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GLOSSARY

WHAT ARE SOME RESERVATION POLICIES AND PROCEDURES?

Hotel reservations policies vary from company to company. A knowledge of some general practices will prompt you to ask specific questions about the policies and procedures from the reservationists when making arrangements for your client. Read the policy particulars on the features below, then study the necessary information on page 88 for booking procedures.

DID YOU KNOW that the hotel Casablanca in New York City gets 60% of its guests through the Internet? They do business via e-mail, which is more personal according to the co-owner, and bypasses time differences, telephone costs and language barriers. Check them out at www.casablanca.com.

Deposits/Guarantees

A **guaranteed reservation** means the hotel room is prepaid for the first night and the specified room, rate and length of time is assured. There are at least three ways to guarantee a hotel reservation:

- By Deposit - A payment is made equal to the charge for one night (personal check, agency check).
- By Credit Card Account Number - The hotel takes the guest's credit card number with the understanding that one night's charge will be put on the account if the room is not canceled within a specified time.
- By Agency Voucher - If the travel agency chooses to guarantee the reservation, the agency receives the bill for the room.

A prepayment or **deposit** is sometimes necessary to hold or confirm hotel reservations. The most efficient form of payment is a major credit card. The client completes the payment at check-out time. The final bill is dependent on the room rate, the actual length of stay and miscellaneous charges such as telephone calls, room service, taxes and service charges.

Confirmation

The hotel reservationist will supply you with a **confirmation number**, rate and dates. Make note of the confirmation number. Time permitting, request written confirmation directly from the hotel as well. Verify price, taxes and extra charges as a part of the confirmation.

Overbooking/Walking

Overbooking is confirming more hotel rooms than the hotel has to offer. It is common practice in the industry to overbook by using a formula based on the percentage of no-shows as recorded over a given period of time. When a guest cannot be accommodated due to overbooking, the hotel will generally **walk** (refer) your client to another hotel that does have space.

WHAT INFORMATION IS NEEDED FOR A RAIL RESERVATION?

United States and Canadian travel professionals can make reservations and issue tickets for VIA and/or Amtrak. North American agents can also book reservations (but not ticket) any foreign trains. Eurail and Britrail can be booked by telephone or online. VIA and Amtrak can be booked online, by telephone or via any of the major GDSs in the U.S. or Canada. For European trains, some of the national railroads maintain United States offices that make reservations and issue tickets. These foreign rail offices require time for processing. Your client must possess a passport before the order can be placed, as the passport number appears on the pass. Some travel agencies with a high volume may have the passes on hand.

RAIL TRAVEL RESERVATIONS Job Aid	
Data Needed to book Rail Reservations	Origin and destination
	Date and day of departure
	Time of departure
	Train number and/or name
	Name(s) and number of passengers traveling
	Type of Passengers - Adults - Children, - Military - Senior Citizens, etc.
	Type of accommodations <i>Note: If requesting a tour package or hotel accommodations, ask for the Tour Desk after the Rail reservations are completed.</i>
Needed from the Rail Reservation Agent to confirm reservations	Agent's name or ID
	Hold limit (Ticket Date)
	Reservation number
	Verify train number(s) and name(s)
	Verify time of departure and arrival
	Verify price

WHAT ARE SOME POSSIBLE CAREERS IN TOURS?

NOTES

Tour Operations

- Reservations - This person takes incoming calls from prospective clients and/or travel agents and makes reservations for tours. Answers questions regarding the product and makes recommendations.
- Documents - This position is responsible for processing all of the documents necessary for the tour — tickets, vouchers, visas, etc.
- Marketing - This person is responsible for marketing the tour to the public or travel retailers. May include print or other media. May be responsible for designing and printing of brochures.
- Sales Representative - Makes visits to agencies and other travel retailers to encourage business. Responds to problems or concerns.
- Tour Manager - Responsible for the smooth operation of the tour. Handles any problems encountered during the tour.
- Tour Guide - Is knowledgeable about the area and sites visited and informs the tour group of what they are seeing.
- Local Tour Operator - Contracts with a tour operator to handle a particular part or segment of the tour. Specializes in a particular thing, such as river running or bus tours of the city.
- Tour Wholesaler/Retailer - This position puts the tours together, negotiating with the various suppliers for rates and blocked space. Determines rates to charge.

WHAT IS IT LIKE TO BE A TOUR RESERVATIONIST?

Andy Resnick works for Advance Reservations, a tour operator specializing in ski vacations.

I have been at Advance Reservations for a year now. It is full-time during the fall, winter and spring and then goes to part-time during the summer when business slows down.

When I come to work, I check in with my supervisor and find a free computer. No one has a desk here; we all share facilities. I plug in my headset and I'm ready to go. Since we are a tour wholesaler, we market our products to agencies and they sell us to their clients. I talk to agents from all over the country. We are a preferred supplier for ski vacations for several agencies so I may talk to the same agent over and over.

When an agent calls in, sometimes they know exactly what they want to book. Other times I need to ask some questions and recommend one of our products to the agent who will then sell it to the client. I am very familiar with all of our packages and most of our accommodations. It is company policy that we become experts for the agents so each week we study a different tour and even get tested on it. We also get fam tours two or three times (or more) a year to one of our locations so that we will be able to answer most questions about it. Agents expect us to be the destination experts.

I make reservations by inputting the client's name, address, phone, etc. in the computer. I also add the agency and agent name and information. I reserve the particular package, choice of hotel, any additional services on the dates desired. When I tell the computer the number of people and the ages, it will automatically give me the cost, deposit due, due date, final payment and final payment due date. It also adds a confirmation number. I give this information to the agent. I send the reservation to the documents department for a confirmation letter to be sent along with any documents. I also forward a copy to the hotel and/or airline and/or ground transportation, depending on the particular package. I can do all of this in less than ten minutes now, but at first it took me much longer.

This has been a great job for me. I use my summers to take classes and we get season passes at the local ski resort during ski season so I can ski in my off hours. Someday I want to put tours together myself.

A Typical Day

- ✓ Work may be seasonal or shift
- ✓ Use a computer and headset
- ✓ Wholesalers' clients are travel agents
- ✓ May be a preferred supplier
- ✓ May need to question agent regarding client needs
- ✓ Recommend a tour product
- ✓ Need to know product thoroughly
- ✓ Expected to be the expert
- ✓ Make reservation with name, address, phone, as well as agency information
- ✓ Need package, hotel choice, dates and additional info
- ✓ Number of people and ages are needed to quote cost
- ✓ Give cost, deposit due, due date, final payment due and due date to agent
- ✓ Give confirmation number to agent
- ✓ Send reservation for documents and to specific product
- ✓ Do it quickly and efficiently

IMPORTANT STUFF

The various types of travelers who cruise, as identified by CLIA are Ship Buffs, Luxury Seekers, Explorers, Consummate Shoppers, Boomers and Potential Cruisers.

The types of cruises include day cruises up to week-long or longer. Week-long cruises are the most popular. There are transatlantic cruises, repositioning cruises and river cruises. Your client may be interested in a yacht, either bare or crewed, a freighter or a ferry. Special interest cruises include exotic cruises, incentive cruises, relaxation cruises, sports and recreation cruises, scenic, cultural and/or historical cruises.

Popular North American cruise areas include the Caribbean, the Bahamas, Bermuda, Alaska, Hawaii, Mexico, Trans-Panama and the Rivers of North America.

Major cruise reference publications include *CLIA Manual*, *Berlitz Complete Handbook*, *STAR Service*, *The Total Traveler* and the *Official Cruise Guide*. Cruise brochures and cruise references allow you to analyze any given cruise vacation, cruise line or ship regarding price, inclusions, specialties and ambiance.

The procedures for booking and ticketing a cruise are simple and efficient. The bulk of the work is accomplished by the cruise line. The agent's responsibility includes verifying the client has received and understands all the documentation, including the ticket/contract.

TERMS

Barge

Cabin

Cabin Steward

Captain

CLIA

Crew Ratio

Cruise Director

Deck Plans

Deck Steward

Embarkation

Ferries

Freighters

NACOA

Officers

Per Diem

Ports of Call

Purser

Repositioning

Seamen

Shore Excursion

Sitting-First or Second

Space Ratio

Stateroom

Table Steward

Transatlantic

Yachts

CHAPTER CHECK UP

1. CLIA listed several categories of cruisers. Name and describe two of them.
2. What is the most popular cruise length?
3. List and describe four types of cruises.
4. There are several "special interest" types of cruises. Describe the two from the text that most interest you.
5. List and give examples of ports for six popular cruise areas.
6. List four facilities often found on cruise ships.
7. List and describe five factors that effect the price of a cruise.
8. Name four crew members and describe the duties of each.
9. List three references for cruise information. Which do you prefer?
10. What information do you need to give the cruise line when making a reservation?

What's Your Opinion?

The cruise industry is projecting a healthy outlook for cruising for the next five years and many cruise lines have ordered several "megaships" to be available soon.

Do you think that the growth of cruising popularity will keep pace with the growth of available berths? Why or why not?

What can cruise lines do to incluse the popularity of cruising?



What would you do if. . . ?

You just began work for a local cruise-only agency. A client comes in with several questions about cruises. How would you answer them?



Aren't cruises expensive?

Don't mostly old people cruise?

It seems like I'd be bored on a ship. What is there to do?

What about meals? Can I eat whenever I want?

I don't have much vacation time. Do I need a week?

What about my family? Do kids go on cruises?

Why should I take a cruise?

