



# **RQF LEVEL 4**

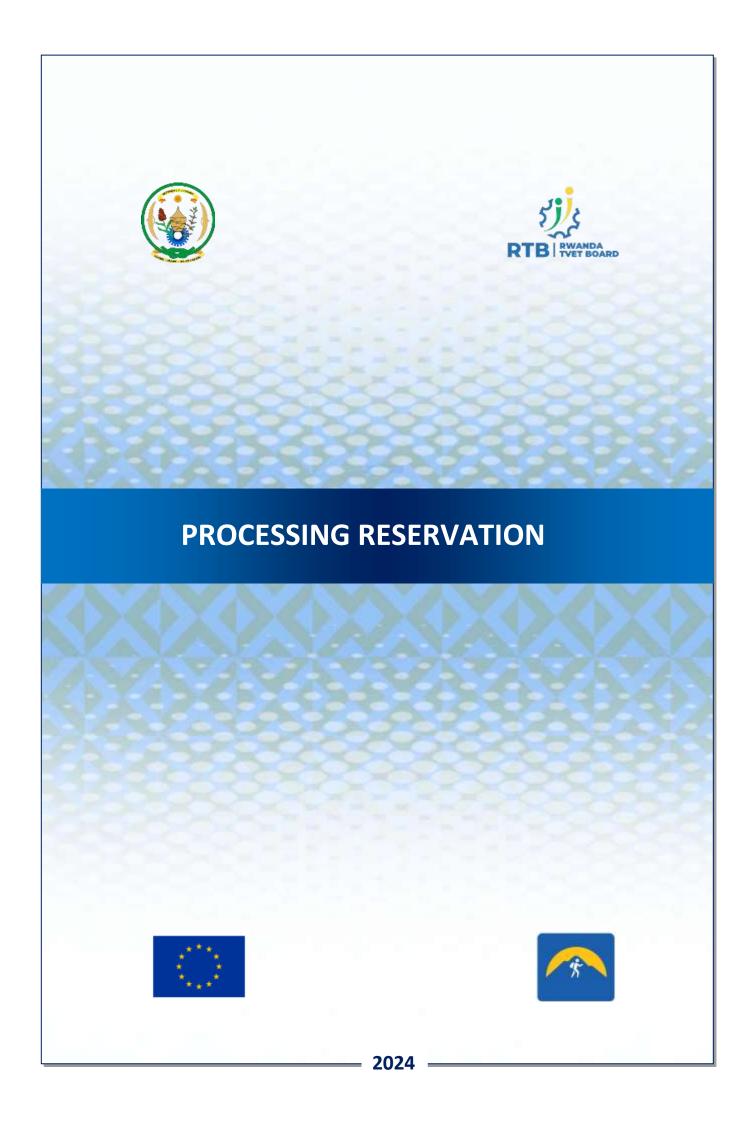


# TORPR402

**TOURISM** 

Processing Reservation

TRAINEE'S MANUAL



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# **LIST OF ABBREVIATIONS AND ACRONYMS**

**CBET:** Competence Base Education and Training

**PPE:** Personal Protective Equipment

**RQF:** Rwanda Qualification Framework

**Rwandan Standard** RS:

**RSB:** Rwanda Standards Board

RTB: Rwanda TVET Board

**TVET:** Technical and Vocational Education and Training

# **INTRODUCTION**

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to process reservation. Students undertaking this module shall be exposed to practical activities that will develop and nurture their competences. The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

The trainee's manual is subdivided into units, each unit has various topics, and you will start with a self-assessment exercise to help you rate yourself on the level of skills, knowledge, and attitudes about the unit.

A discovery activity follows to help you discover what you already know about the unit.

After these activities, you will learn more about the topics by doing different activities by reading the required knowledge, techniques, steps, procedures, and other requirements under the key facts section, you may also get assistance from the trainer. The activities in this training manual are prepared such that they give opportunities to students to work individually and in groups.

After going through all activities, you shall undertake progressive assessments known as formative and finally conclude with your self-reflection to identify your strengths, weaknesses, and areas for improvement.

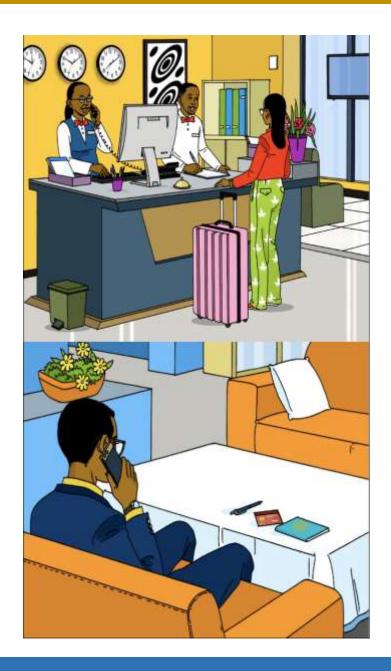
Do not forget to read the point to remember the section that provides the overall key points and takeaways of the unit.

# **Module Units**

Unit 1: Receive reservation inquiry

Unit 2: Record reservation request

Unit 3: Maintain the reservation request



# **Unit summary**

This unit provides you with the knowledge, skills and attitudes required to receive reservation inquiry required to process reservation. It covers the Preparation of reservation tools & equipment in the front office.

# **Self-Assessment: Unit 1**

- 1. Referring to the unit illustration above answer to the following questions:
  - a. What is happening?
  - b. What do you think the learning unit will be about based on the illustration?
- 2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.
  - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
  - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
  - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
  - d. At the end of this unit, you will assess yourself again.

My experience  Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Prepare reservation materials, tools and equipment in the front office.					
Identify best practices for corresponding with guests when receiving inquiries					
Identify sources of reservation inquiries					

My experience  Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify guest needs					
Contact tourism service providers					
Confirm available services after receiving guest inquiries					

# Key Competencies

	Knowledge		Skills		Attitudes
1.	Explain steps/ while preparing front office tools, materials and equipment	1.	Prepare front office tools, materials and equipment	1.	Be organized while preparing front office tools, materials and equipment
2.	Methods of communicating with guest	2.	Apply best practices for corresponding with guest	2.	Use formal communication
3.	Identify guest needs	3.	Confirm available services	3.	Pay attention to details while identifying guest needs
4.	Describe tourism supplies	4.	Categorize tourism supplies	4.	Pay attention to details while identifying guest needs





# Read the following statement and answer the related questions.

As a person in charging of Receive reservation inquiry,

- a. What are the tools used at the front office for managing hotel guest cycle?
- b. What are the main professional ways of corresponding with guest?
- c. Identify the sources of reservation inquiries
- d. Differentiate different types of reservation
- e. Describe the methods of identify guest needs
- f. Describe tourism suppliers
- g. Describe different steps to process booking confirmation

# Topic 1.1: Preparation of reservation tools & equipment



# Activity 1: Problem Solving



Assume that you are working in a hotel especially at the front office as a reservationist. During your duty of work, you have to prepare tools, equipment and materials to facilitate your work.

- a. List the tools, materials and equipment used at the front office
- b. Identify the categories of tools, materials and equipment used at the front office.

# **Key Facts 1.1: Preparation of reservation tools & equipment**

# • Reservation tools & equipment

Front office is one of the important the important departments in hotel and the main role includes sale of guest rooms, boards and maintain brand image. To achieve the objective of front office the department is equipped with various equipment's, both manual and automated for smooth functioning and creating a lasting impression on the guest. The layouts and designs revolve around the different counters located in the lobby area of the hotel for handling various guests' requests at all stages of guest cycle.

#### ✓ Room Rack

Located just behind the front desk.



Figure 1 reception

- The room rack is a wooden framework designed and contains a metallic array of pockets, which contains large number of room rack slips for showing the Reservation and HK status of each guest room of a property.
- The Room Rack slip contained in the metallic pockets shows the type of room, the occupancy status of guestroom and name of the guest registered in the guest room.

### ✓ Information Desk

- Positioned at the front desk and used by the front desk agent to track the various in-house guest of the hotel.
- Information contained in the information rack are name of the guest, number and type of room occupied, rate of the guestroom and departure and the billing instructions.

# ✓ Mail And Message Rack

It contains an array of pigeonholes with each pigeonhole used to store the various mails and messages received for an in-house guest.

# ✓ Key Rack

- It is underneath the counter of front desk.
- It contains array of slots used to keep the keys of the guestrooms.

### ✓ Folio Bucket

- It is used in the front desk Cash section.
- It contains large number of slots where folios are arranged sequentially according to room number.
- It is used by the Front Office Cashier to store and track the folios of the registered guests of the hotel and also used to maintain the folios safely for future use and reference.

#### ✓ Semi – Automated

#### **Posting Machine**

- For posting the various charges in the accounts of the guest.
- Used to calculate totals of the guest accounts, departments and transactions.
- ♣ There is a keypad in account posting machines which enables cashier to enter room number and type of transaction.

# ✓ Cash Register

- ♣ It is used to record various sales of sundries at the Front Desk such as stamps, Newspapers, Candies.
- ♣ It includes a key pad, category key and amount entering key.

# ✓ Wake Up Devices

- ♣ It is used to remind the guests of the awakening the guest at the requested time.
- The most famous device is James Remind Timer which is an alarm clock with pull out pins.
- ♣ Simple alarm clocks are used. Wake up calls are recorded in wake up sheet with information of time, room number and name of the guest.

# ✓ Credit Card Imprinter

- **↓** It is used when the guest makes a payment at the time of settling the bill.
- ♣ Makes an imprint of the credit card used by the guest as a method of payment.

# ✓ Typewriter

- Used for preparing Front Office Documents like:
- ♣ Registration Card of the Guest
- Group Reservation Confirmation letter
- To conduct other word processing job



Figure 2 front office equipment tools and materials

✓ Automatic

### **Credit Card Validator**

- To check the validity of the guest credit card at the time of arrival as a mode of payment
- It is a computer terminal linked to the credit card data bank which holds the information concerning the validity of the credit card of the guest.

# ✓ Time Stamping Machine

- It is used to record the check in and checkout time of the guest and delivery time of any mail or message for the in- house guest.
- It imprints the time and date on a piece of paper and is important for carrying out front office operations.

# ✓ Fax Machine

- Facsimile Automated Xerox

# ✓ Call Accounting System

- It is fully computerized telephone system which allows the proper billings of the outgoing calls of the guest.
- **↓** It is also known as APBX known as Automatic Private Branch Exchange.

# ✓ Computers

It is used for the purpose of:

- Reservation
- Registration
- Accounting
- Auditing
- User friendly

Category of tools and equipment	Tools and equipment	Use of the tools and equipment
Reusable	Computer	It used to record guest information
	Telephone	Used to receive reservation inquiries
	Printers and Scanners	Used to generate hard copy of document
Consumable	Reservation forms	Used to record guest request
	Brochures	Provide information
	Internet	Access to the system

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 $<sup>^1\,</sup>https://hmhub.in/1st-sem-front-office-notes/front-office-equipments/$ 





Read the following scenario and answer the questions that follow.

You are hired for setting up a visitor information center around Nyungwe National Park, well-known for its vast biodiversity, ancient rainforests, and diverse primate species. The center aims to provide essential information, educational resources, and recreational opportunities for park visitors while promoting conservation efforts and sustainable tourism practices.as a NYUNGWE National park reservationist:

a. Identify the considerations of preparing front office materials, tools and equipment

b. Describe tools, materials and equipment will be used when provide and welcome visitors

c. Select the tools, materials and equipment will be used when receiving visitors 'reservation





Imagine that you are receiving a group of passengers composed with different people from different areas where by two are walk-in guest, others use telephone, other 3 people sent emails the last small group of 4 people sent fax.

a. List the tools, materials and equipment that can be used to process their reservation

b. Select tools, materials and equipment that can be used to process their reservation

c. Describe the use of tools, materials and equipment that can be used to process the visitor's reservation

# Topic 1.2: Application of best practices for corresponding with guest



Activity 1: Problem Solving



# Read the below scenario and answer the related questions:

One sunny afternoon, Umutesi working at Peace and Love Hotel received a booking for a King Room from John KALISA, scheduled to check in on July 15, 2024. She knew the importance of making a great first impression. Within hours, Umutesi sent John a detailed confirmation email. Advise Umutesi on how to:

- a. Identify the effectively correspondence that Umutesi can sent to John by referring to the next points:
  - **Initial Booking Confirmation**
  - ii. **Pre-Arrival Communication**
  - iii. **During the Stay**
  - Post-Departure Communication
- b. What are the professional methods of communication that can be used with guest would you suggest to Umutesi?

# Key Facts 1.2a: Application of best practices for corresponding with guest

#### Introduction

In the hospitality sector, mastering guest communication is key to delivering exceptional experiences. This involves several core strategies: tailoring interactions to each guest's unique preferences, ensuring swift and clear responses, and utilizing various channels for communication. The front office is the main communication centre. As it is the major revenue generating department, it is equipped with staffs of good quality and personality.

Communication can be explained as the process of transmitting information from one person, place or group to another. It is through communication that we share messages. There are three integral elements of communication, i.e. Sender, Message and Receiver. A mode is the means of communicating, i.e. the medium through which communication is processed. There are three modes of communication: Interpretive Communication, Interpersonal Communication and Presentational Communication.

Different types of communication methods are used to deliver your message. Interpersonal, interpretive, and presentational modes of conversation are based on human interaction during that communication.

The types of communication represent the different ways used to communicate messages while the modes of communication focus on the mediums.

# Types of communication

While it is easy to think of communication as simply the verbal transmission of information from one person to another, it is so much more than that.

Communication ranges from non-verbal, such as a glance and raised eyebrows, to verbal, such as a change in pitch and tone.

# TYPES OF COMMUNICATION

Generally, we categorize communication into the four main mediums of communication: verbal, nonverbal, written, and visual.

# NONVERBAL COMMUNICATION

Nonverbal communication refers to any form of communication that is not transmitted through spoken word.

# VERBAL COMMUNICATION

Verbal communication is any form of communication that occurs through spoken word.

# COMMUNICATION

Visual communication means the transfer of information to a person in a format that can be read or viewed.

### WRITTEN COMMUNICATION

Written communication involves the use of words, sentences, and paragraphs in order to communicate.

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Figure 3 types of communication

2

While these are based on the type of source we use. These are some of the real-world communication methods.

- ✓ Typewriting only: In this method, communication happens only through typing.
  Examples are emails, messages, etc.
- ✓ Handwriting only: Here the communication from both ends is solely based on handwriting. An example is a teacher correcting a student's exam paper and writing comments on it.
- ✓ Voice only: Here, both communicators use voice only. An example is a phone call
  or a normal verbal communication
- ✓ Video only: Here, both communicators use video to communicate. An example is a video call
- ✓ Handwriting and Typing: Here either one of the communicators is using handwriting to share their message or the other is using typing to relay their response or vice versa.

<sup>&</sup>lt;sup>2</sup> https://helpfulprofessor.com/types-of-communication/

- ✓ **Typewriting and Video:** Here either one of the communicators is using handwriting to share their message or the other is using typing to relay their response or vice versa.
- ✓ Handwriting and Video: Here either one of the communicators is using handwriting to share their message or the other is using video to relay their response or vice versa.
- ✓ Voice and Typewriting: Here either one of the communicators is using voice to share their message or the other is using typing to relay their response or vice versa.
- ✓ Voice and Handwriting: Here either one of the communicators is using voice to share their message or the other is using handwriting to relay their response or vice versa.
- ✓ **Voice and Video:** Here either one of the communicators is using voice to share their message or the other is using video to relay their response or vice versa.



# Activity 2: Guided Practice



Gatesi works as a reservationist at AMAHORO TOUR known for its personalized service and attention to detail. One day, she receives an email inquiry from Mr. Yakobo, a prospective guest interested in booking a room for a weekend getaway with his family.

- What will you do to a problem with Yakobo after receiving his email?
- b. Why do you think Gatesi should provide a comprehensive response?
- Explain why Gatesi needs to show Politeness and Courtesy.
- d. How Gatesi must express her Professionalism?
- e. Advise Gatesi on how she can effectively follow up on the reservation

# **Key Facts 1.2b: Best practices for corresponding with guest**

#### Introduction

Application of best practices start from communication the way customers and services providers exchanging information and provide professional responses in order to provide excellent customer services.

# ✓ Professional response

Applying best practices in your communication with guests can enhance their experience and help build a positive reputation for hospitality and tourism establishment. Here are best practices for corresponding with guest.

- Respond to guest inquiries, requests, or messages promptly.
- Address guests by their names when possible.
- Use polite and courteous language in all interactions
- ♣ Avoid slang, informal language, or any unprofessional behavior.
- Keep your messages clear and concise
- Check your messages for grammar and spelling errors.
- Pay close attention to guest requests and requirements (Ensure that you address all their questions and concerns).
- If a guest presents an issue or concern, offer solutions or alternatives promptly.
- ♣ Always confirm reservations, bookings, or appointments in writing (Follow up with guests to ensure they have everything they need before and during their stay or visit).
- Maintain consistency in your communication across all channels, including email, phone, and in-person interactions.
- Set clear expectations regarding check-in/check-out times, amenities, policies, and any fees to avoid surprises or misunderstandings.
- Encourage guests to provide feedback and reviews.
- Keep records of guest interactions and preferences to provide a more personalized experience during future stays.



# Task 7:

A group of passengers some of them who have disability come to the office to make reservations. As an expert reservationist, you will need to help those guests professionally:

- a. How will you help the group by facilitating them respectfully considering inclusive communication?
- b. Will you be open to feedback from the individual?
- c. What is the verbal communication to be engaged in?

# Topic 1.3: Identification of sources of reservation inquiries



# Activity 1: Problem Solving



You get an announcement about the recruitment exam to become a reservationist in KaTravel agency and you pass the exam to occupy the post in the company. Before starting the job, your supervisor asks you to receive the passenger's inquiry. As a reservationist;

- a. What are the modes of reservation request?
- b. Determine the sources of reservation inquiries
- c. Identify the key guest related information you can record

# Key Facts 2.1a: Identification of sources of reservation inquiries

#### Introduction

A crucial stage in the booking process is the inquiry, where potential guests request information about availability, rates, and other important details.

# ✓ Modes of reservation request

Guests can communicate their reservation enquiries in any one of the methods, over the:

- Letter
- 🖶 Telex
- 🖊 via mail
- facsimile
- Central Reservation System or Intersell Agency
- Telegrams
- Phones
- ♣ Fax
- In-perso

# √ Sources of reservation inquiry

- Direct reservation
- Reservation network system

# Agencies

#### ✓ Direct reservations:

These direct reservations are handled directly by the hotel. These may happen in a number of ways such as:

- by an independent traveler making a reservation on telephone, mail or in person
- by individual or group making reservation in writing
- by Telex or Fax

# ✓ Reservation network system

This is otherwise termed as affiliate or non-affiliate reservation network systems. Many guests make their reservations through the central reservations offices (CRO). Many guests are referred to the hotel by another hotel in the same group or marketing group. An affiliate reservation system is a hotel reservation system in which all hotel chain participates.

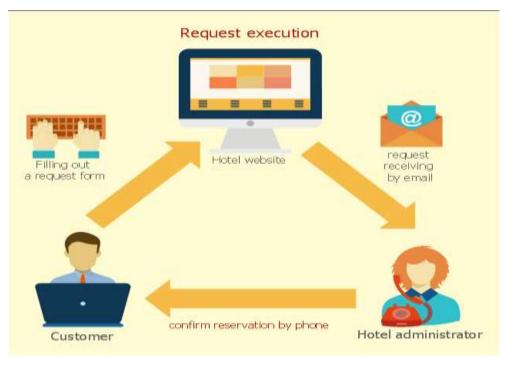


Figure 4 Reservation network

3

<sup>3</sup> https://conceptdraw.com/a3164c3/preview

When a guest contacts the CRO with specific details of their proposed stay, the CRO will check the room availability and then will be interfaced to the hotel reservation department.

# ✓ Agencies

Reservation request may also be made through a travel agent on a prepayment basis by sending the confirmation to the hotel and issuing an accommodation voucher on its behalf. Many airlines also offer a hotel booking service for their passengers, often booking is done whilst in flight

- ✓ The usual sources are
  - Airline
  - Wholesale tour operators
  - Companies and commercial business houses
  - Embassies /consulates and institutions

While getting a reservation enquiry, the reservation agent shall obtain the following guest-related information:

- Guest's name, address and telephone number
- Company or travel agency name, where possible
- Date of arrival and departure
- Type and number of rooms requested
- Desired room rate and type of room
- Number of people in the group, if applicable
- Method of payment and / or guarantee
- Any other special requests

# ✓ Types of reservation

In the hospitality and tourism industry, reservations are essential for managing bookings and ensuring a smooth experience for guests.

Reservation is the activity of booking the room in advance for a prospective guest on his request for future, which may be from few days to months in advance. The following is the detailed process of reservation:

- Conduct the reservation enquiry
- Determine room and rate availability
- Create the reservation record
- Confirm the reservation record
- Maintain the reservation record
- Produce reservation reports

Here are the main types of reservations:

#### ✓ Guaranteed Reservation

Ensures that the hotel will hold a room for the guest until a specific time following the guest's scheduled arrival date [i.e. check in time or start of the hotel's day shift or any time the lodging property chooses]. On return, the guest shall guarantee his / her reservation of room unless reservation is properly canceled. In order to guarantee a reservation, guests might opt for one of the following methods:

- ♣ Prepayment Guaranteed Reservation the hotel requests the prospective guest to either send the complete deposit or a partial deposit and on receiving, makes the booking for the prospective guest.
- ♣ Credit Card Guaranteed Reservation in this case the prospective guest gives his credit card number and details to the hotel. The hotel confirms the room from the credit card guarantee and then claims from the credit card company, if the guest does not occupy the room on the said date.
- ♣ Travel Agent Guaranteed Reservation some travel agents have arrangement with hotel chains to book room for their clients and executives travelling to various destination. The travel agents are solely responsible for the reservation; they are billed after the guest's stay is completed.
- ♣ Voucher or Miscellaneous Charge Order [MCO] this is a special arrangement designed to attract return guest or new business. This is usually provided by the hotels themselves for their prospective guests.
- ♣ Corporate Guaranteed Reservation in this case the corporation or company takes the responsibility for booking for their executives, visitors etc

- Non-Guaranteed Reservations: Ensures that the hotel agrees to hold a room for the guest until a stated reservation cancellation hour (usually 6 p.m.) on the day of arrival. In case the guest who has made the reservation arrives after 6.00 p.m, the hotel is not bound to provide him accommodation. Non-guaranteed reservation usually occurs when the prospective guest does not provide any payment guarantee but simply confirms through a letter. Reservation agents shall make sure to encourage their guests to guarantee their reservations, especially in the high season.
- ✓ Tentative / Provisional Reservation: Provisional reservation is done when a request from prospective guest is received for some future day arrival and the hotel blocks the room for this guest, provisionally in the hotel records such as charts and diaries and racks or computer and sends a letter of offer to the prospective guest. The offer has a cutoff date by which the guest should send his confirmation, which may be in the form of a letter, guarantee by company, credit card or deposit whichever the hotel may request. Once the confirmation from the guest is received by the hotel within the cutoff date, the hotel makes the tentative booking into confirmed booking. Otherwise, the tentative booking is cancelled and the records updated.

Category of tools and equipment	Tools and equipment	Use of the tools and equipment	
Reusable	Computer	It used to record guest information	
	Telephone	Used to receive reservation inquiries	
	Printers and Scanners	Used to generate hard copy of document	
Consumable	Reservation forms	Used to record guest request	
	Brochures	Used to know information related a given destination	



# ask 9:

You are the manager of "Seaside Resort," a popular destination for tourists. Recently, you've noticed a significant increase in reservations and want to understand which sources are driving these inquiries.

- a. Identify the most effective sources to allocate resources efficiently and improve customer engagement.
- b. What are the common guest inquiries that most of customers address when making reservation for seaside resort?

# **Key Facts 2.1b: Identification of sources of reservation inquiries**

# Methods of identify guest need

A customer need is a problem that a person is trying to solve, which motivates them to seek a product or service to do so. Customer needs are the psychological and physical motivations that make someone want to purchase a product or service and stay loyal to that business.

To deliver value to your customers, you must have a clear understanding of their needs.

Identifying guest needs in the tourism and hospitality industry is crucial for delivering exceptional service and creating memorable experiences. Here are several effective methods to identify guest needs:

#### ✓ Guest surveys

# Listen actively

The first step to identifying guest needs is to listen actively to what they say and how they say it. Pay attention to their tone, mood, and body language, as well as their words. Ask open-ended questions to clarify their expectations, preferences, and interests. Repeat back what you heard to confirm your

understanding and show empathy. Listening actively will help you build rapport, trust, and loyalty with your guests.

# Anticipate needs

The second step to identifying guest needs is to anticipate them before they arise. Use your knowledge, experience, and intuition to predict what your guests might want or need based on their profile, purpose of visit, and feedback. For example, if you know a guest is traveling with children, you might suggest some family-friendly activities or amenities. If you know a guest is celebrating a special occasion, you might offer a complimentary upgrade or a personalized gift. Anticipating needs will help you impress, surprise, and delight your guests.

#### Offer solutions

The third step to identifying guest needs is to offer solutions that match their needs and exceed their expectations. Use your creativity, resourcefulness, and network to find the best options for your guests, whether they are looking for a restaurant reservation, a sightseeing tour, a spa treatment, or a transportation service. Provide clear, accurate, and relevant information and explain the benefits and features of each solution. Offer solutions that will help you add value, satisfaction, and convenience to your guests.

# Follow up

The fourth step to identifying guest needs is to follow up with your guests after you have provided a solution. Check in with them to see if they are happy with the outcome, if they need anything else, or if they have any feedback. Thank them for choosing your hotel and for trusting you with their needs. Ask them if they would like to receive updates, newsletters, or promotions from your hotel. Follow up with your guests to show that you care, appreciate, and respect them.

#### Learn and improve.

The fifth step to identifying guest needs is to learn and improve from your interactions with your guests. Keep track of the needs, requests, and preferences of your guests and use them to personalize your service and tailor

your solutions. Ask for feedback from your guests and use it to identify your strengths and weaknesses and to improve your skills and knowledge. Seek opportunities to learn from your colleagues, managers, and industry experts. Learn and improve from your guests to enhance your performance, reputation, and career.

#### ✓ Collaborate with others

The sixth step to identifying guest needs is to collaborate with others who can help you meet and exceed them. Work with your fellow concierges, front desk staff, housekeeping staff, and other hotel departments to coordinate your service and ensure consistency and quality. Communicate with your external partners, such as restaurants, attractions, and transportation providers, to secure reservations, confirm details, and negotiate deals. Collaborate with others to leverage your resources, expand your network, and increase your efficiency.

#### ✓ Needs of tourists

Tourists come from all walks of life and have diverse motivations for travel, but there are some general needs that most tourists share. Here are some key categories:

### Basic Needs:

- Safety and Security: This is a top priority for most travelers. They want to feel safe from crime, violence, and illness.
- Accommodation: Tourists need a place to stay that meets their budget and comfort level, whether it's a hotel, hostel, vacation rental, or camping site.
- Food and Drink: Tourists need access to food and drink that is safe, affordable,
   and caters to their dietary needs or preferences.

# Travel Needs:

Transportation: Tourists need a way to get around their destination, including flights, trains, buses, taxis, or rental cars.

- Information: Tourists need access to accurate and up-to-date information about their destination, including things like attractions, transportation options, cultural norms, and safety tips.
- Language: While some tourists might be comfortable navigating a foreign language, many appreciate basic communication options or translation tools to help them interact with locals.

# Experiential Needs:

- Activities and Attractions: Tourists want to experience new things and see interesting places. This could include visiting historical landmarks, museums, natural wonders, theme parks, or participating in cultural activities.
- Relaxation and Rejuvenation: Some tourists prioritize relaxation and stress relief during their travels. This might involve spending time at the beach, getting spa treatments, or simply enjoying the scenery.
- Social Interaction: Many tourists enjoy meeting new people and experiencing different cultures. This could involve interacting with locals, fellow travelers, or participating in group activities.



# **富**Task 10:

A group of five tourists from Australia wants to experience some different attractions in Rwanda but they don't know what tourism resources available in the place. As future reservationist

- a. Describe the methods you can use to identify the tourists needs.
- b. Classify the tourists' needs

## Topic 1.4: Contacting tourism service suppliers and confirm available service after receiving guest inquiries



# Activity 1: Problem Solving



Assume that you are on duty and you receive a group of tourists who needs you to prepare them a complete tour.

- a. Identify the suppliers who provide products and services to meet the needs and demands of tourists.
- b. How can you contact the suppliers who provide products and services to meet the needs and demands of tourists?
- c. Describe the process of confirming reservation

# **Key Facts 1.4: Contacting tourism service suppliers and confirm available** service after receiving guest inquiries

#### Tourism suppliers

In the context of the tourism industry, tourism suppliers refer to businesses or entities that provide products and services to meet the needs and demands of tourists. These suppliers play a crucial role in the overall tourism ecosystem, contributing to the various components of a traveler's experience.

✓ Types of tourism supplies

Here are some common types of tourism suppliers:

- Accommodation Providers: Hotels, resorts, hostels, motels, vacation rentals, and other establishments that offer lodging services to tourists.
- Transportation Services providers: Airlines, cruise lines, car rental companies, taxi services, and other transportation providers that facilitate the movement of tourists.

- **Tour Operators**: Companies that organize and conduct guided tours, excursions, and travel packages for tourists. They often arrange transportation, accommodation, and activities.
- ♣ Travel Agencies: Entities that assist tourists in planning and booking their travel arrangements. Travel agencies may work with various suppliers to offer comprehensive travel packages.
- **♣ Food and beverage establishments:** Dining establishments that provide food and beverage services to tourists, including restaurants, cafes, and catering services for events.
- **Attractions and Entertainment Providers:** National parks, museums, historical sites, theaters, cultural villages and other attractions that offer recreational experiences to tourists.
- ♣ Destination Management Companies (DMCs): Local companies that provide destination-specific services, including ground transportation, tours, and logistical support for tourists.
- ♣ Travel Insurance Providers: Companies offering travel insurance coverage to protect tourists from unforeseen events such as trip cancellations, medical emergencies, or lost luggage.
- **♣ Event and Conference providers:** Venues, event planners, and conference facilities that cater to the needs of business travelers attending conferences, meetings, or events.
- ♣ Medical and Health services providers: Hospitals, clinics, and medical facilities that provide healthcare services to tourists in case of illness or emergencies.

The vast majority of business organizations such as travel agents, meeting planners, and other service providers including accommodation, transportation, attractions and entertainment are related to tourism. These organizations are closely linked in the provision of services to the traveler's

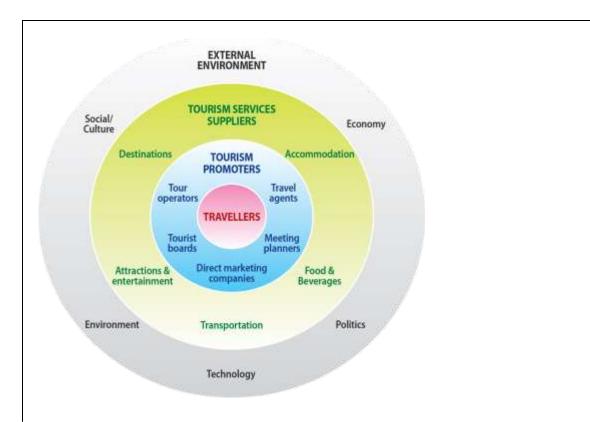


Figure 5 Channel of suppliers

The supply chain comprises the suppliers of all the goods and services that go into the delivery of tourism products to consumers. It includes all suppliers of goods and services whether or not they are directly contracted by tour operators or by their agents (including ground handlers) or suppliers (including accommodation providers). It should also be considered that some tourism goods and services are supplied direct to tourists and are purchased by consumers themselves and it should not be forgotten that tour operators can influence their customers in this area too

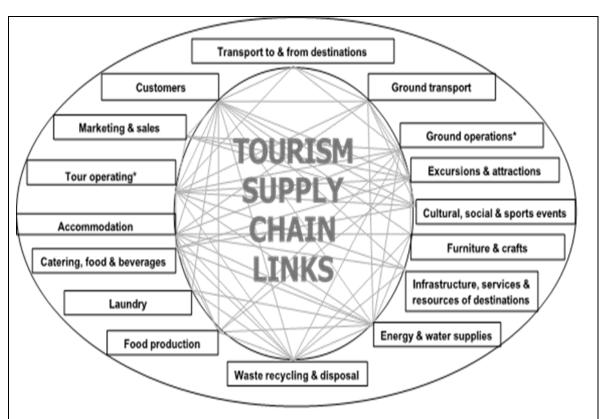


Figure 6 Tourism supply chain links

#### ✓ Tourism supply chains

This involve many components - not just accommodation, transport and excursions, but also bars and restaurants, handicrafts, food production, waste disposal, and the infrastructure that supports tourism in destinations. These all form a part of the holiday product that is expected by tourists when they purchase holidays - whether or not the suppliers of those components are directly contracted by a tour operator. Just as no tour operator would provide 1-star transport to take customers to a 5-star holiday hotel, the sustainability of a holiday, like quality, depends on performance at all the links in the tourism supply chain.

#### ✓ Reservation confirmation

The hotel should communicate with guests by telephone, telex, mail, or e-mail a Letter of Confirmation, which confirms the important points of the reservation agreement. This letter might be shown at the registration process in order to accelerate the pace of registration and to prove that the guest has the right to have a room at the hotel.

The Hotel shall send a confirmation letter to all reserved potential guests, whether their reservations are guaranteed or non-guaranteed. Below are the main points that should be communicated in a confirmation letter:

- ♣ Name and address of the guest
- Date and time of arrival
- Room type and rate
- Length of stay
- ♣ Number of persons in a group, if any
- ♣ Reservation type [guaranteed or not]
- Reservation confirmation number
- Special requests, if any.

#### ✓ Booking confirmation

A booking confirmation is a document or communication that serves as proof that a reservation or booking has been successfully made and confirmed. This confirmation is typically provided by the entity or service that manages the booking, such as a hotel, airline, restaurant, event venue, or any other service that requires advance reservations.

#### ✓ Steps to Process booking confirmation

Processing booking confirmation is a crucial part of the reservation management process, particularly in the hospitality and travel industry. It involves verifying and confirming reservation made by a guest or customer.

Here are the steps to process booking confirmation:

- Receive the Booking: When a guest makes a reservation, whether through your website, over the phone, via email, or through a third-party platform, ensure that all relevant details are collected accurately, including the guest's name, contact information, reservation dates, types of products or service, and any special requests or preferences.
- **Check Availability:** Verify that the requested product or service is available for the requested dates and that it meets the guest's requirements.

- Confirm Reservation Details: Double-check all reservation details, including dates, product or service type, prices and any special requests, to ensure accuracy.
- ♣ Calculate the Cost: Calculate the total cost of the reservation, including product or service prices, taxes, fees, and any additional services or packages selected by the guest.
- ♣ Prepare the Confirmation Document: Create a confirmation document that outlines all reservation details. This document should include the guest's name, contact information, reservation dates, product or service details, prices, cancellation policy, and any other relevant information.
- **Send Confirmation to the Guest:** Send the confirmation document to the guest through their preferred communication method (email, SMS, fax, postal mail).
- ♣ Payment Confirmation (if applicable): If the reservation requires a deposit or prepayment, ensure that the payment has been received and processed.
  Include payment confirmation details in the confirmation document.
- Update Reservation System: Enter the confirmed reservation details into your reservation management system or property management system (PMS). This ensures that the reservation is recorded accurately and can be tracked.
- ♣ **Send a Reminder (Optional):** Consider sending a reminder email or message to the guest a few days before their arrival to confirm their reservation, retell the arrival date and times.
- Record Confirmation: Keep a record of the confirmation process, including details of when the confirmation was sent, the method used, and any payment confirmation





A person from German want to visit Rwanda as his tourism destination with the purpose of getting an experience of all main types of tourism products and activities available in the area within one month. As a reservationist working in the travel agency in the area, work on the following tasks to found the necessary information related to the passenger from German:

- a. Determine the passenger's tourism interests.
- b. Identify different ways used to contact tourism suppliers.
- c. Describe the tourism product supplies available in the area.





Imagine KARIBU, a traveler from the US, planning her dream vacation to Rwanda. She finds a charming elephant sanctuary online with glowing reviews and a website, which does not have a room for online booking but looks legitimate. Excited, she tries to contact you to book a visit.

- a. Receive guest inquiries
- b. Contacting tourism service suppliers
- c. Determine the main points that should be communicated in a confirmation details



Read the following question and answer them to check your skills leant from learning outcome one.

- Q1. Underline a letter corresponding to the right answer
  - A) The following are front office equipment except;
    - i. Computer Workstation
  - ii. Telephone
  - iii. Printers and Scanners
  - iv. Papers
  - B) The following are common sources of reservation inquiries for businesses in the hospitality and travel industry.
    - i. Direct Website
  - ii. Online Travel Agencies (OTAs)
  - iii. Search Engines
  - iv. Stapling machine
  - v. Reservation forms
  - vi. a, b, c, are correct answers
- Q2. Read the following statements and Answer by True (T) or false (F)
  - a. Communication is a crucial aspect of providing outstanding guest service
  - b. Using slang is one of the best practices to provide professional response in various industries, such as hospitality and tourism, customer service, and business
- Q3. Guest needs refer to the specific requirements, desires, or expectations that individuals, often referred to as "guests," have when engaging with a service, product, or experience provided by a business or organization. Referring to this statement explain five (5) methods used to identify guest needs in hospitality and tourism establishments.
- Q5. Processing booking confirmation is a crucial part of the reservation management process, particularly in the hospitality and travel industry. Describe the steps used to process booking confirmation as future tourism businesses personnel.

Q6. Liza is working in a tour company as reservationist but She doesn't have enough expertise in processing reservation inquiry especially contacting tourism suppliers. She received a telephone call from HELEN, a tourist who wish to experience Rwandan culture, wildlife, agrotourism activities, and visit the landscape, camping, local air transport service she wishes to stay in a five-star hotel. By using relevant examples in Rwanda, you as expert you are required to help Liza to choose the tourism services/product suppliers who will provide needed services and products by HELEN. stay in a five-star hotel.

- a. Identifying the types of tourism suppliers who will provide the needed services by HELEN
- b. List the tourist needs for HELEN
- c. Identify the relevant examples of tourism suppliers who will provide the tourist needs

# Points to Remember

- Before relying on reservation systems, test them thoroughly to ensure smooth operation and data accuracy.
- Ensure your reservation systems or equipment are readily accessible during business hours.
- Address guests by name whenever possible, and acknowledge any specific questions or requests they might have mentioned.
- Maintain a professional and courteous style while being approachable and welcoming.
- Many online booking platforms and reservation systems offer built-in analytics that track where inquiries originate.
- Actively listen to what guests say, but also be mindful of their body language and expressions.
- When a customer books a service, immediately confirm its availability for the requested date and time.
- A successful tourism industry thrives on collaboration between various service suppliers.

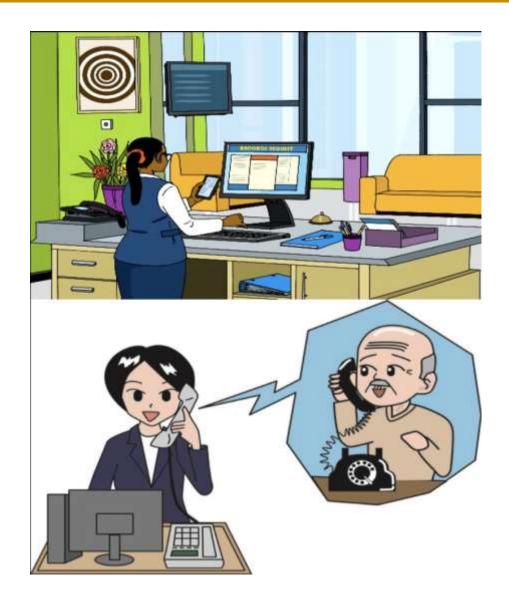


**1.** Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience  Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Prepare reservation materials, tools and equipment in the front office.					
Identify best practices for corresponding with guests when receiving inquiries					
Identify sources of reservation inquiries					
Identify guest needs					
Contact tourism service providers					
Confirm available services after receiving guest inquiries					

**2.** Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.



### **Unit summary**

This unit provides you with the knowledge, skills and attitudes required to Record reservation request required to process reservation. It covers the recording and categorizing reservation details, handling guest's complaints and confirmation of the method of payment.

#### **Self-Assessment: Unit 2**

- 1. Referring to the unit illustration above answer to the following questions:
  - a. What is happening?
  - b. What do you think the learning Unit will be about based on the illustration?
- 2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.
  - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
  - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
  - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
  - d. At the end of this unit, you will assess yourself again.

My experience  Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify reservation details					
Categorize reservation					
Record reservation details					
Identify guest's complaints					
Handle guest's complaints					
Identify the method of payment					
Select the method of payment					



	Knowledge		Skills		Attitudes
1.	Identify	1.	Categorize	1.	Attention to details when recording
	reservation		reservation		reservation details
	details				
2.	Identify	2.	Handle guest's	2.	Maintain a calm demeanor and actively
	guest's		complaints		listen
	complaints				
3.	Identify the	3.	Select the	3.	Clear and Upfront about pricing and
	method of		method of		payment methods from the beginning to
	payment		payment		avoid confusion.





Read and answer the below questions related to the observed illustration

- a. Identify tools and equipment used to record reservation details
- b. Describe different mode of recording reservation
- c. Identify different categories of reservation
- d. Determine the common guest complaints in tourism industry
- e. Describe the steps of handling guest complaints
- f. Identify different methods of payment

### **Topic 2.1: Recording and categorizing reservation details**





Assume that you are working as a tour operator specializing in guided adventure tours and among your duties includes managing bookings. Therefore, to ensure a seamless experience for their customers, Adventure tours use a combination of tools and equipment for recording reservation details.

- a. Identify the reservation details to be recorded
- b. What are the ways used to record reservation?

### > Key Facts 2.1a: Recording and categorizing reservation details

- Front office Tools and equipment used when recording and categorizing reservation
  - ✓ Computers: It is used for the purpose of Reservation, Registration, Accounting, Auditing
  - ✓ **Time Stamping Machine**: It is used to record the check in and checkout time of the guest and delivery time of any mail or message for the in-houseguest.
  - ✓ **Tablets:** Mobile solution for accessing reservation systems, especially useful for onthe-go management and in-room services.
  - ✓ Telephones: Essential for taking reservations over the phone and handling customer inquiries.
  - ✓ Printers and Scanners: Used for printing reservation confirmations, receipts, and scanning IDs or other documents during check-in.
  - ✓ **Point of Sale (POS) Systems**: Integrates with PMS to manage guest billing for services like dining, spa treatments, and other on-property expenditures.
- Mode of recording reservation

There are two modes of recording reservation

✓ **Manual recording:** Manual reservations refer to the traditional method of recording and managing reservations by using physical, paper-based systems or logbooks rather than digital or computerized methods.

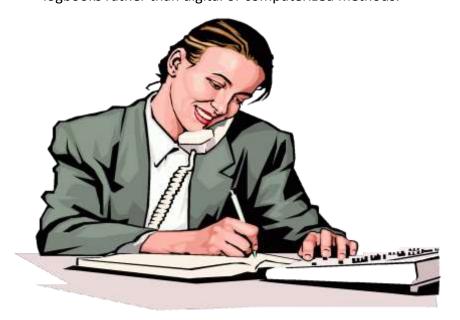


Figure 7 Manual record of passenger details

Here are some common ways to manually record reservations:

- Reservation Book: Maintain a physical reservation book where you can record customer information, reservation details (date, time, party size, etc.), and any special requests.
- ♣ Paper Forms: Design a reservation form that customers can fill out manually. This form can include fields for necessary details such as name, contact number, date, time, and any specific requirements.
- **Calendar System:** Use a physical calendar to mark reservations. Assign different symbols or colors to represent various details (e.g., reservation times, special requests). Alternatively, use a large desk or wall calendar for easy visibility.
- Whiteboard or Chalkboard: Utilize a whiteboard or chalkboard to list reservations for the day or week. Include customer names, reservation times, and any relevant notes. This provides a visual overview that is easy to update.
- **Sticky Notes:** Use sticky notes to jot down reservation details and place them on a designated board or wall. This method is flexible and allows for easy rearrangement.

#### ✓ Electronic recording of reservations:

It refers to the process of using digital or computerized systems to document and manage information related to reservations for services, events, or accommodations. Here are some ways to electronic record reservations:

- Reservation Management Software: Use dedicated reservation management software or booking systems. These tools often offer features like real-time updates, automated confirmations, customer profiles, and calendar integration. Examples include OpenTable for restaurants, and reservation modules within property management systems for hotels.
- ♣ Online Booking Systems: Implement an online booking system on your website or through third-party platforms. This allows customers to make reservations electronically, and the information is automatically recorded in the system.



Figure 8 Online booking

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Customer Relationship Management (CRM) Software: CRM software can be utilized to manage customer interactions, including reservations. You can use CRM systems to store customer information, track preferences, and manage reservation histories.

<sup>&</sup>lt;sup>4</sup> https://en.ac-illust.com/clip-art/23123204/telephone-reception-reservation-operator

- ♣ Calendar Apps: Utilize electronic calendar apps such as Google Calendar or Microsoft Outlook. Create separate calendars for reservations and update them as bookings are made. This is a simple yet effective way to manage reservations.
- ♣ Point-of-Sale (POS) Systems: Many businesses, especially in the hospitality and industry, use POS systems that include reservation management features. These systems integrate with other aspects of your business, such as order processing and inventory management.
- **← Custom Database or Spreadsheet:** Create a custom electronic database or spreadsheet to record reservations. This can be a simple solution for smaller businesses, allowing you to organize and analyze reservation data.
- ♣ Mobile Apps: Develop a mobile app for your business that includes reservation functionality. This provides customers with a convenient way to make bookings and allows you to manage reservations electronically.
- **Email Reservation System:** Set up an email-based reservation system where customers can send reservation requests via email. Use automated email responses to confirm reservations and update the reservation database.
- **Text Messaging Systems:** Implement a system that allows customers to make reservations through text messages. Use automated responses to confirm reservations and update the reservation database.

Category of tools and equipment	Tools and equipment	Use of the tools and equipment
Reusable	Computer	Recording
Reddable	'	
	CRS	Booking
	Telephone	Receive and send call
Consumable	Internet	Access to booking
	Pen	Writing
	Notebook	Taking notes



# (a) Task 16:

You work as reservationist at given tourism destination office and you receive request from a group of five tourists from Australia, as experienced reservationist. Two of them, will pay while at the office, 1 will pay an advance before arriving at the office, then the two last people want to pay the total amount at the same time services is confirmed that are available.

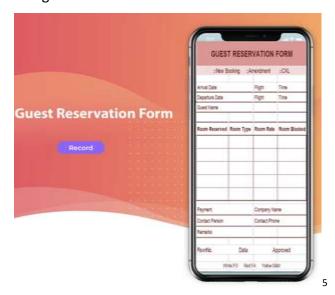
- a. Identify the categories of reservation
- b. Describe the categories of reservation

### **Key Facts 2.1b: Recording and categorizing reservation details**

#### • Categorizing reservations

Categories of reservation" refer to different types or classifications of reservations based on the nature of the service, industry, or purpose.

These categories help distinguish various reservation types and can include reservations for accommodations, services, events, and more. There are two categories of reservation



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<sup>&</sup>lt;sup>5</sup> https://template.wps.com/detail/Guest-Reservation-Form-xlsx-excel-an\_2442/

✓ Hotel registration is the process of recording a guest's information for official purposes when they check in.

### Information Typically Collected

- Guest name
- ♣ Contact information (address, phone number, email)
- Identification (passport, driver's license)
- Arrival and departure dates
- Number of guests
- ♣ Room preference
- Payment method
- Special requests (e.g., accessibility needs)



## HOTEL REGISTRATION FORM Date of arrival Date of departure Booking # Primary guest Last Name Date of birth Address with ZIP code Country Passport has been checked Passport # ☐ Yes ☐ No Yes No Phone E-mail Additional guests Signature Date

#### ✓ The Registration Process

♣ Guest Arrival: The guest presents their identification and reservation details to the front desk.

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<sup>&</sup>lt;sup>6</sup> https://motopress.com/blog/free-hotel-registration-form-templates-download/

- **↓ Information Verification:** The hotel staff verifies the guest's identity and reservation.
- **Registration Form Completion:** The guest may be asked to fill out a registration form, or the information can be entered into a computer system.
- **Room Assignment:** The guest is assigned a room based on availability and preferences.
- **Key Issuance:** The guest receives a room key or access card.

#### ✓ Guaranteed reservation:

Guaranteed reservation is a confirmation that the tourism related services and products provider will hold the reserved services and products for the guest and will not release that to any other guest. This type of reservation need advance payment from the guest as per the tourism products and services provider's policy.

#### Key features of a guaranteed reservation:

- Payment Guarantee: In most cases, a guaranteed reservation requires the guest to provide a form of payment, such as a credit card, at the time of booking.
- Prepayment: Some hotels may require guests to prepay for the entire stay when making a guaranteed reservation. This is common for special promotions, non-refundable rates, or during peak seasons.
- Late Arrival Guarantee: A guaranteed reservation ensures that the product or services are held for the guest even if they arrive later than the typical check-in time. This is particularly important for guests with late flights or unpredictable travel schedules.
- Priority in Case of Overbooking: In situations where a hotel is overbooked (more reservations than available rooms), guests with guaranteed reservations typically have priority, and the hotel is obligated to find alternative accommodations for those without guaranteed reservations.
- Cancellation Policies: Guests should be aware of the policies to avoid cancellation fees if they need to change or cancel their reservation.

- Security for the Guest: Guaranteed reservations offer a level of security and assurance for the guest, as they know their services will be available even if they encounter delays during their journey.
- Confirmation Process: When guests arrive at the service location, they
  typically provide their reservation confirmation number and identification.
  The staff will then verify the reservation and check the guest in.

#### ✓ Non-guaranteed Reservation

A non-guaranteed reservation is a type of booking in the hospitality and travel industry that does not require guests to provide prepayment or credit card details to secure their reservation.

#### Key features of non-guaranteed reservation:

- Service provider holds the reservation for them without requiring any form of prepayment or credit card guarantee.
- Trust only on the guest's verbal or written confirmation. The guest provides their name, contact information, and receives a reservation confirmation number.
- Cancellation Policies are convenient for guests; they often come with more flexible cancellation policies. Guests may have the option to cancel without penalty up to a certain time on the day of arrival, as specified by the hotel's cancellation policy.
- Carry a higher risk of overbooking for hotels, assuming that some guests with non-guaranteed reservations may not show up.
- Late Arrivals: Guests who anticipate late arrivals should notify the hotel in advance to ensure that their reservation is held.
- Non-guaranteed reservations are subject to availability, especially during peak seasons or high-demand periods. If a hotel is fully booked, it may not be able to accommodate non-guaranteed reservations.



#### 氲 Task 17:

You are the front desk manager at a mid-sized hotel. One evening, a guest arrives late without a confirmed reservation and says he has a length of stay of 5 days. The hotel is nearly fully booked, but you still have a few unreserved rooms available. Unfortunately, the guest is saying to pay at last night. As a specialist reservationist:

- a. Record guest details.
- b. Determine the category of reservation you are going to work on.

### **Topic 2.2: Handling guest's complaints**



# Activity 1: Problem Solving



You work as reservationist at given destination areas, every day you receive different tourist from different country and with different behaviors. Assume you received a group of 5 tourists that is interested in wildlife tourism. At the end its tour, the group addressed that they did not see the main wildlife animal that was motivating to come at the site. As a reservationist,

- a. Identify the source of complaint.
- b. Determine the ways to identify complaints.
- c. Describe the types of the guest complaints.

### **Key Facts 2.2: Handling guest's complaints**

#### A guest complaint:

Refers to the expression of dissatisfaction or concern by a customer or visitor regarding a product, service, or experience provided by a business or organization. In the context of hospitality, such as hotels, restaurants, or other service-oriented industries, guest complaints can cover a wide range of issues, including the quality of service, facilities, cleanliness, staff behavior, or any other aspect that falls short of the customer's expectations.

- ✓ Common guest complaints in tourism industry
  - Dirty rooms, bathrooms, or linens
  - Broken or malfunctioning fixtures or furniture.
  - Disruptions from neighboring rooms, hallways, or external sources.
  - Mistakes in reservations, including overbooking or incorrect details.
  - Complaints about rude, unhelpful, or unprofessional staff.
  - Delays or inadequate responses to guest requests or concerns.

- Issues with internet connectivity or slow Wi-Fi.
- **♣** Complaints about the condition, cleanliness, or availability of amenities.
- Concerns about the taste, presentation, or quality of food.
- **♣** Slow service, mistakes in orders, or inattentive staff.
- ♣ Incorrect billing or charges for items not consumed.
- Guest disputes over additional fees, taxes, or charges.
- Communication difficulties due to language differences.
- ✓ Complaints about the conduct or knowledge of tour guides.

# **Types of Hotel Guest Complaints**



Figure 9 Types of guest complaints

#### ✓ Steps of handling guest complaints

Handling guest complaints effectively is crucial in the hospitality and tourism industry to ensure guest satisfaction and maintain a positive reputation. Here are steps to handle guest complaints professionally and efficiently:

- Listen actively: Pay close attention to the guest's complaint, and allow them to express their concerns fully without interruption.
- ♣ Stay calm and professional: Maintain a calm and professional demeanor, regardless of the nature of the complaint. Avoid becoming defensive or argumentative.

- **Acknowledge the complaint**: Use phrases like "I understand your concern" or "I appreciate you bringing this to our attention."
- **Apologize sincerely**: Offer a sincere and heartfelt apology, regardless of whether the issue was within your control.
- **Ask clarifying questions**: Ask open-ended questions to clarify details, such as when the problem occurred, who was involved, and what the guest's expectations were.
- ♣ Offer solutions: Consider the guest's preferences and needs when suggesting resolutions.
- **Follow up**: After resolving the issue, follow up with the guest to ensure they are satisfied with the solution and that there are no lingering concerns.
- ♣ Document the complaint: Record the details of the complaint, including the date, time, nature of the issue, and actions taken to address it. This documentation can be useful for analysis and improvement.
- ♣ Share feedback: Share feedback Insights from guest complaints with relevant departments or teams to promote continuous improvement.





Imagine Michael and Sarah, a newly married couple; arrive at their dream beachfront resort in the Rubavu district for their honeymoon. They have booked luxurious Kivu lakefront suite months in advance and are excited to relax in paradise in the overbooking season of the hotel. They showed that they are not happy of the service given. So as a specialist in reservation:

- a. What are the causes of complaints?
- b. Describe the steps of handling guest complaints





#### **Task 20:**

Imagine a family, the Millers; from Musanze plan their dream beach vacation to a small island in Kivu Lake in Rubavu district. They meticulously research online, finding a beautiful resort with stunning beachfront photos. They book directly with the resort's website, eager for relaxation and ocean views. Upon arrival, the Millers find that the pristine beach from the photos is nowhere to be seen, and The Millers try to complain at the reception. The staff member, with limited English, struggles to understand their frustration finally the resort website, in English, made no mention of the construction, displaying only outdated photos.

- a. Identify the cause of the complaint.
- b. Describe the handling guest complaints.
- c. Handle the family's complaint.

## Topic 2.3: Confirmation of the method of payment



# Activity 1: Problem solving



Imagine Michael, a young backpacker, finally arrives in Paris after months of saving. He's booked a charming, budget-friendly hostel online and is eager to explore the city. Upon arrival, however, he encounters a major payment hurdle like including payment options.

- a. What are the different payment methods your business currently accepts.
- b. What payment method deducts funds directly from a guest's account at the time of purchase?
  - i. Credit Card
  - **Debit Card** ii.
  - iii. Traveler's Check
  - **Bank Transfer**
- c. Which payment method is becoming less common but still used in some places?
  - Credit Card
  - **Debit Card** ii.
  - Traveler's Check iii.
  - Cash iv.

### **Key Facts 2.3.a: Confirmation of method of payment**

#### Introduction

Confirmation of method of payment," it could mean verifying or confirming the specific payment method used for a transaction. Essentially, it involves confirming the way in which the payer intends to make the payment

#### ✓ Methods of payment

Method of payment: refers to the way in which a financial transaction is completed or the form of payment used to settle a debt or make a purchase. It involves the transfer of money or value from one party to another. Here are common methods of payment used in hospitality and tourism industry:

- ♣ Credit Cards: Popular credit card companies like Visa, MasterCard, and Discover are commonly used for payments. Guests can provide their credit card details at check-in, and charges are typically settled at check-out.
- ♣ Debit Cards: Similar to credit cards, they are swiped or inserted at the point of sale, andcharges are debited directly from the guest's account.
- **Cash**: Guests can settle their bills with physical currency. It's important to have local currency on hand when traveling internationally, as some places may not accept foreign currency.
- ♣ Mobile Payment Apps: Mobile payment apps or mobile money are increasingly used forsettling bills. Some tourism providers offer QR codebased payment options, allowing guests to scan a code and make payments through their mobile apps.
- **Traveler's Checks**: Although less common today, traveler's checks can still be used forpayments in some establishments.
- **♣ Bank Transfers**: For larger transactions, bank transfers or wire transfers may bearranged for payment. Guests provide the necessary bank details, and funds aretransferred from their bank to the establishment's account.
- ♣ Corporate Accounts: Some businesses establish corporate accounts with hotels andtravel agencies to streamline payment processes for employees. Charges are billed directly to the company, reducing the need for individual payments by employees.
- ♣ Direct Billing: In the case of long-term stays, events, or group bookings, the establishment may offer direct billing to a sponsoring organization or individual, whoassumes responsibility for settling all charges.

#### ✓ Factors traveler consider when choosing a method of payment for a vacation.

- **Security:** Travelers consider the security of their financial information when choosing a payment method. This includes factors like:
- **♣ Risk of fraud:** How susceptible is the payment method to unauthorized charges or theft (e.g., credit cards offer better fraud protection than cash)

- ♣ Data security: Does the payment method involve sharing sensitive information online (e.g., mobile wallets might be considered more secure than debit cards swiped at point-of-sale terminals)
- ✓ Fees and Exchange Rates: Travelers are mindful of hidden costs associated with different payment methods:
  - **Foreign transaction fees:** Credit cards often have fees for using them internationally.
  - **Exchange rates:** Converting currency can result in lost money due to unfavorable exchange rates, especially at airports or with limited options.
  - **ATM withdrawal fees:** Using ATMs abroad can incur withdrawal fees from both your bank and the ATM operator.
- ✓ Convenience and Acceptance: Travelers want a payment method that's easy to use and widely accepted:
  - **Global acceptance:** Will the payment method be accepted by most tourism providers (e.g., credit cards are widely accepted, traveler's checks less so)
  - **♣ Ease of use:** How convenient is it to use the payment method for transactions (e.g., tapping a mobile wallet is faster than swiping a credit card)
- ✓ **Budget Management:** Travelers might choose a payment method that helps them track or control spending:
  - ♣ Tracking expenses: Some payment methods offer detailed transaction records (e.g., credit card statements, mobile app transaction history) for easier budgeting.
  - **♣ Spending control:** Debit cards deduct funds directly from an account, potentially helping travelers avoid overspending on vacation.
- ✓ Travel Rewards: For frequent travelers, earning rewards points or benefits might be a deciding factor:
  - ♣ Travel rewards programs: Some credit cards offer rewards points or miles redeemable for future travel, making them an attractive option for frequent vacationers.

Category of tools	Tools and equipment	Use of the tools and
and equipment		equipment
Reusable	Computer	Record
	CRS	Booking system
	Telephone	Receive and send calls
Consumable	Internet	Access to the system
	Note book	Taking note
	Pen	Writing



# Activity 2: Guided Practice



Imagine John, a businessperson on a crucial business trip to Tokyo. He's booked a sleek, modern hotel room for a week of meetings and presentations. However, his carefully planned trip hits a snag due to an unexpected payment obstacle as if that John discovers the hotel only accepts payments in Japanese Yen (JPY) and he has brought some USD (US Dollars) for emergencies, but the airport exchange rates where unfavorable unfortunately John spends valuable time scrambling to find a way to pay for his hotel, potentially delaying or missing important business meetings.

As a reservationist, work on the following tasks to assist John:

- a. When choosing a method of payment for a vacation, what factors should a traveler consider besides convenience?
- b. For travelers going to a new country, what factors should they consider when choosing their preferred method of payment?



# 🖺 Task 23

Imagine Sadunda and Koboyi, a young couple on their dream honeymoon in Musanze as touristic area in Rwanda. They have booked a beautiful eco-lodge on a remote area, excited to disconnect and experience paradise. However, their relaxing getaway hits a problem when it comes to payment. Sarah and David, expecting to use their cashless for convenience, only carry a limited amount of cash.

- a. Which payment method is becoming less common but still used in some places?
  - i. Credit Card
  - ii. Debit Card
  - iii. Traveler's Check
  - iv. Cash
- b. What payment method is suitable for large transactions and involves transferring funds between bank accounts?
  - v. Mobile Payment App
  - vi. Direct Billing
  - vii. Cash
  - viii. Bank Transfer
- c. What payment method offers the least buyer protection in case of fraud or errors?
  - ix. Credit Card (with fraud protection)
  - x. Debit Card (may have limited protection)
  - xi. Cash (no buyer protection)
  - xii. Bank Transfer



- 1. When recording a guest reservation, which of the following details is LEAST likely to be captured.
  - a. Guest name and contact information
  - b. Arrival and departure dates
  - c. Preferred room type
  - d. Shoe size and preferred brand of toiletries
- 2. In addition to guest details and stay information, what other element might be important to record during a reservation?
  - a. Guest's favorite color for room decorations
  - b. Any special requests or dietary restrictions
  - c. Notes about the guest's preferred vacation activities
  - d. Details about the guest's travel companions
- 3. Which payment method is not widely accepted by most tourism providers?
  - a. Credit Card
  - b. Debit Card
  - c. Traveler's Checks
  - d. Mobile Payment App
- 4. When traveling internationally, what are two factors a guest should consider when choosing a method of payment to avoid unnecessary fees or complications
- 2. Which reservation recording method involves writing customer information and details in a physical book?
  - a. Reservation Management Software
  - b. Online Booking System
  - c. Paper Reservation Form Correct Answer
  - d. Customer Relationship Management Software
- **3.** What electronic method allows customers to make reservations directly through a business website?
  - a. Point-of-Sale System
  - b. Email Reservation System
  - c. Online Booking System
  - d. Mobile App



- Ensure you capture all necessary details during the reservation process.
- Categorizing reservations ensures a clear overview of bookings, allowing staff to manage different types of reservations more effectively.
- Give the guest your full attention, allowing them to explain their complaint without interruption. This demonstrates respect and helps you fully understand the situation.
- Don't place blame or try to justify the issue. Focus on resolving the problem and regaining the guest's satisfaction.
- Present options to rectify the situation. This could involve apologies, refunds, discounts, upgrades, or other forms of compensation depending on the severity of the complaint.
- Check back with the guest later to ensure they are satisfied with the solution.
   This shows that you care about their experience and are committed to resolving the issue effectively.
- Allow guests to choose their preferred payment method during the reservation process. This opens the possibility of upfront communication if the chosen method is not accepted.



**1.** Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience  Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify reservation details					
Categorize reservation					
Record reservation details					
Identify guest's complaints					
Handle guest's complaints					
Identify the method of payment					
Select the method of payment					

2. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

### **UNIT 3: MAINTAIN THE RESERVATION REQUEST**



### **Unit summary**

This unit provides you with the knowledge, skills and attitudes required to maintain the reservation request required to processing reservation. It covers the identification of services to be paid, preparation of accounting documents according to the reservation report and applying basic promotional activities.

#### **Self-Assessment: Unit 3**

- 1. Referring to the unit illustration above answer to the following questions:
  - a. What is happening?
  - b. What do you think the learning Unit will be about based on the illustration?
- 2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.
  - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
  - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
  - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
  - d. At the end of this unit, you will assess yourself again.

My experience  Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify services to be paid					
Apply pricing strategies					
Prepare accounting documents					
Prepare reservation report					
Apply basic promotional activities					
Identify services to be paid					

My experience  Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Describe the types of pricing strategies					
Enumerate accounting documents					
Identify the reservation report details					
Describe the basic promotional activities					

# Key Competencies:

	Knowledge		Skills		Attitudes
1.	Identify services to be	1.	Describe	1.	Pay attention to details while
	paid		services to be		identifying services to be paid
			paid		
2.	Describe the types of	2.	Apply pricing	2.	Comply with national and
	pricing strategies		strategies		international standards related
					to pricing strategies
3.	Enumerate accounting	3.	Prepare	3.	Pay attention to details while
	documents		accounting		preparing accounting
			documents		documents
4.	Identify the	4.	Prepare	4.	Pay attention to details while
	reservation report		reservation		preparing reservation report
	details		report		
5.	Describe the basic	5.	Apply basic	5.	Comply with national and
	promotional activities		promotional		international standards related
			activities		to basic promotional activities





Read the following statement and answer the related questions.

- a. What information is typically included in a guest's hotel account?
- b. What department is primarily responsible for maintaining guest accounts at a hotel?
- c. What is a common method for updating guest accounts during their stay?
- d. What information from guest accounts might be helpful for marketing purposes (with guest consent)?
- e. What is a benefit of maintaining detailed guest account information?
- f. Identify the Types of hotel guest accounting documents
- g. Describe hotel and tour reservation report
- h. Determine the basic promotional activities

#### Topic 3.1: Identification of services to be paid



### Activity 1: Problem Solving



Assume that you received a group of tourists who do not have more information of the targeted destination in Rwanda. The group wants to spend seven days with the purpose of experiencing tourism and hospitality services.

- What are the techniques of identifying guest services in tourism industry?
- List any possible tourism and hospitality services and products to offer to the group.

#### **Key Facts 3.1a: Identification of services to be paid**

#### Introduction

In the context of hospitality and tourism, the "identification of services to be paid" refers to the process of clearly delineating and specifying the services for which a customer or guest is obligated to make payment. This is particularly important in the hospitality industry, where a range of services may be provided to guests, and it's essential to transparently communicate what is included in the pricing.

#### ✓ Guest services in tourism industry

Guest services are the lifeblood of the tourism industry. They encompass the entire guest experience; from the moment a potential visitor inquiry about a destination or service to the time they leave and hopefully become a returning customer.

Guest services in the tourism industry refer to the range of services and amenities provided to guests or travelers to enhance their experience and satisfaction during their stay or visit. These services aim to meet the needs and expectations of guests, creating a positive and memorable experience. Guest services play a crucial role in hospitality and tourism, as they contribute to customer satisfaction, repeat business, and positive word-of-mouth recommendations.

Here are some key aspects of guest services in the tourism industry:

- **Accommodation Services:** Providing comfortable and well-maintained rooms.
- **Hospitality and Courtesy:** Warm and friendly greetings upon arrival.
- ♣ Information and Assistance service: Providing accurate and up-to-date information about local attractions, events, and services.
- **Catering to dietary preferences and restrictions:** Ensuring high-quality of food and beverage options.
- ♣ Recreation and Entertainment service: Organizing recreational activities and entertainment for tourists
- ➡ Technology Integration service: Providing modern amenities such as Wi-Fi, smart room controls, and digital services.
- **Environmental Sustainability:** Implementing eco-friendly practices to promote tourism sustainability.
- Cultural Sensitivity: Offering cultural experiences or activities that reflect the local culture
- **Transportation Services:** Offer Shuttle (mode of transport) services
- Techniques of identifying guest services in tourism industry
   Identifying guest services in the tourism industry goes beyond just listing existing
   offerings. Here are some techniques to truly understand what services your guests value:

#### ✓ Guest Feedback Analysis:

- Review and Survey Data: Analyze online reviews, satisfaction surveys, and feedback forms. Look for recurring themes in guest comments about what services were helpful, missed, or could be improved.
- ♣ Social Listening: Monitor social media mentions of your business and the destination to see what services guests are discussing positively or negatively. Identify service gaps or areas for enhancement.

#### ✓ Guest Behavior Observation:

♣ Track Service Usage: Monitor how frequently guests utilize existing services.
High usage indicates a valuable service, while underused ones might need revamping or elimination.

**Shadowing:** Observe guest behavior throughout their stay. See which services they actively seek out, what questions they ask staff, and what aspects seem to cause frustration.

#### ✓ Market Research:

- **Trend Analysis:** Research current trends in the tourism industry to see what services are gaining popularity (e.g., sustainable tourism, personalized experiences).
- **Competitor Benchmarking:** Analyze how competitors are structuring their guest services and identify successful strategies you can adapt.

#### ✓ Guest Segmentation:

- Create Guest Profiles: Segment your guests based on demographics, interests, and travel styles. This allows you to identify specific service needs for different guest types (e.g., families with young children, solo adventurers).
- **Targeted Surveys:** Conduct targeted surveys for each guest segment to gather specific feedback on their desired services.

By combining these techniques, you can move beyond simply listing existing services. You'll gain valuable insights into what services truly resonate with your guests, allowing you to prioritize, refine, and develop your guest service offerings for maximum impact.

Category of tools and equipment	Tools and equipment	Use of the tools and equipment	
Reusable	Computer	Recording	
	CRS	Booking	
	Telephone	Receive and send call	
Consumable	Internet	Access to booking	
	Pen	Writing	
	Notebook	Taking notes	



## 1 Task 26:

A popular tourist destination, Volcanoes national park, relies heavily on tourism for its economy. The Volcanoes national park has natural features, unique cultural experiences, and limited accommodation options. Therefore, you are appointed to sell tourism product and services to the targeted tourists, unfortunately the group raise complaints related to the price.

- a. Identify the products and services to be paid by travelers
- b. What are the factors may be considered while setting a price of the products

### **Key Facts 3.1b: Identification of services to be paid**

- The factors may be considered while setting a price of the tourism products
  - ✓ Costs:
    - ♣ Direct Costs: This includes everything directly tied to delivering the experience, like transportation, accommodation, equipment, guide fees, entrance fees, and staff salaries.
    - ♣ Indirect Costs: These are ongoing business expenses like marketing, insurance, rent, utilities, and maintenance.

#### ✓ Market:

- ♣ Competitor Pricing: Research what similar experiences offered by competitors' cost. This helps you position your product and avoid being underpriced (seen as low quality) or overpriced (losing customers).
- **Target Audience:** Consider the budget of your ideal tourist. Are they luxury travelers, budget backpackers, or somewhere in between?
- **Seasonality:** Prices can be adjusted based on peak seasons, shoulder seasons, and off-seasons to manage demand and attract visitors during slower periods.

#### ✓ Product Value:

- **Uniqueness:** Does your product offer a unique or exclusive experience that justifies a higher price?
- **Quality:** Consider the overall quality of your service, amenities, and facilities. Higher quality can command a premium price.
- ♣ Inclusions: Are meals, transportation, or activities included? Be clear about what's included in the price to avoid hidden fees and manage customer expectations.
- ♣ Distribution Channels: Factor in any commissions paid to travel agents or booking platforms.
- **Profit Margin:** Determine the profit you need to make your business sustainable.
- **Government Regulations:** Be aware of any taxes or fees that need to be factored into the final price.
- ♣ Sustainability Practices: If your product incorporates eco-friendly practices, you might be able to justify a slight price increase, especially if it resonates with your target audience.

#### ✓ Pricing strategies

Pricing strategies in hospitality and tourism refer to the techniques and approaches that businesses in this industry use to set and adjust the prices of their products and services. These strategies are designed to maximize revenue, attract customers, and remain competitive in the market the following are the Common pricing strategies used in hospitality and tourism industry:

**Example:** Luxury hotels or high-end restaurants often use value-based pricing to reflect the exclusivity and quality of their offerings.

**Seasonal Pricing:** Adjusting prices based on seasonal demand fluctuations.

**Example:** Hotels or resorts may have higher prices during peak tourist seasons and lower prices during off-peak periods

- **Competitive Pricing:** With this strategy, a company sets its prices in line with or slightly below competitors.
- ♣ Penetration Pricing: Setting initially low prices to quickly gain market share.
  Example: New hotels or attractions may use penetration pricing to attract customers and establish their presence in the market.
- ♣ Price Skimming: Price skimming involves setting a high initial price for a new product with the intention of targeting early adopters and the price is then gradually reduced over time to attract a broader customer base.
- ♣ Dynamic Pricing: Definition: Dynamic pricing involves adjusting prices based on various factors such as demand, time of day, or events.
  - **Example:** Hotels, airlines, and attractions often use dynamic pricing to optimize revenue during peak periods and adjust prices during low-demand times.
- **Bundle pricing:** involves combining multiple products or services into a single package with a unified price.
  - **Example:** Resorts or travel agencies may offer vacation packages that include accommodations, meals, and activities at a bundled price.
- Cost-Based Pricing: This strategy involves setting a price by adding a markup percentage to the cost of producing or purchasing the product.

#### ✓ Types of currencies and currency fluctuation

Currencies and currency fluctuations play a significant role in the tourism industry.

Tourists and travel businesses must navigate the impact of currency values on travel costs, pricing, and overall travel planning.

- **✓** Types of currencies and factors contributing to currency fluctuation:
  - Local Currency: The official currency of the destination country or region.

    Tourists typically need to exchange their home currency for the local currency to make purchases during their travels.
  - **♣ Fiat (authorized)Currencies**: These are the most common types of currencies worldwide. They have no intrinsic value and are declared legal tender by a

government. Examples include the US Dollar (USD), Euro (EUR), Japanese Yen (JPY), and many others.

- ♣ Hard Currency: Refers to stable and widely accepted currencies that are commonly used in international trade. Examples include the U.S. Dollar (USD) and the Euro (EUR).
- **Cryptocurrencies:** Although still not widely adopted, some businesses in the tourism industry accept digital currencies like Bitcoin for payments.
- ♣ Commodity Currencies: Some currencies are closely tied to the prices of specific commodities, such as oil or minerals. For example, the Canadian Dollar (CAD) and Australian Dollar (AUD) are influenced by commodity prices.

#### ✓ Currency Fluctuation in the Tourism Industry:

Currency fluctuation refers to the regular changes in the value of one currency relative to another in the foreign exchange market. Currencies are traded on the foreign exchange (forex) market, and their values can be influenced by various factors, leading to fluctuations or movements in exchange rates. These fluctuations can occur over short or long periods and impact international trade, investment, and economic conditions.

- ✓ Key factors influencing currency fluctuation:
  - ♣ Exchange Rates: Currency fluctuation is reflected in exchange rates, which
    represent the relative value of one currency compared to another. Exchange
    rates are expressed as the amount of one currency needed to purchase a unit
    of another currency.
  - ♣ Factors Influencing Fluctuations: a wide range of factors, including economic indicators (such as interest rates, inflation, and GDP growth), geopolitical events, market sentiment, and government policies, influences Currency values.

- ♣ Volatility: The degree of fluctuation is often referred to as volatility. Highly volatile currencies experience significant and frequent price movements, while less volatile currencies are more stable.
- ♣ Market Participants: Currency markets involve various participants, including central banks, commercial banks, financial institutions, corporations, investors, and individual traders. Their actions and decisions collectively contribute to currency fluctuations.
- ♣ Impact on International Trade: Currency fluctuations can influence the competitiveness of exports and imports. A depreciating currency may boost exports by making them more affordable for foreign buyers, while an appreciating currency can make imports cheaper.
- ♣ Risk and Hedging: Currency fluctuation introduces risk, especially for businesses engaged in international trade. To manage this risk, companies may use hedging strategies, such as forward contracts or options, to lock in exchange rates for future transactions.
- **↓ Carry Trade:** Some investors engage in carry trade, taking advantage of interest rate differentials between currencies. They borrow money in a low-interest-rate currency to invest in a higher-yielding currency, aiming to profit from both interest rate differentials and potential currency appreciation.
- ♣ Market Sentiment: Investor sentiment and perceptions of economic and political stability play a role in currency fluctuations. Positive sentiment can lead to currency appreciation, while negative sentiment may result in depreciation



### **ask 27**:

A family is excited about their upcoming vacation to a beautiful beach resort in the Karongi district. They have booked an "all-inclusive" package that seems like a great deal, covering tourism services, and activities. Upon arrival, the family discovers a long list of mandatory resort fees not included in the advertised price.

- a. Select the guest services in tourism industry.
- b. Describe the pricing strategies of the products and services.
- c. Determine the types of currencies and currency fluctuation.

### Topic 3.2: Preparation of accounting documents according to the reservation report



## Activity 1: Problem Solving



A business traveler checks out of a hotel after a weeklong stay. They had a corporate rate negotiated by their company and expected a straightforward bill. Upon reviewing the bill, the guest discovers several discrepancies, which are unauthorized charges, double billing and incorrect rate.

- a. Identify any accounting information, which can be recorded
- b. List different hotel guest accounting document to be completed

### **Key Facts 3.2: Preparation of accounting documents according to the** reservation report

#### Introduction

In the hospitality and tourism industry, the preparation of accounting documents involves creating and organizing financial records specific to the unique transactions and operations of businesses in this sector.

The financial documentation is crucial for managing the financial aspects of the business, ensuring compliance with regulations, and providing valuable insights for decisionmaking.

#### ✓ A front office accounting system

- Creates and maintains an accurate accounting record for each guest or nonguest account.
- Front office accounting system tracks financial transactions through the guest
- Front office accounting system ensures internal control over cash and non-cash. transactions.
- Front office accounting system records settlement for all goods and services provided.

#### Accounts

An account is a form on which financial data are accumulated and summarized. It is a record of charges and payments. Adding a charge or payment to the account is called posting to the account.

✓ There are two types of accounts maintained by front office department with front office accounting system:

#### Guest Account

A guest account in front office accounting system is to record of financial transaction between a guest and the hotel. It is created when the guests guarantee their reservations or during registration. The front office usually seeks payment for charges during the departure and settlement stage of the guest cycle.

#### Non-Guest Account

A hotel may extend in-house charge privileges to local businesses or agencies as a means of promotion or to groups sponsoring meetings at the hotels. The front office creates non-guest accounts to track these transactions which may also be called house accounts or city accounts.

#### ✓ Types of accounting documents

In hotel guest accounting, various documents are used to track financial transactions and guest information. Here's a breakdown of some key types:

#### Registration Documents:

- Registration Card: This form collects guest information like name, address, contact details, and emergency contacts. It might also include details like room type, length of stay, and chosen rate.
- Guest Folio: This is a master document for each guest's account, summarizing charges incurred during their stay. It typically includes room rate, additional charges (restaurant bills, minibar items), and any adjustments or discounts.

#### Transaction Documents:

- Charge Voucher: This document is used to record charges not included in the room rate, such as restaurant meals, minibar purchases, or spa services.
   It details the specific service or item, quantity, and price.
- Cash Receipt: This document serves as a record of cash payments made by the guest, specifying the amount paid and the purpose (e.g., deposit, settlement of charges).
- Credit Card Slip: When a guest uses a credit card for payment, a credit card slip captures the card details, transaction amount, and authorization code.
- Housekeeping Report: This internal document from housekeeping staff might be included in the guest folio, detailing services provided during the stay (e.g., towel changes, linen replacement).
- Incident Report: If any damage occurs or an unusual incident takes place during the guest's stay, a documented report might be included in the file for future reference.

#### ✓ Application for accounting documents

In the tourism industry, the application of accounting documents serves several critical purposes, facilitating effective financial management, compliance, and decision-making.

Main hotel guest accounting information to be recorded include the following:

- ♣ Guest Details: This includes the guest's name, contact information (phone number, email address), arrival and departure dates, room number assigned, and any loyalty program membership details.
- ♣ Room Charges: This is the core of the guest bill and includes the room rate for the duration of the stay, any applicable taxes or resort fees, and any room upgrades or changes made during the stay.
- ♣ Incidentals: This category captures all charges incurred by the guest outside of the room rate. This could include mini-bar consumption, restaurant meals, spa treatments, in-room movies, laundry services, or any other paid services offered by the hotel.

- ♣ Payments: A record of all payments made by the guest, including the method of payment (cash, credit card, etc.), the amount paid, and the date and time of the payment.
- ♣ Deposit/Guarantee: This may include any pre-payment made to secure the reservation or a credit card authorization used as a guarantee for potential incidentals. Upon check-out, this information is used to finalize the bill and settle any remaining balance.

#### ✓ Front office accounting systems

- Non-Automated: Guest folios in a manual system contain a series of columns for listing debit and credit entries accumulated during occupancy. At the end of the business day, each column is totaled and the closing balance is carried forward as the opening balance of the next day.
- **Semi-Automated**: In this system, transactions are printed to a machine-posted folio.
- **Fully Automated**: Computerized systems in which POS transactions are automatically updated in the front office accounts.
- ✓ Front office cash sheet: The front office is responsible for a variety of cash transactions affecting both guest and non-guest accounts. The front office cashiers have to complete a front office cash sheet that lists each receipt or disbursement of cash.
- **CASH BANK:** A cash bank is the amount of cash assigned to a cashier so that he/she can handle the various transactions that occur during a particular work shift. Cashiers should sign for their bank at the beginning of their shift and only the person who signs should have access to it.

#### ✓ Filing accounting document

"Filing documents in hospitality and tourism industry" typically refers to the process of organizing, storing, and managing various paperwork and records related to the operations of a tourism-related business.

Proper filing is essential for maintaining accurate and accessible documentation, facilitating regulatory compliance, supporting financial transparency, and enabling efficient business operations.

- **♣ Separate documents by type**: is a step in the process of filing documents, and it refers to the practice of categorizing and grouping documents based on their types or nature.
- Using chronological: is involves organizing and storing documents based on their chronological sequence or the order in which they were created or received
- **Using alphabetical order**: involves organizing and storing documents based on their alphabetical sequence, typically using names, titles, or other identifiers
- ♣ Colour-code your filing system: involves assigning specific colours to different categories or types of documents in order to visually organize and distinguish them within a filing system
- Label your filing system: refers to the process of creating clear and consistent labels for different categories or types of documents within a filing system. Proper labelling helps individuals quickly identify, organize, and retrieve documents.
- ♣ Digitize files: refers to the process of converting physical documents into digital format. This involves scanning paper documents and storing them electronically.
- ♣ Numerical: in the context of filing documents typically refers to organizing and filing documents based on numerical order, such as numbers or codes assigned to each document.





The Grandview Hotel is a popular ski resort destination. During peak season, they experience a high volume of guests checking in and out daily. A guest checks out, but their folio (guest bill with all charges) is missing from the system. Without it, the front desk staff cannot determine the total amount due or process their payment. This creates a delay for the guest and frustration for the staff that scramble to recreate the charges.

- a. Identify the main guest financial information to be recorded
- b. Determine the hotel guest accounting system that can be used to collect payment

# Key Facts 3.2b: Preparation of accounting documents according to the reservation report

The production of a reservation report of tourism and hospitality refers to the creation and compilation of a document that provides detailed information about reservations made for accommodations, services, or activities within a hospitality establishment.

#### ✓ Reservation report templates

"Reservation Report Templates" refers to pre-designed formats or layouts that provide a structured framework for creating reservation reports in the context of the tourism and hospitality industry.

	□New Booking □	Amendment	□CXL
Arrival Date		Flight	Time
Departure Date		Flight	Time
Guest Name			
Room Reserved	Room Type	Room Rate	Room Blocked
	## ## ## ##	77 71 11 11 11 11 11	

Figure 10 Guest reservation form

These templates are used to streamline the process of compiling, organizing, and presenting information related to reservations made for accommodations, services, or activities within a hospitality and tourism establishment.

Reservation report template made depend on a service reserved for the guest.

#### ✓ Elements of the reservation reports

A reservation report typically includes various elements that provide detailed information about reservations made within a hospitality establishment. The specific elements may vary based on the format and requirements of the report, but here are common elements often found in reservation reports:

- **Report Identification:** Title of the report, date range covered, and any other identification details to clarify the purpose and period of the report.
- ♣ Property Information: Name and location of the hospitality establishment for which the report is generated.

- **The status of each reservation**: such as Confirmed, Pending, Canceled, Checked-in
- Reservation Details: Information about individual reservations, including Guest names, Contact information (phone number, email), Reservation dates (check-in and check-out) and Type of accommodation or service booked
- ♣ Payment Information: Details related to the financial aspect of reservations, including Deposit amounts, Outstanding balances, Payment status
- **Accommodation Type and Preferences:** the type of accommodation reserved (e.g., room categories) and any guest preferences or special requests.
- ♣ Booking Source: the source through which the reservation was made, such as, Direct bookings, Online travel agencies (OTAs), Travel agents, Other channels
- ♣ Group Reservations: Information related to group reservations, including: Number of rooms booked and Special arrangements for group events or activities
- **Cancellation Policies:** Specifies the cancellation policies associated with each reservation.
- Occupancy Analysis: Summary or analysis of overall occupancy status based on the reservations, including, Number of occupied rooms, Available rooms, Overall occupancy rate
- **Additional Notes or Comments:** Space for any additional remarks, notes, or comments related to specific reservations or general observations.
- **Report Period:** Clearly defines the reporting period covered by the reservation report (e.g., daily, weekly, monthly).





The Sunshine tradition Resort relies heavily on online travel agencies (OTAs) for bookings. They use a reservation management system to track reservations. The reservation report shows rooms available when they are actually booked through an OTA. This leads to double bookings, where a guest reserves a room directly through the hotel website only to find out upon arrival that the room is unavailable.

Read the scenario above and work on the following tasks:

- a. Log in the system and create an accounting document template.
- b. Record on the accounting document.
- c. Prepare reservation report.

### **Topic 3.3: Applying basic promotional activities**



### Activity 1: Problem Solving



You have received the tourists who are interested to get an experience of different tourism products and services available in Eastern province especially Akagera national Park three days of the week. Later the tourist wishes to extend their length of stay to become five days.

- a. What are other main tourism resources available in Rwanda?
- b. What are the source of information can you used to identify these other products and services to offer?
- c. How can you promote these products and services to tourists?

#### **Key Facts 4.2: Applying basic promotional activities**

#### Introduction

Applying basic promotional activities refers to the use of fundamental marketing strategies to promote products or services and drive sales.

promotion mix- consists of the specific blend of advertising, sales promotion, public relations, and personal selling that the company uses to pursue its advertising and marketing objectives.

#### ✓ The four major promotional tools of promotion are as follows:

- Advertising: Any paid form of nonperson presentation and promotion of ideas, goods, or services by an identified sponsor.
- Sales Promotion: Short-term incentives to encourage the purchase or sale of a product or service.
- Public Relations: Building a good reputation of the company with the public by obtaining favorable publicity, good corporate image, and handling unfavorable events if any.
- Personal Selling: The sales force of the company makes personal presentations to make sales.

These activities are designed to attract the attention of potential customers, encourage them to make a purchase, and enhance overall business profitability.

#### ✓ Advertising handouts

Advertising handouts, often referred to as promotional materials or marketing collateral, are physical or digital materials that businesses use to promote their products, services, or events to their target audience.

- ♣ Business Cards: Business cards are small, portable cards that contain essential contact information, such as the company name, logo, phone number, email address, and website.
- ♣ Brochures: Brochures are folded, printed materials that provide detailed information about a company, its products, or services. They often include images, descriptions, and contact information.
- **Flyers and Posters**: Flyers and posters are single-page promotional materials used to quickly convey information about an event, promotion, or product.
- **← Catalogs:** Catalogs are comprehensive printed materials that showcase a company's full range of products or services. They are often used in retail and direct marketing.
- **Promotional Products:** These are tangible items branded with a company's logo and information, such as pens, key chains, or handbags.
- ♣ Banners: Banners are large, eye-catching displays used for events, trade shows, or outdoor advertising. They often feature bold graphics and short messages. Like welcome.
- ♣ Digital Handouts: In the digital age, businesses often create digital advertising materials such as PDFs, e-books, e-brochures, and email newsletters that can be email shared and downloaded online.

#### ✓ Sales promotion activities

Sales promotion activities are marketing strategies and tactics aimed at stimulating immediatesales of a product or service.

♣ Discounts: Offering temporary price reductions, such as percentage discounts.

- **Couponing:** Distributing coupons that customers can redeem for discounts, freeproducts, or other special offers
- ♣ Flash Sales: is a sales promotion that offers a discount, promotion that's only valid for ashort period of time, ranging from just a few hours to a few days.
  Flash sales work well to create a sense of a purchase decision
- **Loyalty Programs:** Rewarding repeat customers with loyalty points, discounts, exclusive access, or special gifts.
- **Gift with Purchase:** Offering a free gift or additional Product when a customer makes a purchase over a certain amount or buys a specific item.
- **Contests and lottery:** Engaging customers through promotional games, competitions, or lottery, where they can win prizes or discounts.
- **Bundling:** Selling multiple products together as a package deal at a lower price than if they were purchased individually
- **♣ Free Samples**: Providing free samples of a product to encourage customers to try it and, hopefully, make a purchase in the future
- **Buy Now, Pay Later**: Offering financing options or installment plans to make products more affordable and accessible
- ♣ Buy one and get one for free: Buy one, get one free" (often abbreviated as "BOGO") is a sales promotion strategy where customers receive an additional item at no extra cost when they purchase a specific item at its regular price. Essentially, if you buy one item, you get another one for free

#### Each promotional mix has its own specific tools. For example,

- Advertising includes print and broadcast media.
- Sales promotion includes discounts, point of purchase displays, premiums, and distributing coupons.
- Public relations include press releases and special events.
- Personal selling includes sales presentation and trade shows.

#### ✓ Upselling, cross selling, down selling

Upselling, cross selling, and down selling are all common promotional activities that businesses use to maximize their sales opportunities and enhance the customer's shopping experience.

- **Upselling:** Upselling involves encouraging a customer to purchase a more expensive or upgraded version of the product or service they originally intended to buy.
- **Left Cross selling: Definition:** Cross-selling is the practice of offering complementary or related products or services to the customer's original purchase with the aim of increasing the overall transaction value.
- **Down selling:** Down-selling involves offering a customer a lower-priced or scaled-down version of the product or service they initially showed interest in. This can be done to meet the customer's budget constraints or to address objections.





Assume you received a group of tourists who have spent 2 days experiencing tourism products and services in Musanze district. At the end of their tour, before they depart, they ask you what other products and services to enjoy in other areas of the country other than Musanze.

- a. Identify the promotional tools that can be used to promote tourism products and services
- b. Determine the promotional activities to perform while promoting tourism products and services





Palm Shores is a beautiful island known for its pristine beaches, vibrant coral reefs, and luxurious resorts. However, their recent promotional campaign has caused problems.

- a. List different natural based tourism experiences that offered to tourists
- b. Determine informational tools used to promote tourism services
- c. Describe the promotional strategies used to promote tourism services
- d. Prepare the promotional tool to promote the product



- 1. Can you give some examples of guest services?
- **2.** What is the primary purpose of a Front Office Accounting System in the hospitality industry?
  - a. To create marketing materials for the hotel
  - b. To track financial transactions throughout the guest cycle
  - c. To manage housekeeping staff schedules
  - d. To provide entertainment options for guests
- 3. How can tourism businesses identify what guest services are most valued?
- **4.** What is the primary purpose of identifying services to be paid for in the hospitality industry?
  - a. To create a luxurious image for the hotel
  - b. To generate additional revenue during the guest's stay
  - c. To clearly communicate what is included in the pricing for guests
  - d. To provide a wider range of service options
- **5.** What are the two main types of accounts maintained by the Front Office Accounting System?
  - a. Employee accounts and customer accounts
  - b. Savings accounts and checking accounts
  - c. Guest accounts and Non-Guest accounts
  - d. Inventory accounts and equipment accounts
- **6.** What is the main purpose of using a promotion mix?
  - a. To create visually appealing marketing materials
  - b. To sell products or services at the lowest possible price
  - c. To develop a brand mascot
  - d. To achieve specific advertising and marketing objectives using a combination of promotional tools.
- **7.** When a salesperson convinces a customer to purchase a larger size of a product, they are engaging in which promotional activity?
  - a. Cross-selling (offering a related product)
  - b. Down-selling (offering a lower-priced option)

- c. Upselling (offering a more expensive version)
- d. Public relations (building brand reputation)

## Points to Remember

- Tour operators and tourism providers should clearly communicate accepted payment methods on their websites, brochures, and booking platforms.
- Confirmation emails or booking summaries should reiterate accepted payment methods and any relevant payment deadlines.
- Ensure all guest information and charges are accurately recorded in the guest folio and associated documents.
- Maintain a complete set of documents for each guest account. This includes registration cards, charge vouchers, cash receipts, credit card slips, and any other relevant documents like housekeeping reports or incident reports.
- The primary purpose of hotel reservation reports is not just to present data, but to provide actionable insights.
- Successful promotions start with understanding who you're trying to reach.
- Identify common pain points or concerns travelers might have. Frame your promotion around how you address these needs and create a positive, memorable experience.



**1.** Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience  Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify services to be paid					
Apply pricing strategies					
Prepare accounting documents					
Prepare reservation report					
Apply basic promotional activities					
Identify services to be paid					
Describe the types of pricing strategies					
Enumerate accounting documents					
Identify the reservation report details					
Describe the basic promotional activities					

2. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

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