences that may affect your corporate image.

LO 2.3: Ensure guest satisfaction in accordance with the quality of services provided

Content /Topic 1: Factors of quality service

2.3.1. Factors of quality service are:

✓ Responsiveness

Keeping your customers happy is the key to ensuring that your current clients don't become former clients. Failing to meet deadlines or ignoring customer inquiries can increase client dissatisfaction with your company and spur them to investigate your competitors' services. When customer responsiveness is a priority, you'll find that opportunities to serve your clients increase, while problems and service issues decrease

✓ Assurance

Assurance involves guarantee to customers that they will have or receive the best, expected & desirable experience in purchasing & dealing with the company. As evidenced in a POSITIONING statement, you assure customers that your product will serve the intended purpose & that they will receive the corresponding desirable experience in purchasing & using the product.

✓ Reliability

Reliability refers to a situation where a service provider or a company can be dependable to the customers, where customers can easily trust or put their trust in the service provider or company to provide them with desirable services. A customer may pay in advance for the services expecting the service provider to provide the services at a later stage, if the service provider or company settles the debt amicably, then customers will render him reliable.

✓ Empathy

Empathy comes in handy when dealing with customers, especially if they have a problem, a complaint or a discontent, but – and that's the beauty of it -not only! Empathy is useful in any human interaction.

Use empathy to win your customers by:

1. Listen carefully

Be a good a listener and try to repeat what the customer says to assure them that you are listening.

2. Smile

Sounds cheesy but smile when talking to customers. They will feel it in your voice.

3. Make it your problem

Take ownership of the enquiry, especially if it is a complaint. Have a one-to-one relationship with your customer so that they have a point of contact that they can come back to.

4. Allow them to 'get it all out'

When the customer is angry, allow them to vent without interruption. Use this time to figure out what you can do to fix their issue.

5. Be respectful

Make sure you talk to the customer with respect and in common language. Never talk down to the customer or talk over them.

6. See it through their eyes

Share your customers' perspectives.

7. Understand their priorities

Every customer, particularly in an emergency situation, will have a list of priorities. Make them your priorities too and address them in the right order (mirroring them). This will reassure the customer that you know what they want and are taking care of them.

8. Show that you care

You can build rapport by showing a personal interest in the customer. For example, if a customer says they have been sick, show that you care by asking them about the recovery.

9. Begin with a positive statement

If the customer has spent some time explaining a frustrating problem, then beginning your response with a short, direct statement of intent can gain his confidence.

Something like "Okay, we can fix this..." or "Right, let's get this problem sorted for you..." will reassure the customer that you are taking ownership of the problem.

10. Avoid assumptions

Don't make assumptions about what the customer is telling you – actively listen!

How do you feel about empathy? Do you have any tactics of your own to win customers?

Content /Topic 2: Measurement of guest satisfaction

2.3.2. Measurement of guest satisfaction

Managing customers' satisfaction efficiently is one the biggest challenge an organization face. The tools or methods to measure customer satisfaction needs to be defined sophisticatedly to fulfill the desired norms.

There are following **methods to measure customer satisfaction**:

1. Survey customers

To get accurate feedback and actionable items for customer satisfaction, survey your customers soon after the utilization of the service. There are different ways by which an organization can conduct customer surveys:

- In-app surveys
- Online surveys
- In-store surveys
- Feedback forms
- Offline surveys over the phone or SMS

2. Understand expectations = Measuring Overall Satisfaction

Another metric to measure customer satisfaction is by measuring the overall satisfaction of your customers with your products or services. It is to understand the complete opinion of your customer's experiences right from purchasing the product or service to the after-sales processes.

3. Emotional aspects = Measuring the Attributes

You can measure the likes or dislikes of your customers about your offerings in the context of attributes of your products and services. As a matter of fact, customer satisfaction highly depends upon the quality along with the benefits or attributes of your products or services.

4. Loyalty measurement

When your customers are happy with your product and services, they are likely to purchase from you again. And it is based on the quality of your products, pricing, as well as after-sales support from your brand. You need to excel in all to make a vast base of satisfied customers. And customer loyalty is based on the likelihood of your customers repurchasing your products or services.

Learning Unit 3: Prepare and Provide report

L O 3.1: Identify reports depending on their types

Content /Topic 1: Types of reports

3.1.1. Types of reports

1. Formal

Formal reports are carefully structured; they stress objectivity and organization, contain much detail, and are written in a style that tends to eliminate such elements as personal pronouns.

2. Informal Reports

Informal reports are usually short messages with natural, casual use of language. The internal memorandum can generally be described as an informal report.

3. Short or Long Reports:

This is a confusing classification. A one-page memorandum is obviously short, and a twenty page report is clearly long. But where is the dividing line? Bear in mind that as a report becomes longer (or what you determine as long), it takes on more characteristics of formal reports.

3. Informational or Analytical Reports:

Informational reports (annual reports, monthly financial reports, and reports on personnel absenteeism) carry objective information from one area of an organization to another. Analytical reports (scientific research, feasibility reports, and real-estate appraisals) present attempts to solve problems.

4. Internal or External Reports:

Internal reports travel within the organization. External reports, such as annual reports of companies, are prepared for distribution outside the organization.

5. Periodic Reports:

Periodic reports are issued on regularly scheduled dates. They are generally upward directed and serve management control. Pre-printed forms and computer-generated data contribute to uniformity of periodic reports.

Content /Topic 2: Categories of reports

3.1.2. Categories of reports

1. Financial report

Financial reporting is the financial results of an organization that are released to the public. This reporting is a key function of the controller, who may be assisted by the investor relations officer if an organization is publicly held.

Financial reporting typically encompasses the following:

- Financial statements, which include the income statement, balance sheet, and statement of cash flows
- Accompanying footnote disclosures, which include more detail on certain topics, as prescribed by the relevant accounting framework
- Any financial information that the company chooses to post about itself on its website
- Annual reports issued to shareholders
- Any prospectus issued to potential investors concerning the issuance of securities by the organization

2. Contingency report

A contingency report is a report of action designed to help an organization respond effectively to a significant future event or situation that may or may not happen.

3. Departmental report

A departmental report generally describes the achievements of goals and objectives for the reporting period. This can be an account of financial details, production results, proposals and projections. It includes challenges, successes, failures and recommendations.

4. Miscellaneous report

These are the reports which talking about different issues such as:

➤ **Privileged Report**

Some statements are included in the report which may be considered as defamatory by some person or persons. Such report is termed as privileged report.

This report is based on the speeches made by an individual in a public meeting. At the same time, press reports of speeches made in private meetings, such as company meetings and containing defamatory statements, will have no “privilege”.

➤ **Commercial Traveler’s (or) Agent’s Report**

The agents are asked to visit many places for personal contact of customers and collect the dues from them. Therefore, the agents send the report to principal within one or two days of visit. The following information are included in the agent’s report.

➤ **Market Reports**

The market condition in any one of the area or the market condition of any one of the product throughout the country is presented in a report i.e. market report. The market report may either be a daily or a weekly one or may be for a longer period. The market report is not only useful to the sellers but also highly useful to the buyers, manufacturers, traders, speculators. The reason is that the market report indicates the trends of market condition and prospects for the product(s).

➤ **Press Report**

The performance of the company for a particular period is presented in the annual general meeting. Such a presentation is to be published in a press by way of preparing a report i.e. Press Report. The main aim of the press report is to convey the activities of the company among the public. Press report will be in the nature of an essay.

➤ **Feasibility (or) Possibility Report**

A company can open a new branch or introduce a new type of product or introduce new technology in the production process, it needs a feasibility report. The report contains the information like population details, behaviour, attitude and culture of the area people, existing business environment, expectation of the prospective customers etc in the case of opening a new branch.

➤ **Survey Report**

A fire may be occurred in the factory premises. Most of the companies are taking fire insurance policy claim towards loss of stock and loss of profit.

In this case, the insurance company appoints a qualified and licensed surveyor when the intimation of fire accident is received from the business organization.

➤ Auditor's Report

The financial transactions of a company are verified and a report on this is submitted by the auditor at the end of accounting year

5. Guest information report

This report shows a list of in house guests either by name, room number or suppress note. Suppress Note hides the reservation notes and prints the in house list by room number.

LO 3.2: Gather information to be reported according to the types of reports

Content /Topic 1: Description of source of information

3.2.1. Sources of information

- ✓ **From guests:** Guests are one of source of information because they can provide information about the service derived by the hotel.
- ✓ **From staff:** Employees manager are source of information, because they provide information to researcher or other people wants to make report.

3.2.2. Ways of gathering information

- **Face to face:** Collect information by being close, together and facing each other
- **Corporate Emails:** collect information through email.
- **Telephone correspondence:** collect information through telephone call or sending and receiving SMS
- **Memos:** collect information through memorandum

LO 3.3: Prepare and deliver reports to the concerned departments according to their expectations

Content /Topic 1: Report format and preparation

- **Different formats of report**
 - ✓ **Manual:** a manual report is a report written and sent by hand.
 - ✓ **Electronic:** an electronic report is a report written electronically and sent by the use of computer
- **Report preparation**

Characteristics of good report are:

1. Suitable title

A suitable title to be provided to each report according to the nature of contents . It should also highlight upon its origin and the person for whom it is being prepared.

2. Simple

A report should be readable by an ordinary layman and in known language. Such type of simple style of language is used in the report preparation.

3. Promptness

A report should be prepared and submitted within short span of time or time stipulated by the request letter. Information delayed is information denied.

4. Comparability

Sometimes a report is prepared with some comparative information. In this case, standard information is compared with actual information. If not so, current year information is compared with last year information.

5. Consistency

A report should be prepared for many years from the same type of information and statistical. If so, there is a possibility of preparing a report in consistency.

6. Precise and Accurate

A report should be precise, accurate and specific.

7. Relevant information

Relevant accurate data is alone including in the report. If not so, it will involve unnecessary expenditure and the report. If not so , it will involve unnecessary expenditure and the reports will be a waste.

8. Presented to required person or group or department

The report s should be specific and presented only to the person in need. Sometimes, reports are sent to various departments in a routine way, if so, the reports are prepared in such a way that includes common information.

9. Routine details

Every report should contain the routine details like the period of time of preparing report, the period covered in the report, date of presentation of report, the units of information, the name of the person preparing and preparing and presenting it, names of persons to whom it is being submitted.

10. Timeliness

A report should be prepared and presented within the stipulated time. If a report is received late, there is no meaning of preparing such report and no use for management. If the report is presented in time, necessary actions may be taken.

Other characteristics of report

- Flexibility
- Predefined goals
- Summary of work
- Description of questionnaires

Report structure

11. Title

Report should have the title or heading

12. Introduction

The introduction should:

- ❖ Briefly describe the context and background to the research
- ❖ Describe the change, problem or issue to be reported on
- ❖ Define the specific objectives and purpose of report
- ❖ Indicate the overall answer to the problem explored in the report
- ❖ Outline the report's scope (the extent of the investigation, also known as its terms of reference or brief
- ❖ Preview the report structure
- ❖ Comment on the limitations of the report and any assumptions that are made.

13. Results

The points to remember when you are writing the Results include the following:

- ❖ Present the analysis in a logical and systematic way
- ❖ If necessary, divide the material with appropriate heading to improve the readers' understanding
- ❖ Back up your claims with evidence explain your findings
- ❖ Link theory to practical issues
- ❖ Persuade readers of the validity of your stance

14. Conclusion

The conclusion should:

- ❖ Be arranged so that the major conclusions come first
- ❖ Identify the major issues relating to the case and give your interpretation of them
- ❖ Relate specifically to the objectives of the report as set out in the introduction

- ❖ Be a list of numbered points
- ❖ Follow logically from the facts in the discussion
- ❖ Be clean – cut and specific
- ❖ Be brief

15. Recommendations

Your recommendations point to the future and should be:

- ❖ Action- oriented
- ❖ Feasible
- ❖ Logical related to the discussion and conclusion
- ❖ Numbered
- ❖ Arranged in order of importance
- ❖ Brief

- **Report delivery mode**

- ✓ **Emails:** messages distributed by electronic means from one computer user to one or more recipients via a network.
- ✓ **Public folders:** a public folder is a folder created to share information with others.
- ✓ **File system:** A file system is a process that manages how and where data on storage disk, typically a hard disk drive (HDD), is stored, accessed and managed.
- ✓ **Mobile devices:** a portable computing device such as a Smartphone or tablet computer.
- ✓ **Printing:** the production of books, newspapers, or other printed material

References

A. Books

1. Baily, M. (2001) "Travel Business: Rooms at the Top" Asian Business, 27, 9 September.
2. Eyster, J. (2003) "The Revolution in Domestic Hotel Management Contracts", The Cornell Hotel and Restaurant Administration Quarterly, 34,1, February, 2003.
3. Landberg, D. E. (1994). The Hotel and Restaurant Business, 4th ed. New York: Van Nostrand Reinhold.
4. Solomon, M (4 March 2010). "Seven Keys to Building Customer Loyalty--and Company Profits"
5. Dall, M; B, A (2004). Service this: Winning the war against customer disservice (1st ed.). Last Chapter First. ISBN 0-9753719-0-8

B. Electronic links

1. https://www.dalecarnegie.com/events/transforming_customer_complaints_into_opportunities/ (**Access 1st June,2020**)
2. <https://www.customersure.com/blog/customer-complaints-online/> (**Access 1st June,2020**)