Case study hotel organization

Business, Industries

OPERATING PROCEDURES OF HOTEL ALIMARA

Introduction

We decided to do our project on Hotel Alimara in Barcelona. We have interviewed the F&B manager and Front Office manager to get some information about operating processes. From Front Office processes we have chosen the check-out and from the F&B we have chosen the order making process.

Objectives

The objective of our work is to analyze and compare functions and operating processes of two departments of a Hotel Alimara in Barcelona. Our main goal is improved to knowledge the functioning of the departments responsible of dividing rooms and F&B, especially on check-out and order making processes . We decided to concentrate on this aspects of operations of that hotel, creating on that the second objective of our project.

Hypothesis

In order to meet our objectives we have proposed several hypotheses. Each objective has its own hypothesis. Therefore they are split once again into the two departments

Front Office hypothesis

If the Front Office department does perform correctly the Check-out process, which will be consequences for their department? If the Front Office department does NOT perform correctly the Check-out process, which will be consequences for their department?

F&B hypothesis

If theFood& Beverage department does perform correctly the order, which will have consequences for their department? If the Food & Beverage department does not perform correctly the order, which will have consequences for their department?

Methodology

For comply with our objectives, we have done aninterviewwith the heads of departments we are analyzing. Based on the information obtained, we performed a detailed study of the processes and operation of those departments.

In addition have made a search to find out how must be do the work in these two departments following the theoretical standards, and thus be able compare the theory with practice in real life. For this search we used different sources of information: books information about the service, books information about the Front office department and other papers on the topics to add to the viability of the research paper. Theoretical framework

We will create this section to explain the choices and possible outcomes of this research in our selected departments. The theoretical framework is a structure that can hold or support a theory of a research study. It introduces a theory and describes the theory un which explains why the research problem under the case exists and how is tried to solved.

Theory and purpose of check-out

Check-out is part of the final stage of the guest cycle. The services and activities of departure stage are primarily furnished by a front office employee. Before leaving the hotel, the guest will generally stop at the front desk to review his or her folio, pay any outstanding account balance, review a receipt of account statement and return the room key.

The check-out process accomplish three important functions:

> Settles guest account balances

> Updates room status information

> Creates guest history records

Most front offices require a guest to specify an eventual method of settlement at registration. This means that the front office will know the guest's credit card or direct billing information before he or she arrives at the desk to check out. Such notification allows the front office to verify and authorize a credit card account or confirm the direct billing in advance of settlement. Pre-settlement verification activities reduce the guest's check-out time.

Effective front office operations depend on accurate room status information. When the client checks out and settles his account balances, front agent performs several important tasks. First of all, the agent changes guest's room status from occupied to on-change on the room status report. That term means that the guest has left the hotel and housekeeping department can clean his room.

The hotel can better understand its clientele and determine guest trends when it maintains a guest history file - a collection of personal and financial

data about guests. The front office must create guest history files from expired registration cards or through informatic systems which automatically direct the check-out information into a guest history data base. Guest historic files provide a powerful data base for strategic marketing.

Check-out can be a pleasant experience when the front office is well-prepared and organized. The final phase of guest cycle involves several steps: -   Checking   for   mail   and   messages
-                    Posting   outstaning   charges
-                    Verifying   account   information
-          Inquiring   about   additional   recent   charges
-                    Presenting   the   guest   folio
-          Verifying   the   method   of   payment
-                    Processing   the   account   payment
-                    Securing   the   room   key
- Updating the room status

Check out gives the hotel opportunity to make a positive impression on the guest. The guest approaching the front desk should be greeted promptly and courteously.

Are different types of check-out.

Late check out occurs when the guest don't leave the room in the hotel's posted check out time. Some hotels authorize the front desk to charge the late check-out fees.

Express check-out occurs when the guest wants to leave the hotel before hotel's posted check-out time. The guest must notify that will do de express

check out and also must to notify to the front desk any change in departure plans. The express check-out intended reduce the check-out time in prime check-out period (from 7: 30am to 9: 30 am) and reduce also front office traffic.

Self check out is processing by accessing self check out terminals in lobby or by using an in-room system. The self check out terminals and in room systems are interfaced with the front office computer and are intended to reduce the check out time and front office traffic.

Theory and purpose of taking order

The order is the documental support which specifies the products that the customer orders and that the person responsible for the service making written. This document have to specify clearly and legibly, all the necessary data.

At time of take note of the order, have to be followed the protocol standards. These rules say we have to serve in order of age, from high to low, and first ladies and men after. After taking the order, remove the cards and give thanks to the customer. Their role is essential in the presentation of the service for two reasons: first to satisfy the desires of the client and the second because it is a core document in the billing process.

Order   itinerary:

1. The order will be made by triplicate. The original and two copies. 2. The original is for the kitchen department, which we provide the product. 3. The first copy is the document that we provide to billing department. 4. the

second copy is held by the waiter so that he can know at any time what the client has ordered.

Order   Variations:

1. Suite: That means continuation. It's the order that you realize when the clients order more products after the first order. Also when more clients are added to a table already begun. 2. Retour: That means devolution. It is made to return a product for another one or nothing.

Other   types   of   orders:

Dessert order: It's done when you have collected the main courses, bread and comboi. Beverage order: Written by the sommelier before the meal. Bar order: bar corresponds to the department. we offer snacks or after the coffees.

Order   characteristics:

On top of the order must be filled with the following data: date, number of guests, table number, name of waiter and room number. Having different types of service, must be included if carte or menu. Products requested will be separate and distinct groups (starters, main courses, desserts) The product is written to the left, and the number of plates will be written to the right.

Practical part of theCase Study

Check-out

In Hotel Alimara there are two types to do the check-out and each has its procedures. The check-out individual, the first type, according to the quality control manual has the following steps. - Give a good day to the customer

approaches the front desk - Ask the client for a key to prevent it from entering the room without our control - Ask if he has taken something from the minibar last night - Ask if he has the car in the parking

- Take his booking documents by check payment

In the case of individual check-out there are two three types of settlement o Payment   by   Credit

o   Payment   by   check

o Direct payment

After that the front desk manager can continue with the check-out - Present the   bill   and   explain   it

-                    Receivable   the   bill

- While the customer is paying ask if he would like complete a satisfaction survey - Ask if you need other services such as call taxi or storing luggage - Say   goodbye   properly

- Archive documents

In the case of group check-outs the operations are different.

-        Make   separate   customers   extra   bills

-        Check   the   documentation   of   the   group

- Check if all group customers have already checked-out - Ask the guide if he need   any   more   service

-                    Recover   keys   todoas

-        Say   goodbye   to   the   guide   and   the   group

- Close the master bill

In Alimara Hotel they give a client an opportunity to do the late check-out and it also has its procedures. If a customer wants to make late check-out receipt must notify the housekeeper when client output.

- In case the client output is delayed until two hours, is not charged. - If the client wants to stay hata afternoon we charge 50%. - If the customer wants to check-out from the 22'30h is charged the full night.

We spoke with receptionists of hotel and we asked " how do they do the check-out" and they give us its own list of steps of this operation.

1   Arrival   of   the   client   at   the   front   desk

2   Demonstration   of   the   need   to   check-out

3   Ask   room   number   or   name   stayed.

4 Reconfirm the nights stay and reconfirm that he want to check-out 5 Review of the billing of night with the reservation documents (to verify that the charges were successful). 6 Review the charges billed to extras (internet, bar, minibar, massages …) 7 Ask if he has consumed any more extra on the last night (minibar) 8 If there is any extra, upload it and charge it.

9   Ask   for   what   bill   data   he   want   (company,   nif,   etc   …)

10   Ask   if   he   want   to   pay   by   cash   or   card.

11 Ask if he has been good during the stay to receive feed back positive or negative

• If the reservation is fully pre-paid and do not need extra billing review, also ask the client about their stay and we would appreciate that you stayed with us.

Order

In Summum, the restaurant of the Alimara Hotel, there are two different possibilities to take order:

First, that the customers order food to takeaway. In this case the waiter will show the customer the 3 offers available, he will point in the commands which the customer decide, and take to the kitchen. Second, could be a ordinary service. When customers are seated at tables, the waiter in charge of the area shows them the cards and order drinks. After having served the drinks, the waiter asks the client if he is ready to order, and begins to take order following the rules of the protocol mentioned above. And take to the kitchen.

Once the order arrives at the kitchen you have two sectors where leave the order. It depends on the order has been made. If it is for takeaway order is left in the " cold zone" where they are responsible for delivering this kind of food. But if it is for the table-service is left in the " hot zone" where they prepare all dishes on the menu.

Final   steps   in   the   order:
In the lounge: The last step of the order, in this and in all restaurants, is the bill. We currently use the first copy, to control everything that is consumed during operation on that table or customer. In the kitchen: The order that remains in the kitchen is used to keep track of expenses, to control the output of dishes, so to know if they have to change some dish from the menu.

Conclusions

Front Desk Department

Check-out is a very important and complex process.

If the check-out is managed properly the customer is happy and satisfied, and there are the possibility of his return. The customer can give good opinion about the hotel.

In addition the department has no problems with the issue ofmoney, bills, fees, etc..

If during check-out experience problems, customer can get a little dissatisfied with the service that gives hotel.

In addition, each error during the check-out process may cause problems for front desk department, such as lack or excess money, customers have gone unpaid, unpleasant incidents, etc..

F; B Department

The order making process has many steps that have to know to function properly.

Take order need some rules.

In the kitchen of the Alimara Hotel have different specialization areas, is necessary to differentiate between takeaway orders and table-service orders, and take it the right place.

There are different types of orders, each with it's own function.