

## **Second Year BSc HS (2019 Pattern) Third Semester**

### **HS 303 Accommodations Operations I**

#### **Section II Front Office - Chapter 4 - Guest Relations**

##### **Course Outcomes**

- C1. Establish the importance of Rooms Division Principles within the hospitality Industry
- C2. Learn basic skills and knowledge necessary to successfully identify the required standards in this area
- C3. Understand all aspects of cost control and establishing profitability

##### **Learning Objectives**

- To know the role of hospitality desk
- To study the duties and responsibilities of Guest Relation Executive
- To study the maintenance of various documents/records.
- To study the special personality traits required for GRE

##### **Role of a Hospitality Desk**

- Communication with the guest about their stay and asking for feedback.
- Co-ordination with public relations regarding any kind of advertisement
- Update any kind of secretarial services, baby sitting or resilience doctor.
- Ensure that there is no communication gap between the housekeeping and room service.
- Maintain a record of long staying guests who have shifted to their own accommodation in the city.
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- Facilities for confirmation of tickets and help relating to the travel desk.
- Well aware of city site seeing tours as well as trips, shopping centers and historical places in the city.
- Airport transfers to any other kind of transfers that are required.
- Express checkout for VIPs

## **Role of a GRE**

- Welcome guests during check-in and giving a fond farewell to guest while checkout.
- Handling guest complaints and concerns in an efficient and timely manner.
- Overseeing VIP guests, arrivals and departures.
- Coordinating and multi-tasking job duties in a busy environment.
- Should possess detailed information about the Hotel, city as well as the competition
- Detailed information regarding arrivals and room requirements.
- Have up to date information on daily room occupancy
- Providing excellent customer service as per hotel standards.
- Greeting guests as they enter and exit the hotel.
- Providing information regarding the Hotel, town attractions, activities etc.
- Check on VIP reservations, complete their pre-registration formalities.
- Allocate rooms to all arriving guests
- Maintain up-to date information on room rates, current promotions, offers and packages
- Maintain all guest folios in the manner instructed and type out necessary guest likes and dislikes to the appropriate fields on the profile.
- Co-ordinate with housekeeping for clearing of rooms.
- Perform basic cashier activities as and when required.
- Maintain guest lockers for safe custody.
- Ensure that all check-ins and check-outs are handled smoothly without unnecessary delay or discomfort to any guest.
- Give proper and complete handover to the next shift
- Should be able to handle all guests without bias or prejudice.
- Follow the house rules and policies laid down by the management.
- Adhere to strict staff grooming and hygiene standards.
- Consciously and continuously strive to better his/ her skills and increase his/ her knowledge.

### **Personality Traits of a GRE**

- Good command of the English language is essential, both written and verbal
- Must possess strong organization time management skills, attention to detail.
- Must be guest service focused and a team player.
- Positive attitude and outgoing personality is essential.
- Must be able to work shifts - days, evenings, weekends and holidays.
- Ability to relate well to Hotel guests and employees.
- Professional in demeanor and presentation.
- Personable, enthusiastic, self-motivated and able to work independently.
- Observant, discriminating and detail-oriented
- Ability to understand and carry out oral and written instructions and request clarification when needed.
- Strong interpersonal and organizational skills.
- Able to work morning, evening, weekend, holiday, and overnight shifts.
- Sound decision making
- Leadership/People management

### **Coordinates with other Departments**

- Front Office - for latest arrivals and departures & changes in guest room allotments.
- Concierge - for external services and baggage movement.
- F&B - on matters of guest parties, food and beverage services, table reservation.
- Housekeeping – for room clearances, room maintenance, laundry services, guest and room supplies.
- Health Club & Spa – for booking of services.
- Business Centre – for booking meeting rooms, secretarial services and office services.
- Florist – for flower arrangements and bouquets.

## **Guest Feedback Form**

It is a form which is used to take a feedback from the guest about the hotel products (Room, Food etc) and services. If any negative or dissatisfactory remarks is given by the guest then the same is analyzed to understand what went wrong. And an action plan is prepared to rectify the error causing dissatisfaction to the guest.



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### GUEST QUESTIONNAIRE

Dear Guests,

Thank you choosing Natan Hospitality Indonesia and we hope you have enjoyed our service.

We commit to provide a satisfactory service to all of our guests. In order to achieve this aim we need to know your opinion on it. A praise would be a motivation for us to continue our services. And any critic would naturally be a reason for us to improve our services according to the requirements and desires of our guests.

Name: ONG Cheon Joo  
Period of Stay: 6  
Villa/Hotel's Name: Arta Villa

Email: [REDACTED]  
Phone: [REDACTED]  
Nationality: Malaysian

1. Was this your first time to book through Natan Hospitality Indonesia?  Yes  No
2. How did you learn of Natan Hospitality Indonesia  Internet Travel Site  Travel Agent  Friend  Others
3. How was your reservation handled?  Excellent  Good  Fair  Poor
4. Villa/Hotel Characteristics
  - a. Cleanliness and Hygiene  Excellent  Good  Fair  Poor
  - b. Housekeeping service  Excellent  Good  Fair  Poor
  - c. Friendliness of staffs  Excellent  Good  Fair  Poor
  - d. Competence of staff  Excellent  Good  Fair  Poor
  - e. Quality of service provided  Excellent  Good  Fair  Poor
  - f. Villa / Hotel Ambiance  Excellent  Good  Fair  Poor
  - g. Villa / Hotel Location  Excellent  Good  Fair  Poor
5. General Review  
How do you rate your overall stay?  Excellent  Good  Fair  Poor
6. Quality versus Price  
How do you rate the relationship between price/quality  Excellent  Good  Fair  Poor
7. Natan Hospitality Indonesia
  - a. How do you rate Natan Hospitality Indonesia service?  Excellent  Good  Fair  Poor
  - b. Would you consider our service in the future  Yes  No
  - c. Would you recommend us to someone else?  Yes  No
8. Was there an employee of Villa/Hotel OR Natan who made your stay more pleasurable?  
Kadek
9. Please write your review about the Villa/Hotel and our service  
N/A
10. Would you like to receive our email newsletter?  Yes  No

Guest History Card

Guest History Card. A record of the guest's visits including rooms, old invoices, communication, assigned rates, special needs, and credit rating. Synonyms: Guest History. Guest history module plays a vital role in guest-hotel interactions. It provides quick information on the previous visits of a guest during check-in. That way, exhausted guests needn't spend a long time at the front desk for the check-in formalities. This module consists in itself the record of each guest who has stayed earlier along with a separate entry for each such guest visit.

The information displayed includes Last visit, Total visits, Preferred Room type, Revenue generated, Discounts given, and Number of days stayed. More detailed information on previous visits like Reservation number, Room number, Mode of reservation, Mode of check-in, Check-in and Check-out dates, Bill number, and Room plan are listed. Personal details such as Name, Mobile number, Email, D.O.B and Address of the guests are also available.

The history is categorized into three heads based on the type of guests as In-house guests, Checkout guests, and Reservation guests. It can be accessed by providing any one of the following as inputs — Guest name, Mobile number, Email ID, Customer ID or Reservation number.

The display of guest history during check-in is helpful in applying discounts and redeeming reward points. Moreover, details from the history database can be used to send personalized letters and e-mails. Such periodic mailing helps to increase loyalty. In addition, potential guests can also be added to the mail loop which may lead to probable conversions and increased occupancy.

**HOTEL IHM**  
**Guest History Card**

Sl. no. 000786

Name:.....

Company:.....

Designation:.....

Address:.....

Credit:.....

Date of Birth:.....

Marriage Anniversary:.....

S.No	Arrived	Room	Rate	Departed	Amount	Special Instructions	Remarks
1.							
2.							
3.							
4.							
5.							