

UNIT-4
ARRIVAL

BELL DESK:

- A desk located very close to the main entrance of the hotel
- Headed by a bell captain
- Bell captain leads a team of bell boys(also called bellhops) and page boys
- Bell desk is responsible for handling guest luggage from the guest vehicle to the lobby and to the guest rooms at the time of arrival and from their rooms to guest vehicle at the time of departure.
- Bell desk is also called as ‘porters lodge’.
- Height of Bell Desk is 4.3 ft to 4.6 ft.

FUNCTIONS OF BELL DESK

- ❖ Handling guest luggage at the time of **guest arrival and departure.**
- ❖ **Escorting** guests to their room on arrival.
- ❖ Familiarizing guests about safety features and in-room facilities.
- ❖ Providing information to guests about hotel facilities and services when asked.
- ❖ **Locating guest** in a specified area of the hotel.
- ❖ Handling guest and hotel mails.
- ❖ Keeping the guests **luggage in left luggage room** if requested by the guest.
- ❖ Making **sundry purchases** like postage stamps, medicines etc. for guests.
- ❖ Reporting a scanty baggage guest.
- ❖ **Distribution of newspaper** and magazines to guests rooms.

EQUIPMENTS USED AT BELL DESK

- Bell hop trolley
- Luggage net
- Telephone with intercom services
- Computer

- Paging Board
- Arrival Departure Register
- Luggage Tag
- Postage weighing Machine
- Stamp folder, twines, glues, scissors, cardboard for packaging etc.
- **Franking Machine:** For printing the value of postage
- Date & Time punching machine for putting the date & time of receiving the mail and message by the bell desk.

Baggage Handling procedure at FIT Arrival

- Commissionaire opens the door, greets and welcome the guests.
- After the completion of check-in formalities at the front desk, the receptionist will inform to the bell desk for carrying the guest luggage to their respective rooms.
- Bell boy enquires about **no. of baggage** and place luggage in luggage arrival area.
- Bell boy fills the information of luggage in **arrival errand card**.
- Commissionaire opens the door, greets and welcome the guests.
- After the completion of check-in formalities at the front desk, the receptionist will inform to the bell desk for carrying the guest luggage to their respective rooms.
- Bell boy enquires about **no. of baggage** and place luggage in luggage arrival area.
- Bell boy fills the information of luggage in **arrival errand card**.

Baggage Handling procedure on FIT Departure

- Check out request is received at front desk or bell desk.
- The front desk or bell captain sends a bell boy to transfer the guest luggage from room to the lobby.
- The bell boy fills the departure errand card.
- Bell boy knocks the door 3 times and announces bell boy for baggage handling.

- Greets the guests, count luggage, look for any missing item.
- Bell boy will also draw the curtain and lock the balcony and windows.
- Place luggage outside the room and collects room keys from guest.
- Lock the room and hang '**clean my room**' tag on the door knob.
- Bell boy then escorts guests to the cashier's counter.
- Tags luggage slip with hotel's name for publicity.
- Collects luggage out pass from the cashier, show it to doorman and places the luggage in taxi.
- Informs guest about no. of baggage.
- Return errand card to bell captain.
- Records are maintained(Lobby Control Sheet).

Baggage Handling procedure at the time of Group Arrival(Git)

- GIT - Group Inclusive Tour
- The front desk prepares a **Rooming List in advance**, which should contain the names of group members and corresponding room no. & handover the same to the bell captain.
- Bell captain deploys bell boys accordingly.
- On arrival of group commissionaire wishes the guests and welcomes them.
- Bell boys handles the luggage & should identify the luggage of individual guests & put the luggage tag as per the rooming list.
- Bell boy will fill the **arrival errand card**.
- Baggage is taken to floors on bell hop trolleys.
- Baggage is sorted out room wise on floors with the help of rooming list.
- Bell boy escorts GIT's to their respective rooms & explains room facilities.
- Rechecks the baggage with the guest.
- Ask the guest for any other assistance.
- Wishes the guest & leaves the room.

- Handover the arrival errand card to the bell captain.
- Bell captain fills up arrival & departure register.

Baggage Handling procedure at the time of Group Departure(Git)

- Procedure is similar to baggage handling at the time of FIT departure.
- Group baggage handling is difficult task.
- Bell captain deploys a team of bell boys to handle guest baggage.
- Group departure involves careful supervision.
- Bell boys fills departure errand cards.
- Bell boys sent to rooms according to group rooming list.
- Bell boys knocks three times at guest door, announces bell boy for baggage handling
- Takes out the baggage, checks for any damages in the guest room and locks the door.
- Brings luggage in the lobby stacked neatly and tagged with luggage slip.
- Puts hotel sticker on the baggage for publicity.
- Bell captain takes a luggage count & handover all room keys to the receptionist.
- Bell captain works in coordination with the group leader for transportation.
- The cashier prepares the luggage out pass and gives to the bell boy as a cue to remove the guest luggage from the lobby.
- Baggage is loaded onto the transport.
- Bell boys returns to bell desk and updates the records.

Arrival Errand Card- A card filled by the bell boy who carry the guest luggage from lobby to guest room at the arrival of guest in the hotel.

Departure Errand Card- A card filled by the bell boy who brings the departing guest's luggage from his room to lobby.

ARRIVAL/DEPARTURE ERRAND CARD

Hotel ABC Arrival/Departure Errand Card				
Bell Boy Name:			Call Time:	
Name of Guest:			Room NO.:	
Articles				
Suitcase	Handbag	Package	Briefcase	Overcoat
Others				
Signature (Bell Captain)			Signature (Receptionist)	

REGISTRATION

“Legal formality between the hotel and guest such that the guest has to abide by the rules and regulations laid down by the hotel”.

In this process registration form is filled by the guest in the reception for check-in.

As per rule any guest below 18 years of age cannot be registered in the hotel, however this age may vary from hotel to hotel (Depending on the Location).

IMPORTANCE OF REGISTRATION

- Helps in collecting guest data and maintain guest history
- Gives information on foreigners movement in the country
- Hotel comes to know about the likes and dislikes of the guest
- It fulfills a legal formality

REGISTRATION PROCEDURE

The registration procedure is divided into:

1. Creating registration record
2. Assigning room & rate

3. Establishing the method of payment
4. Issuing room key
5. Fulfilling special request

Creating registration record:

- Registration card is filled.
- Request the guest to sign the registration card
- In case of Foreigner guest **C-form** if filled under the registration of **foreigners act 1939, section 3C rule 14.**

C – FORM

- According to “**Registration of Foreigners act**” 1939, **section 3C, rule 14**, it is compulsory for hotel to send information about foreigners residing in hotel to FRRO (Foreigner Regional Registration Office).
- The form in which the information is filled is called as [C-form](#)

Filled by receptionist after the registration process is over, in **two copies**

1st copy: FRRO/LIU(Local Intelligence Unit)/Superintendent of local police station

2nd copy: Kept at reception desk in records

Note:

- In case of **Pakistanis and Chinese** the C-form is sent to FRRO/LIU immediately
- In case of **Nepalese, Bhutanese, and Bangladeshis, C-form is not required**
- For rest of the nationalities the **C-form is sent to FRRO within 24 hrs**
- Bell boy is responsible for dispatching C-form to FRRO/LIU, and maintain the record in [C-form dispatch register](#)

Assigning room & rate

- Room allotment depends upon the room availability and type of room requested
- For proper room allotment room status charts should be properly and accurately updated

- Some typical room status: O- Occupied, OC- On Change, V- Vacant, DND- Do not disturb, OOO- Out of order.
- Rate is assigned as per the room.

Establishing the method of payment

- Billing instructions/ mode of payment is noted down by receptionist during check-in process
- Guest can make his payments in cash, credit card, travel agent vouchers etc.
- *Scanty baggage* guest are required to pay in advance
- *House limit (hotel to guest)* for the guest is informed on arrival

Issuing room key

- After filling the registration card and allotting room no. receptionist issues key card and welcome card to the guest.

Welcome card is a card with small pocket to hold the electronic key and has guest name room number and signature of the guest. It serves as an identity card of the guest while staying in the hotel.

Fulfilling special request

- Any special request made by the guest at the time of reservation or at arrival has to be fulfilled like interconnecting rooms, extra bed, baby sitting, extra linen etc.

GROUP REGISTRATION PROCEDURE:

- Documents pertaining to group are filed together
- Special request is noted down
- Rooms are blocked (Room rack/ Computer)
- GRE is informed about traditional welcome
- Barman is informed to keep welcome drinks ready
- Final room clearance is taken from housekeeping
- Room list is made in three copies (Hotel bell captain, Group leader & Reception), tentative room allocation is done with pencil
- Keys cards are prepared

- Complimentary items placed in group leaders room
- Bell captain informed about the arrival time
- On Arrival -Traditional welcome(ATG) & drinks are served
- Rooming list & Key envelopes with key card is handed over to group leader
- GRE assist group leader in key distribution
- Baggage count is checked by bell captain and informed to group leader for approval
- Baggage is marked according to rooming list
- GRC given to group leader for signature
- Wake up call time is noted
- Payment voucher is collected
- Folios are opened (Spilt bills)
- Ensure baggage is sent to respective rooms
- C-forms are made in case of foreigners

VIP/ CIP/ SPATT REGISTRATION PROCEDURE:

- Fill GRC on behalf of the guest
- Assign room according to preference in advance
- Place complimentary items/ amenities voucher
- Inform bell captain about VIP arrival
- Prepare welcome card in advance
- Extend traditional welcome to the guest
- Escort guest to the room, registration formalities completed in the room
- Present welcome card and request guest to sign
- Announce room no.
- Introduce the guest lobby manager/ front office manager to make him feel important
- Handover the room keys to the person escorting the guest

- Wish the guest pleasant stay
- Check with the bell captain that guest luggage is sent to the room
- Inform HK, telephones, room service immediately over phone about VIP/CIP/SPATT arrival
- Rest of the procedures are same as FIT guest

FIT REGISTRATION PROCEDURE:

(FIT guest is a walk-in guest without reservation, no pre-registration)

- Welcome the guest and wish according to time
- Ascertain room requirement
- Handover GRC and assist in filling the same
- Allot room number, keeping in mind the guest choice
- Ensure all details on GRC are filled correctly
- Introduce the guest to the bell boy
- Handover keys to bell boy and key card to the guest
- Wish the guest a comfortable stay
- Make arrival notification slip
- Update room rack/ numerical rack
- Dispatch arrival notification slip to – Telephones, Housekeeping, Room service
- Get the telephone connection released
- Make entry on arrival departure register
- Open bill folio and mention billing instructions
- Update room position
- Make C-form in case of foreigners

SELF CHECK-IN SYSTEM

- Self check-in is a process where the guest registers him/herself **without** the assistance of the receptionist
- Check-in can be done with the help of computer terminals
- System is adopted by fully automated hotels only



SELF CHECK-IN PROCEDURE/ EXPRESS CHECK IN

- A guest with confirmed reservation goes to self check in terminal
- The guest puts the necessary information
- Depending upon the availability of the room the terminal allots the room number
- Guest accepts registration and swipes a valid debit or credit card
- The terminal dispenses a receipt of credit card and dispense a key
- Terminal updates front office records and send arrival notification to concerned departments

ROOM SELLING TECHNIQUES

1. USP
2. OTHER ALTERNATIVES
3. ABC OF SELLING
4. FUNNEL TECHNIQUE
5. UPSELLING
6. UPGRADATION

Points to be considered while marketing your product

- Identify the customer needs
- Use descriptive words

- Be well aware about the product you are selling
 - Facilities
 - Services
 - Tariff structure
 - Amenities
 - Etc.

1. UNIQUE SALES PROPOSITION

- USP means something unique that occurs only in that hotel
- Product analysis will provide some useful lead.

Example:

- Covered garage in metros
- Swimming pool with hot and cold water
- All rooms facing the Taj Mahal
- Dal Bukhara restaurant ,ITC

2. OFFER ALTERNATIVES

- Offer alternatives to the customers

Example:-

“Sir we may offer you a double room instead of king size room as it has almost the same facilities as that of king size plus it has a beautiful view of the ocean too”.

3. ABC OF SELLING

- This classify the sales into three groups

1. A- Automated

- Basic room tariff
- Table d'hôtel menu
- A la carte beverage menu

2. B - Bettered

- Suite room

- Higher price room

3. C - Created

- Heated Pool
- Car rental

A - ALWAYS

B - BE READY TO

C - CLOSE THE DEAL

4. FUNNEL TECHNIQUE

This technique involves three phases

- Open ended questions
- Leading questions
- Closed ended question

1st Phase: Ask open ended questions to guest

Eg: What all facilities are you looking for? (reservation)

2nd Phase: Ask leading questions

Eg: Explaining facilities in the room

3rd Phase: Ask close ended questions that can be answered in yes /no

Eg : Smoking room/Non-smoking room

5. UPSELLING

- Process of increasing the sale of rooms
- Efforts of receptionist to convince the guest to hire the product of higher category room
- Receptionist try to convert features into benefits

Note: Do not force the guest for up selling as it may give negative response

6. UPGRADING

- Process of moving the guest from lower category lower priced room to higher priced room at same price
- Upgrading may be done in the following cases
 - Regular guest

- Compensation for bad services
- Rooms not available
- Guest not satisfied with the hotel services

