



New York



London



Kyiv



Tokyo

22. ORGANIZATION OF ADDITIONAL SERVICE IN HOTEL ENTERPRISE



22.1. FEATURES OF ADDITIONAL HOTEL SERVICES

ADDITIONAL HOTEL SERVICES are services which are not aimed at fulfilling guest's main purposes (accommodation, meals), but provide comfort and integrated services based on individual client.

Despite the diversity of the range of additional services, they should be divided into groups that are in common in terms of meeting demand.

MAIN GROUPS OF ADDITIONAL SERVICES:

1. Facilitate tourists staying in hotels and tourist area:

information (on details of accommodation and leisure facilities in the tourist area, transport links, the possibility of buying goods, the location of historical and cultural monuments and institutions, etc.);

communal and household (laundry, cleaning, ironing, repair of shoes, watches, luggage, sports equipment, etc.);

intermediary (reserving seats in the entertaining facilities, booking theater tickets, hotel booking in other cities, etc.);

- autotourists services (maintenance garages, parking, simple repair of vehicles);
providing printed materials, board games;
sale of goods;
rental of sports, beach equipment, typewriters, cars, copiers, etc.;
storing correspondence, valuable goods.

2. Enrich the knowledge of tourist about the area, country

:

- organization of excursions, meetings, films, celebrations on national holidays.

3. Increase the level of comfort in the rooms:

deliver of snacks and drinks in the room;
health and beauty treatments in the room;
installation of additional equipment in the room;
organization of sports and recreation services;
creating conditions for conferences, etc.

4. Satisfy the requirements of special guests - artists, athletes, businessmen, etc.:

provision of musical instruments;
personal tour guide, interpreter, secretary;
providing fax, computer, etc.

CLASSIFICATION OF ADDITIONAL SERVICES BY FEATURES:

According to the needs of guests :

Food services (room service, buffets on the floor, restaurants, cafes, bars, wineries, variety shows, etc.).

Services of domestic nature (minor repairs, washing, ironing, cleaning clothes, etc.).

Services of cultural and sports character, communication and information, transport, trade, health, banking, etc.

The frequency of demand:

1. **Standard (available in each hotel and does not depend on its purpose and rate):**

guest laundry;

reveille;

mail delivery;

storage of luggage.

2. **Services expanded demand (depending on the purpose of hotel).**

3. **Unique services (specific to the hotel and are usually part of its service concept).**

By way of granting (on economic grounds):

1. Paid 2. Free 3. Complementary

Examples of free services:

telegraphic correspondence delivery to the room;

emergency calls;

delivery to the room thermometer, essential medicines;

wake-up residents at any time;

delivery to room help and souvenir advertising, branded envelopes and paper;

deposit money, securities;

providing threads, needles;

publishing information about the location and operation points of consumer services and other services.

In the form of the provision of services:

1. Services provided directly to the hotel or the tourist complex:

based on self-service;

based on automation;

provided by staff.

2. Services of renting premises and areas in the hotel.

3. Services of enterprises provided through a contract with the hotel.

INNOVATIVE SERVICES OF CONTEMPORARY WORLD HOTELS

**Bernerhof
(Hshtaad,
Switzerland)**



Program "The entire rest from physical activity." is proposed to guests as anti-stress method. Laziness and omissions are encouraged by tasty prizes. Customers are issued with pedometers with specific task to do fewer steps per day.

**Hilton
Sao Paulo
Morumbi
(Brasilia)**



Customers of this hotel not threatened many hours of standing in traffic jams because of hotel services of transfer by helicopter to stores, shops, sightseeing and business meetings.

The Benjamin (New-York, USA)



Customers of this hotel can be sure that their sleep will not be disturbed by sound. In addition to soundproof rooms, the staff of the hotel is specially prepared "night concierge" that is keeping watch in the corridors at night and eliminates any audio source. Most interesting is that this "very quiet" hotel is in the center of one of the largest and loudest cities of the world.

**Nine
Zero
(Boston)**



This hotel does not only allow a settlement with pets, but it is in general welcomed. Most interestingly, pet hotel guests can expect a service that is not inferior to the service of the host animal. The services are animal massage, walk, single bed and a special menu.

**Fitzpatrick
Hotel
(м.Вашингтон)**



Цей готель спеціалізується на розміщенні туристів з дітьми. У кімнатах номерів є не тільки стандартний набір меблів, але й маленькі меблі для дітей та іграшкові меблі для ляльок. І не варто переживати, якщо клієнти приховили в дорогу замало іграшок. В номерах є різноманітні іграшки та дитячі тапочки.

Holiday Inn
Kensington
Forum
(London)



Customers are offered a service of heating the bed. Interestingly, heating is provided by special workers wearing termosuits.

**Barnsley
Gardens
Resort
(Georgia,
USA)**



This four-star hotel provides post of "fairy", which is responsible for decorating rooms with rose petals, champagne and chocolate diversity.

Peabody
(Memphis,
USA)



This four-star hotel at 11.00 daily special "shepherd" displays the ducks walk to the fountain. Tourists can enjoy this spectacle until 19.00.

22.2. DESCRIPTION OF DOMESTIC SERVICE FOR GUESTS AS AN INTEGRAL PART OF HOTEL SERVICE

Domestic services are aimed to meet the needs of guests that arise during their stay at the hotel.

Domestic services:

Urgent laundry and dry cleaning, ironing and repair of personal effects.

Urgent repairs and cleaning shoes.

Saving objects and values.

Unloading, loading and delivery of luggage to your room.

5. Rent of cultural and community purpose (TVs, dishes, sports equipment, etc.).
6. Minor repair of watches, electric shavers, radio, film and photographic equipment, photo services.
7. Services hairdressing, manicure and massage.
8. Delivery of food to the room.

22.3. ORGANIZATION OF TRANSPORT SERVICES IN THE HOTEL

Providing transportation services to the client is a type of service in hotels, for example:

booking tickets,

taxi order,

hotel shuttle transportation,

rental cars,

tourist transport services, etc.

There are special car reservation system
(World Span).

The users can also hire car from several different hire rental companies through a centralized booking. If necessary, the hotel may have a direct contractual relationship with several rental companies on the primary guest service and provide the necessary insurance.

Car rental is usually granted to persons from 21 to 70 years with a passport and driving license. Clients receives a car with a full tank, and the client returns it with full tank.

Customer is warned of basic requirements:

parking is permitted only in designated areas;

there are speed limits on motorways and in towns of the country;

on accident he should definitely have information about the date and time of the accident, the names and addresses of witnesses, name and number of the police station and others.

Taxi ordering. The hotel provides a service to the client through the city service or its own taxi. If you order a taxi service in the city hotel manager, issue a card containing the following information:

hotel name;

room number;

car number;

time;

place.

The completed card is transferred to the driver, so that the guest can be a foreigner. Payment is made by a guest to taxi driver depending on the itinerary.

If the hotel has its own taxi service guest hotel transmitted directly to the service manager. This card is issued and given to the driver.

Own taxi service is organized at the hotel when the hotel has its own parking and vehicles garage.

Car parking service

The main objectives of the parking driver:

- parking the customer in the parking space or garage
- car delivery to the door before guests leave the hotel;
- providing information about the hotel car service and parking spaces etc.;
- car services in car repair shop, car wash and cleaning services;
- maintaining order at the entrance to the property, to prevent congestion of cars and of obstruction free entrance to the entrance to the hotel;
- transfer guests by cars of hotel from airports and train stations and vice versa.

Bus transportation service

Bus is a passenger motor vehicle designed for simultaneous transport more than 8 passengers. Planning of salon provides buses with four-seat arrangement, thus increasing the number of seats. Sightseeing buses are equipped with one or two 700 mm width doors.

Inside the bus is supposed a special place for guide, with additional heating. Cab driver is isolated from the passenger compartment.

The organization of transport services requires the following structural elements:

garage hotel service;

oil station;

repair shops;

station for technical service.

LEGAL BASIS:

1. Закон № 2344 - Закон України "Про автомобільний транспорт" від 05.04.2001 р. № 2344-III.
2. Постанова № 176 - Постанова КМУ "Про затвердження Правил надання послуг пасажирського автомобільного транспорту" від 18.02.97 р. № 176.
3. Наказ № 21 - Наказ Міністерства транспорту України "Порядок і умови організації перевезень пасажирів і багажу автомобільним транспортом" від 21.01.98 р. № 21.
4. Наказ № 431/7 - Наказ Мінтрансу і Міносвіти "Про затвердження зразка довгострокового договору на перевезення організованих груп дітей" від 10.12.97 р. № 431/7.

5. Наказ № 4/8 - Наказ Мінтрансу і Міносвіти "Про затвердження зразка договору про разове перевезення організованих груп дітей" від 09.01.98 р. № 4/8.

6. Наказ № 5/9 - Наказ Мінтрансу і Міносвіти "Про затвердження зразка дозволу на перевезення груп дітей" від 09.01.98 р. № 5/9.

7. Наказ № 433/5 - Наказ Мінтрансу і Держкомтуризму "Про затвердження зразка довгострокового договору на перевезення туристів" від 10.12.97 р. № 433/5.

8. Наказ № 6/4 - Наказ Мінтрансу і Держкомтуризму "Про затвердження зразка договору про разове перевезення туристів" від 09.01.98 р. № 6/4.

HOMEWORK

1. The essence of recreation, leisure and entertainment in the hotel.

Hotel services and animation programs.

Sports kinds of entertainment.

The organization of games with cash prize.

The material basis for the operation of animation service at the hotel.

The museum as a leisure center.

Examples of unusual services in different hotels around the world.

Features of provision of various public services at the hotel.