THSC
TOURISM & HOSPITALITY
SKILL COUNCIL

# Participant Handbook

Sector
**Tourism and Hospitality**

Sub-Sector
**Tours and Travels**

Occupation
**Transportation**

Reference ID: **THC/Q4205 , Version-1.0**
**NSQF Level 4**

**Customer Service Executive - Meet and Greet**

Scan/Click this QR code to access eBook

> **Skilling is building a better India. If we have to move India towards development then Skill Development should be our mission.**

**Shri Narendra Modi**
Prime Minister of India

# Certificate

## CURRICULUM COMPLIANCE TO
## QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

### TOURISM AND HOSPITALITY SKILL COUNCIL
for the
### SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/ Qualification Pack: '**CUSTOMER SERVICE EXECUTIVE (MEET AND GREET)**' QP No**. 'THC/Q4205 NSQF Level 4'**

Date of Issuance: December 30$^{th}$, 2021

Valid up to: December 30$^{th}$, 2024

Authorized Signatory
(Tourism and Hospitality Skill Council)

*\* Valid up to the next review date of the Qualification Pack*

# Acknowledgement

## About this book

This book is designed for upgrading the knowledge and basic skills to take up the job of 'Customer Service Executive (Meet and Greet) in Tourism & Hospitality Sector. All the activities carried out by the Customer Service Executive (Meet and Greet) are covered in this course. Upon successful completion of this course, the candidate will be eligible to work as a Customer Service Executive (Meet and Greet).

This Participant Handbook is designed to enable training for the specific Qualification Pack (QP). Each National Occupational Standard (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS

- THC/N4215 - Perform Meet and Greet Operations
- THC/N4405 - Escort Tourists on Organized Trips
- THC/N9901 - Communicate Effectively and Maintain Service Standards
- THC/N9903 - Maintain Organizational Confidentiality and Respect Customers' Privacy
- THC/N9906 – Follow Health, Hygiene and Safety practices

## Symbols Used

| Key Learning Outcomes | Steps | Time | Tips | Notes | Unit Objectives |
|---|---|---|---|---|---|

# Table of Contents

# 1. Introduction to the Tourism Industry and Customer Service Executive (Meet and Greet)

Unit1.1 - An Overview of Skill India Mission

Unit1.2 - An Overview of the hospitality industry

Unit1.3 - Customer service executive (meet and greet) - the trending career options in India

## Key Learning Outcomes 💡

**At the end of this module, the participant will be able to:**

1. Discuss the objectives and benefits of the Skill India Mission
2. Describe the Tourism and Hospitality Industry and its sub-sectors
3. Elaborate on the hierarchy of Hotel of small, medium and large establishments
4. Elaborate on the job role and job opportunities as a Customer Service Executive (Meet and Greet) in the Tourism and Hospitality Industry
5. Explain basic terminologies used in Customer Service Executive (Meet and Greet)
6. Explain the grooming standards for a Customer Service Executive (Meet and Greet)

## UNIT 1.1: An Overview of Skill India Mission

## Unit Objectives ◎

**At the end of this module, the participant will be able to:**

1. Explain the objectives and benefits of the Skill India Mission

## 1.1.1 Skill India Program – Objectives, Features & Advantages

**Skill India Mission**

The Skill India Mission is an initiative the government started in 2015. It functions as an overarching scheme, beneath which many more specific skilling schemes are active. The primary intention behind introducing this program is to equip the country's young people with valuable skill sets that will increase their chances of finding employment in various fields across the economy. In addition to this, it assists the individual in becoming more productive.

**The main Skill India objectives**

- The primary goal of the Skill India Mission is to provide young people in the country with training relevant to the market by the year 2022. This goal is to be accomplished by the year 2022
- Enrolling in the Skill India Mission will make job opportunities available. In addition, it will open up a space for talent development among our young people in India. Over the past few years, the Skill India Mission has assisted in developing industries seeking skill development to identify new fields or industries needing skill development

This scheme helps bridge the gap between skills required by the industry and people's skills for employment generation.

- Bringing about a reduction in the level of poverty throughout the country
- Bringing Indian companies up to their global competitors' levels
- By enrolling in the Skill India Mission, they can ensure that the skill training they receive is both relevant and high-quality.
- Assisting Indian citizens so they can dominate the market's workforce and resources
- expansion of currently available training programs to better prepare individuals for the challenges of the modern world
- Developing people's actual competencies as opposed to merely providing them with qualifications
- Increasing the number of opportunities for learning throughout one's life to further one's development of skills
- Improving the quality and level of participation of social partners, as well as establishing robust public-private partnerships in the area of skill development
- Increasing the number of investments that are sufficient for financing the continued growth of skills

**Features of Skill India Mission**

- The essential component is the development of a brand new rural India scheme hallmark.
- The level of employability of young people is the primary focus of this initiative, with the end goal of enhancing both their employment and entrepreneurial skills
- The mission provides assistance, training, and direction for all traditional types of employment, such as cobblers, weavers, welders, masons, blacksmiths, nurses, and other similar professions
- Construction, transportation, real estate, the gems industry, textiles, banking, design, and tourism are some areas that the Skill India Mission focuses on, in addition to inadequacies in skills
- The best thing about participating in the Skill India Mission is that it is held to international standards. This ensures that the demand for young people from India remains high outside the country

## UNIT 1.2: An Overview of the Hospitality Industry

## Unit Objectives ◎

**At the end of this module, the participant will be able to:**

1. Describe the tourism and hospitality industry and its sub-sectors
2. Elaborate on the hierarchy of hotels of small, medium and large establishments

## 1.2.1 Tourism and Hospitality Industry and its Sub-sectors

The hospitality industry comprises various sectors that house, feed, transport, and entertain guests. Each sector covers multiple fields, providing various goods and services. It is important to note that while separate, they can often overlap and work together to create one complete and comprehensive hospitality experience.

**Role and importance of tourism**

India is the birthplace of some of the oldest civilisations in the world. There are currently 1.39 billion people living in this country. These people follow religious traditions, speak more than 15 official languages, and live in various urban and rural centres. The humid and tropical south, the rolling plains of the Ganges, and the foothills of the Himalayas are just a few examples of the diverse landscapes that can be found across this vast country. As a direct result of this, India is visited by millions of tourists annually, both domestic and international, which significantly impacts the country's economy.

The prosperity of many economies worldwide directly relies on the tourism industry. The destinations that welcome tourists reap many benefits from the industry. The economy's revenue is boosted by tourism, which generates thousands of new jobs, contributes to the growth of the country's infrastructure, and fosters a sense of cultural exchange between natives and guests.

Travelling to a location not one's home city or country to engage in various recreational activities or conduct business and remaining in that location for an extended amount of time is an example of tourism. It does so to accomplish something specific, and its destination is not intended to be its permanent home.

It is referred to as the Tourism Sector by the UNWTO, the World Tourism Organization of the United Nations. The Tourism Sector comprises several tourism-focused industries that typically offer products characteristic of tourism (and services). Taking this a step further, the UNWTO identifies 12 different tourism industry sectors that can serve tourists.

**These industries are:**

1. Accommodation for guests
2. Food and beverage serving activities
3. Railway passenger transport
4. Road passenger transport
5. Water passenger transport
6. Air passenger transport
7. Transport equipment rental

8. Travel agencies and other reservation services activities
9. Cultural activities
10. Sports and recreational activities
11. Retail trade of country-specific tourism characteristic goods
12. Other country-specific tourism characteristic activities

The tourism industry is a large group of these industries that provide a range of products and services to serve tourism and the needs of travellers or guests. Therefore, this group or chain also indicates and brings out the value chain of the tourism industry.

**The industry has four significant sub-sectors:**

1. Hotels
2. Facilities management
3. Restaurants
4. Tour and travel

1. **Hotel Industry -** A booming travel and tourism industry directly impacts the hospitality sector, clocking record growth in Occupancy Rates and Revenue per Available Rooms (RevPAR) of Indian Branded Hotels over the last 10 years. According to Indian Hotel Industry Survey 2016-17, compiled by Hotelivate and the Federation of Hotel & Restaurant Associations of India (FHRAI), the Indian Hotel Industry is expected to touch $ 13 billion by 2020.10

2. **Restaurant Industry** - One of India's biggest appealing aspects is its cuisine, which is a significant factor in inviting foreign and domestic tourists, directly impacting the restaurant industry. Currently, India is the seventh largest economy in the world which continues to be one of the fastest growing and expects to become the fifth largest economy by 2023 with a young population.

3. **Facilities Management -** Facilities Management (FM) services are an intrinsic part of the Tourism and Hospitality industry. The International Facilities Management Association (IFMA 2003) defines FM as "Coordinating the physical workplace with the people and work of the organisation. It integrates business administration principles, architecture and behavioural and engineering science".

4. **Tours and Travel -** The total contribution by the travel and tourism sector to India's GDP is expected to increase from Rs 15.24 lakh crore (US$ 234.03 billion) in 2017 to Rs 32.05 lakh crore (US$ 492.21 billion) in 2028. Total earnings from the sector in India are targeted to reach US$ 50 billion by 2022. The Ministry of Tourism (MoT) has been actively working towards the development of quality tourism infrastructure at various tourist destinations and circuits in the States / Union Territories by sanctioning expenditure budgets across schemes like SWADESH DARSHAN and PRASHAD. The Ministry of Tourism has been actively promoting India as a 365-day tourist destination with the introduction of niche tourism products in the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, MICE Tourism, Eco-tourism, Film Tourism, Sustainable Tourism, etc. to overcome 'seasonality' challenge in tourism.

Travel and tour service providers are categorised into five segments per the guidelines prescribed by the Ministry of Tourism for approval.

1. **Travel agents:** a travel agent decides on tickets for travel by air, rail, ship, passport, visa, etc. They may also arrange accommodation, tours, entertainment and other tourism-related services.
2. **Inbound tour operators:** inbound tour operators plan transport, accommodation, sightseeing, entertainment and other tourism-related services for foreign tourists.
3. **Tourist transport operators:** a tourist transport operator provides tourist transport like cars, coaches, boats etc., to tourists for transfers, sightseeing and journeys to tourist places etc.
4. **Adventure tour operators:** an adventure tour operator is engaged in activities related to adventure tourism in India, namely, water sports, aero sports, mountaineering, trekking and safari of various kinds etc. In addition to that, he may also make arrangements for transport, accommodation, etc.
5. **Domestic tour operators:** a domestic tour operator makes arrangements for transport, accommodation, sightseeing, entertainment and other tourism-related services for domestic tourists.

Apart from the above, the sub-sector has also changed after the advent of an online tourist base and large Indian and foreign companies entering the market. This has changed the landscape with a reorganisation of categories with similar functions. New categories that have come up are:

1. **Travel agencies:** businesses that operate between travellers and the travel industry. There is a focus on advertising pre-packaged travel tours offering tourists the best deals.
2. **Online travel agenc**ies allow you to "self-serve" your travel necessities on personal preferences, such as makemytrip.com, yatra.com, and expedia.com, among others.
3. **Tour operators:** these include inbound, adventure, domestic, and tourist operators. They bundle packages that tend to work with attractions, hotels, and transportation services to provide combination deals to travellers at a better price than if purchased separately.
4. **Tour guides/tourism service providers:** these are informative package deals that offer tourists and travellers in-depth and knowledgeable insight regarding certain locations, historical sites, or cultural activities, usually with a guide.
5. **Transport operators:** Include agencies or persons taking care of the tourist's inbound transportation requirements, car rentals, etc.

# UNIT 1.3: Customer Service Executive (Meet and Greet) - Trending Career Options in India

## Unit Objectives ◎

**At the end of this module, the participant will be able to:**

1. Elaborate on the job role and job opportunities as a Customer Service Executive (Meet and Greet) in the Tourism and Hospitality Industry
2. Explain basic terminologies used in Customer Service Executive (Meet and Greet)
3. Explain the grooming standards for a Customer Service Executive (Meet and Greet)

## 1.3.1 Customer Service Executive (Meet and Greet)

**Introduction**

Receiving and welcoming guests is very important. It should create the best impression. The communication skills of the meet and greet executive who has come to welcome the guests must be excellent. He must exude confidence and exhibit courteous manners. Arrival and departure are interrelated and dependent on each other. Suppose arrival the reception at arrival is good. In that case, the expectations of the tourists are raised, and they start looking forward to a wonderful experience.

**Receiving guests at airport/ railway stations/ bus terminal -** How the tourist arrival and departures are handled sets the pace for other experiences. The meet and greet executive is the first person the tour group meets during their welcome. Departure is when the meet and greet executive has to take feedback.

**Departure from the source of travel**

**Air**

While departing from the airport, one must report at the counter to hand over the ticket and get the boarding pass. Luggage is also deposited at the same counter. The Handbag may be carried on the flight. Its quantity, weight, and size depend on the travelling class. Different airline companies have different policies. Passengers have to keep their passports and identity cards ready. After reaching the airport, passengers may convert currency from money changers. Various banks and reputed companies have money changers at the airport. As this is the last point to changing local currency into an international one, the tourists must be careful to acquire some of the minimum required international currency. After collecting the boarding pass traveller has to report at the immigration counter. The immigration counter checks the documents and all belongings of passengers. They put a stamp on the passport. If stamping is missed, the passenger may contact FRRO; otherwise, he will face a problem upon arrival. Meet and greet executives must thoroughly know these prerequisites and inform the group about the formalities well in advance.

**Arrival at the destination -** After arriving at the airport passenger has to report at the immigration counter and submit a form (disembarkation form). The disembarkation form is for people coming from a foreign country to India. Some information about the source of the journey, cash carried by him, is

collected here. After getting through the immigration, he collects his luggage from conveyor belts. After collecting baggage, passengers may convert currency from money changers. Various banks and reputed companies have money changers at the airport. The air journey is very systematic. Even first-time travellers can travel without any hassle. Signs are used everywhere. If requested, airline companies have the policy to help first-time travellers. Tourist arrival and departure are very important events for a meet-and-greet executive. Tourist arrival is when tourists come to the point of access (i.e. railway station, airport or any other place). His primary role is receiving tourists from access points and helping them get to the hotel.

**To receive tourists from the access point -** Many people must have been seen waiting outside the airport terminal with a visitor's name on the hardboard, a placard. When the meet and greet executive works for the company, he has the company's placard. A Person travelling with the tour group, i.e. Tour Escort, meets the meet and greet executive appointed by the travel agency. Initially, the meet and greet executive helps them to get the luggage and properly arrange it in the coach. He asks them about their travelling experience. Once all tourists settle down in the coach and are comfortable, the meet and greet executive checks all equipment (microphones, water bottles etc.) in the coach. The bus or coach starts with the welcome message of the meet and greets executive. The meet and greet executive introduces himself, the driver and the support staff (if any) in the coach. He tells them the time duration needed to reach the hotel. Once tourists enter the hotel room, transferring their luggage to the allotted room is known as a transfer.

**Departure -** During departure, the meet and greet executive must ask all the group members to check all their belongings, passport, and currency and check out status from the hotel. HE takes the whole group to the airport and helps them to get into the airport up to the last point open for accompanying persons.

**Travel by train -** In the case of the train journey, the meet and greet executive has to wait outside the platform with a placard. Group is directly taken to the hotel from the station by coaches.

**Travel by coach -** Travellers coming by coach is contacted by the meet and greet executives at some pre-decided point. He takes the group to the hotel and helps them check in. after the tour, he completes all formalities like feedback and wishes them the best of the journey.

**Pre-tour briefing and documents -** The major part of tourist satisfaction is not only the tour, itinerary management, on-time arrival at tourist places, visiting the right places, having the opportunity to visit shops, having refreshments, and interaction with the meet and greet executive. The main objective of pre-tour briefing is that the tour is properly delivered to the client or tourists. Also, my quality is maintained at the right level. Above all, tour group members are happy with the tour.

Pre-tour briefing helps the guide tailor information to the group's needs. He should be briefed about the following:-

1. Group size: how many people are travelling in the group.
2. Language: What is the common language of the people in the group?
3.  Age: How old the group members are? What is their average age?
4. Place: What else the itinerary includes?
5. Area: Special interest of the group.
6. VIP: Is there any VIP in the group? Special instructions about the VIP.
7.  Special requests: What are special requests made by the client?
8. If he has to collect vouchers or other payments as people join the tour.
9. Meeting place: When and where to meet with the tourists' vehicle?
10. Duration: Total number of days and nights of the tour.

11. Cities to be visited with the map.
12. Services are to be provided in each city.
13. Whether meals are included or not included.
14. Restaurant addresses location, telephone, contact number and person.
15. Hotel with address and phone number.
16. Agents address with his contact details like telephone number etc.
17. Flight details like flight number, arrival, departure, terminal, and airport
18. Exchange rates
19. Airport taxes
20. Meeting points at the airport ( departure)

**Briefing**

1. A briefing will be given by the person handling the clients, and relevant documents will be handed over
- Voucher
- Rooming list
- Flight details
- Briefing sheet
- Agents contact list
- Hotel address list
- Passport detail list
- Detailed Itinerary
- Airline tickets/ rail tickets etc.
- Name tags, gifts, caps or any other material for the client ( tourists)
- Organisation's phone diary
2. Do a checklist with the person- arrival, departure details and the rest
3. Always have baggage tags handy. If missing a few bags, replace them immediately
4. Make sure to have the mobile numbers of the contact persons at the head office and the city tours covered. Only call on the mobile for urgent matters or emergencies
5. Reread all the documents, and in case of any anomaly, inform the travel agent/travel company well in advance
6. Pack the suitcase and do not forget to put a name tag

**Welcome briefing**

1. Greet the client first with a handshake. Have eye contact with the client.
2. Take every opportunity to use the name.
3. Use words that one is comfortable with. Do not use complex words one cannot pronounce.
4. In the coach from the International airport to the hotel- a brief introduction of self and Toru and details of the procedure for check-in, and a brief on the day of the programming. Hand over the page for passport details.
5. On arrival of the tour group (at the hotel), seat the client in the lobby, and ask them (politely) to fill in passport details.
6. Distribute keys
7. Give the details of the day's programme- the wakeup call & meal timings, departure time etc.
8. Introduce the driver and cleaner/ helper/ assistant to clients (tourists).
9. Inform them regarding clients (tourists') feedback forms, and distribute them to the coach.
10. Hand out the organisation kit (Cap, shoe covers, hand baggage, passport or document holder pouch) to clients in the coach.

11. Transport: Coach condition, leaving condition & precautions: camera, passport, cap, handbags etc.
12. Tips: Give a brief to clients regarding tips in general & also specific. They should carry small change.
13. Clothes: Types of clothing to wear during the tour (sightseeing etc.).
14. Weather: Should dress per the temperature, and humidity, carry light woollen or not in the coach etc.
15. Indian currency and cheque: The equivalent in their currency should always count the money received when changing currency.
16. Food: What to expect and what to avoid.
17. Post: where to buy stamps etc.

A customer service executive (Meet and Greet) is an individual who prepares to provide meet and greet service, meets the customers or guests at the terminal or designated place, greets them and arranges for transporting them to an agreed destination.

**Duties and responsibilities of a customer service executive (Meet and Greet)**

1. Handling pick-up requests for arriving guests and scheduling transportation.
2. As needed, help guests with their bags.
3. Inform the guest about all hotel amenities and help them get into the automobile.
4. Alert the hotel's front desk manager, concierge, or guest relations staff that a VIP is en route.
5. Be present at all planned airline landings to help incoming guests with their luggage and point them toward transportation amenities.
6. Be ready at the terminal of each arriving flight.
7. Include additional instructions for guests or information about their arrival or departure in the logbook and transfer it to each airport representative 's list of anticipated arrivals.
8. The guest should only be directed to the suggested taxi or limousine if the hotel has not arranged the pickup.
9. Accompany the guest to the authorised automobile rental location and deal with the workers there.
10. The front office manager and chief concierge must be notified of changes to the arrival and departure flight.
11. Suppose an issue arises while on duty and the supervisor is not present. In that case, it must be discussed and reported to the front office manager.
12. In charge of providing excellent customer service, preserving close ties with all airport authorities, and, most importantly, preserving a sense of camaraderie among the hotel's staff. Give the meeting service employees the names and arrival flight numbers.
13. Ensures that airport representative officers are well-groomed and presentable.
14. The Hospitality Manager or Chief Concierge must give their written approval before anything relevant to the operation or extraordinary cases of departing is recorded in the logbook.

15. Must correctly adhere to the work schedule. The front office manager, the assistant front office manager, and the assistant managers must be notified of and approve any changes.
16. Retain thorough knowledge of all the hotel's amenities and services.
17. VIP and VVIP guests will be greeted at the airport and have their transportation set up.
18. Under the manager's direction, uphold positive relations with airline staff, immigration, and customs officials.

**A Customer Service Executive (Meet and Greet) is expected to carry out the following duties:**
- Welcoming the clients at a predetermined location

- Transferring them to the desired location
- Fostering and maintaining positive relationships
- Resolving any issues or questions
- Planning and arranging to meet the clients at the designated location
- Assisting clients with check-in and check-out procedures
- Assisting clients at arrival and departure points

## 1.3.2 Job Opportunities

**Job Opportunity**

The tourism and hospitality industry offers a variety of enjoyable and exciting occupations, from becoming a food and beverage manager on a luxurious cruise line to working in any other sector. In a sector that is constantly developing and adopting new fashions. The tourism and hospitality sector contributes around 9.8% of the world's GDP (gross domestic product) and is expanding quickly. According to the World Tourism Organization, the business is the biggest employer in the world, accounting for one out of every eleven employees globally. Therefore, there is a significant demand for skilled personnel to keep up with the ongoing growth of this service-oriented, high-energy, and productivity-driven industry. However, according to analysts, the industry will struggle to fill the 80 million jobs expected to be created over the next ten years with competent candidates. This is according to the World Travel & Tourism Council's research (WTC).

**Career progression path**

- Front Office Manager
- Assistant Front Office Manager
- Team Leader
- Customer Service Executive (Meet and Greet)

## 1.3.3 Customer Services Executive (Meet and Greet) Terminology

1. **Average problem resolution time:** The time that typically takes an agent to respond to client inquiries is the average problem resolution time. For the service agent, it might serve as a helpful performance evaluation metric. This metric can also be calculated team-wise, providing a comprehensive picture of the team's performance.

2. **Average response time:** The typical amount of time an agent takes to respond to a customer is called the average response time. Please note that this figure represents the average response time for all client messages, not just the first. Since it depends on the support hours and support medium, there is no standard for the typical response time. Ideally, less is preferable.

3. **Customer experience:** A consumer's overall encounter throughout his relationship with the business. Because the total customer experience is determined by the customer's perception of both the product and service, it assists him/her in developing a comprehensive understanding of the product and support activities.

4. **Customer retention:** Businesses engage in various activities or initiatives to keep current consumers with them, such as loyalty programs. Additionally, it lessens client churn.

5. **Customer feedback:** Refers to a customer's assessment of a specific good or service or their interaction with a business. This helps businesses in various ways, such as creating roadmaps or modifying their customer experiences to meet customer demands.

6. **CRM (Customer Relationship Management):** Businesses employ a framework to create enduring relationships with their clients. CRM software is typically used by businesses to carry out this procedure well.

7. **Guest life cycle:** Clients go through several phases while deciding whether to buy a given sound, service, or solution. Although after the sale, customer loyalty and retention contribute to this.

8. **Accessibility:** Comprises the modes of transportation (land, air or water) and facilities present at the tourism destination.

9. **Accommodation:** It provides lodging, food and other services to the tourist. They may comprise the hotel proper or other supplementary types of accommodation.

10. **Amenities** are the various services and facilities a visitor needs at a tourism destination. It is vital for tourism and includes basic to advance facilities such as convenience, signage, emergency, postal services, shopping, theatre, parking etc. It is sometimes referred to as the "pleasantness" of a destination.

11. **Hotel proper:** It is a conventional type of Hotel facility and provides all hotel facilities such as lodging and boarding. Examples- All-suite hotels, Airport hotels, Boutique Hotels etc.

12. **Supplementary type of accommodation:** There are additional categories of accommodation which are different from conventional hotels. They provide lodging facilities, e.g. Dharamsala, youth hostel, Dak bungalow, sanatoria, youth hostel etc.

13. **Land transport:** It is also known as ground transport, and it ensures the movement of people, goods and various types of cargo from one location to another. It may involve pathways, roadways, tramways or railways.

14. **Water transport:** Water transport or waterways is an essential mode of transportation for passengers and cargo. It requires a boat, ship or barge that moves over a water body such as River, Lake, Canal, Sea or Ocean. It is one of the oldest and cheapest.

15. **Pathways**: These mainly involve a path, way or route in remote rural areas which are forested or mountainous where a human being or animals can only travel. It is known as Head loads (or human transport) or Packs animals (or animal transport like horse, mule, donkey, yak etc.).

16. **Inland waterways:** It was the primary dominant mode of transport before the arrival of railways and the development of road transport.

17. **Air transport:** Air transportation is the fastest means of transportation air. Examples are Helicopters, aeroplanes, and hot air balloons; blimps, gliders, hand gliders, parachutes, and jet aircraft are all vehicles for Air travel.

18. **Tourism destination:** A geographical unit or physical space where a tourist stays for at least one night and where a mix of interdependent elements such as attractions, facilities, infrastructure, transportation and hospitality interact to give a memorable experience to the tourists.

19. **Attraction:** It is any entity, historical monument, individual, someone (person), location, or conception (concept) which attracts visitors either geographically or otherwise to enable them to have a tourism experience.

20. **DMO:** DMOs are known as destination management organisations. They are standard units/bodies in which an intricate interface of people, materials, and money occurs and is used for creating and distributing tourism services.

21. **NTO or NTA**: known as national tourism organisation or national tourism authority. This is the highest level of DMO at the country level. Examples- Ministry of Tourism, ITDC etc.

22. **RTO or STO:** Known as a regional or state Tourism organisation operating at the Regional or State level. Examples: MPSTDC (Madhya Pradesh State Tourism Development Corporation Limited), HPTDC (Himachal Pradesh Tourism Corporation).

23. **LTA/ LTO:** A local tourism association or organisation functioning at the local, city or town level. Example: GMC (Gwalior Municipal Corporation); MCGM (Municipal Corporation of Greater Mumbai).

24. **Linkages:** A linkage industry in tourism is are industries which are associated with Tourism in such a way that the existence of one is dependent on the other,

25. **Integrations:** Involves approach of accomplishing things collectively. It merges general or generic talent and resources to yield products or deliver quality services.

26. **Horizontal Integration** occurs when one company/business offering similar products overtakes the other company/business.

27. **Vertical Integration** is when one company enhances its business in another area by overtaking another. However, it is on a different level of the chain.

## 1.3.3.1 Meet And Greet Services For Guests On Arrival And Departure

**Meaning of meet and greet services**

**Greetings -** The way of greeting differs from country to country according to its culture and nationality. For example, Namastey is the way of greeting in India and other Asian countries. The word is said with the palms of the hands held together with fingers pointing up and touching the chin and with a slight bow. Thus, a namastey is typically an Indian way of greeting. The way of greeting also depends on the relationship and age of the guest.

**Greet -** Greet all the customers and make them feel welcome. Respect cultural and other personal differences. Evaluate and clarify customer's expectations Effectively address and respond to the customer's needs Thank and verify that their needs have been met

Meet and Greet service can be defined as 'the pre-purchased service for meeting and greeting a client or group upon arrival in a city, usually at the airport, pier, rail station or hotels. Service may include assisting the client or group with entrance formalities, collecting baggage, and obtaining hotel transportation.

Services of meeting and greeting are pervasive, but when we talk about Travel, Tourism and Hospitality

Industry, the particular jobs to be performed by the industry professionals are specified. These can be identified as follows:

- Airport representative at travel companies for arrival and departure and transfer assistance of tourists or clients
- The concierge at the front office or travel desk hotels performs the same duties for the hotel guests

**Professionally meeting customers as per the company's policies**

The procedure of meet and greet services at the Airport Meet and Greet service at the airport is an essential service for tourists as well as for the company since it helps the tourists in fast-track clearance through arrivals or departures, helps with transfers, baggage and family travel, and ensures a swift, smooth and safe passage through the airport. The Customer Service Executives (Meet and Greet Officers) help deal with any issues that might arise due to cultural differences or language difficulties. Travel companies even have their lounges reserved exclusively for tourists or their customers. This service is designed to provide a completely stress-free airport experience.

On arrival and departure at the airport, all the passengers (Indians or foreigners) must move towards the immigration check. The passports are duly stamped at the arrival as well as departure. Passengers should ensure their passports are duly stamped before leaving the immigration counter.

Only foreigners coming to India are required to fill up the D (Disembarkation) Card. Passengers must present valid travel documents, i.e., passport and visa (if applicable), for immigration clearance.

Meet and Greet Services are offered to independent and group tourists, business executives, and lady travellers travelling to unfamiliar or challenging locations.

After meeting the tourist or guest on arrival at the airport, a Customer Service Executive (CSE) of an organisation performs one's job of meeting the tourist by displaying a placard with the guest's name, flight number and organisation name. After meeting the tourists or clients, the travel and tour company representative introduces himself by presenting a bouquet and extending a warm welcome to the tourists. They share their name, the Travel Company/Tour Operator's name, and supporting information. One example of welcoming is as follows:

**First introductory meeting with tourists and clients on arrival**

Namaste/ Hello/Good Morning, everyone. My name is Dinesh. On behalf of Visit India Tours Pvt. Ltd., I welcome you all to Delhi, the capital of Incredible India. The bus is ready to pick up everyone and will ride to your hotel. The Ashok Hotel is 13 km (or 8.1 miles) and will take about fifteen minutes to reach. Right now, I would like to take a minute to familiarise you with the area and give a brief safety precaution. You must fasten safety belts and remain seated until we reach our destination.

**Meeting and greetings at the railway station**

The Customer Service Executive in the Tourism and Hospitality sector should ensure the given points while offering meet and greet services to the clients at the railway station:

1. Train arrival or departure time and railway platform or bus stop details
2. Railway stations or bus terminus and main exit gate
3. Have the Guest details, i.e. number of persons, class of traveller, i.e., business or leisure
4. Ensure transfer arrangement
5. Ensure hotel booking
6. Any other special requirement

**At the travel agency**

Sometimes, tourists or groups visit the travel company's office with the travel company representative— CSE, during their tour for any reason, such as to give remaining payment or meet the company's owner. Then the tourists must be welcomed and given greetings at the company premises also this act makes the tourists feel welcomed. To greet clients or tourists, 'GST Model' must be followed (Given in the figure below)
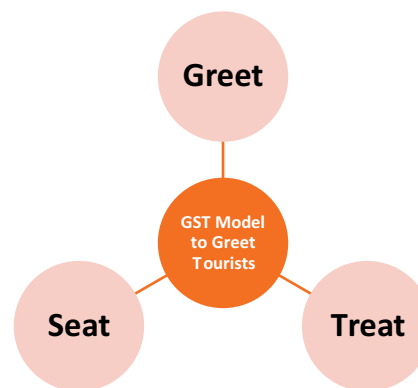


*Fig. 1.3.1 GST Model for greeting customers*

1. **Greet** - As soon as a guest enters the office, approach them and greet them with a warm welcome. Follow that greeting with a friendly 'How are you?', 'How is your experience till now with us?', 'You are an important client for us, and happy to serve you, etc.

2. **Seat** - Offer the guests a seat in the reception or specified guest area.

3. **Treat** - Offer the guest coffee, tea, or water; if they accept, bring their beverage to them. After greeting, seating, and treating, let the appropriate person or boss know their client has arrived. Check with the visitor if he or she is waiting for more than a few minutes.

**At the hotel premises—during check-in**

A front desk officer should offer every guest a warm welcome— even if (and especially if) a guest's jet lag may have given them a short temper. The front desk attendant must smile throughout their shift, anticipate guests' needs as they approach the desk and solve all the issues with a calm and understanding demeanour.

**SOPs regarding baggage upkeep**

At check-in time, As soon as the guest's taxi arrives at the hotel's door, the door attendant or gatekeeper should open the taxi door. The following points should be considered while dealing with the guest and collecting the baggage:

1. You should always help the guest to come out of the taxi.
2. Take out the luggage from the taxi.
3. Tag the luggage as per the policy.
4. Escort the guest.

5. Assure the guest that you are handling the luggage with care so that the guest can complete the check-in formalities by that time.
6. After the room allocation, put the room number on the luggage tag.
7. Escort the guest, take the luggage to the allotted room and keep the luggage on the luggage rack, and inform the guest for assurance.
8. If the room is not ready, ask the guest, 'May I keep your luggage in the luggage room?' and keep the luggage in the designated area till the guest gets the room.

**Meet and Greet Culture, Profession and warm welcome according to company policy**

The travel and tourism company and the company's frontline employees' behaviour with the clients or customers significantly impact the employees down the line. Here are some tips to ensure that the travel and tourism company and its representatives greet the tourists and customers in a way that makes them feel satisfied and served by their hospitable conduct from the very first meeting at the arrival of the guest at the airport:

1. **Show that you recognise them -** If you call your customers by name or try to recognise them in the hospitality industry, they feel happier. You can talk with the customer about their previous stay and say, 'It is a pleasure to have you with us again'. If they are a repeat customer, always greet them positively and humbly. This customer greeting and recognition helps in making profitable repeat business.

2. **Ask if they have visited before -** Generally, because of the politeness of the staff and service attitude, customers return to the particular organisation; such customers are one of the critical factors for profitable repeat business. If an organisation has such a guest, instead of saying, 'May I help you, it will be better to say, 'Hello/Good Morning, Sir, have you been here before?'. This sentence gives the message that you recognise them. It is one of the ways to collect feedback bout their previous stay.

3. **To make familiarity with the customer -** While receiving a domestic or foreign tourist, the CSE may start communication with the guest about their journey being comfortable, or he can talk about the climate so the customer can have an idea about the local climatic conditions.

4. **Always compliment appropriately -** Hospitality professionals or Meet or Greet Officers must always keep in mind to compliment the guest appropriately, whether they are dealing with the guest personally or on the telephone.

5. **Use a conversation piece -** Whenever entering the city or hospitality property, the professional may take advantage to talk about the best facility or features their property has, or they can communicate about their uniqueness or guest dealing policies.

6. **Timing is everything -** During the communication, whatever information is provided to the customer should be accurate. The hospitality staff's greeting during arrival makes the customer feel that people care for him.

**After meeting the customers**

It is the best way to deal with the customer whenever meeting at the airport or any terminal; ask about his future journey and convey that the hospitality staff must make his stay comfortable because sometimes the customer is unaware of the destination condition and available facilities the destination. Fortunately, if you possess knowledge of the local area and climate, always communicate it to the customer in the best professional manner.

After receiving the customer, escort the guest for their stay per the itinerary. You can also build your company and have repeat business during communication and escorting.

Let us discuss how to welcome a visitor or tourist after greeting them. When you are meeting a visitor from another country at your country's airport, apart from the welcome, you shall talk about the following topics to make them feel comfortable and display your hospitable conduct:

1. Comfortable flight
2. have visited this country before?
3. Special offers serve their hunger and thirst, like tea, coffee, etc.
4. The weather of the country and the weather where they came from.
5. A brief knowledge of your city and country from a tourism point of view.
6. What is going to happen in the next few hours of tours or so?
7. Destinations and interesting facts in the visitors' country that you know can also be shared for conversation.

**At the airport**

The following information should be collected prior to the arrival of the clients or tourists:

• Airport, whether domestic or international
• Terminals of arrival
• Name and flight number of the guests
• Fight timing and origin point of the client, etc.

**Greeting customers effectively**

It is essential to make a good impression while greeting a customer for the first time. How you approach a customer leaves a lasting impression and decides your future relationship with them. Here are some tips to give you an advantage when greeting customers initially:

1. **Have a positive attitude -** Keep your conversation light-hearted yet professional. Maintaining a positive attitude while conducting business is an effective way to begin a business relationship.

2. **Placards -** Placards help the company representative to receive clients with their company names, group names and flights written on them to be displayed at the airport when the tourists or guests arrive. It also helps to identify unknown or first-time clients, especially foreign clients.

3. **Welcome notes -** Welcome notes and printed greetings for particular clients to make the image of a company.

4. **Gifts or bouquets -** Nothing speaks better than a bouquet of fresh dazzling flowers. This helps you to arrange something special for that unique client.

5. **Greet with their name -** Greet them using their names with polite words, and make sure you continue using them throughout the conversation. Do not overdo it, but using their name puts them at ease and helps them feel like you care about them personally and professionally.

6. **Keep good notes -** Keep it personal and professional. Ask a few personal questions as 'icebreakers', and then move into professional mode. Make sure you maintain your light-

hearted attitude while getting down to business. Keep good conversation notes to record what was discussed when you finish your meeting.

7. **Keep focusing on the customer -** If you are meeting your customer for the first time, keep focusing on them and their needs. Keep any conversation surrounding you to a minimum, and enable the customer to talk about themselves. Most people like to hear themselves talk, so training yourself to be an excellent listener will make the difference in building an effective business relationship with your customer.

8. **Ask specifically how you can help them -** Once you have a good idea of what they need, ask how they want you to help them. Be specific about the products and services your company provides. Ask them which ones they believe would most effectively meet their needs.

9. **Keep smiling -** This helps keep things friendly and upbeat throughout the business conversation.

10. **Shake hands firmly -** Make sure the handshake is firm. A firm handshake exudes confidence in yourself, your company, and your ability to transact business effectively. A limp handshake would perhaps give an impression of disinterest and low confidence. A firm handshake would grip the individual's hand firmly for a moment and let it go.

11. **Make steady eye contact -** With a firm handshake, steady eye contact is significant in making an excellent first impression. Throughout the conversation, ensure you look at your client as much as possible without seeming overbearing. This will help you appear confident and develop trust with your client as you continue working with them.

12. **Have important documents ready for the customers -** Before you ever walk into the meet and greet of a client on arrival at the airport, all the customer's documents, such as their hotel vouchers, tour itinerary, and any other travel documents as required and informed earlier by the tourists, must be prepared and carried with you and also an advance copy for the customers should be handed over to them. This will also help build you up in your customer's eyes and ensure you are one step ahead of your competitors. Regardless of the situation in which you find yourself, using all or some of these essential tips will help you to build strong relationships quickly as you seek out new business.

13. **Importance of clear and concise communication with customers** - Speaking clearly and effectively with your customers is paramount. A Meet and Greet Officer needs to handle customer queries and explain company information, procedures, policies, and other aspects of the company to customers. Clear and concise communication with customers gives a positive impression of the company and the professional. Customer Service Executives should speak clearly and not mumble. They must articulate the points clearly. Speaking clearly to the customers enables them to understand the hotel's or company's policies and the issue being addressed. It ensures zero-error working.

## 1.3.4.1 Various Functions and Structure of Tourist Transport Organization

Chairman and CEO

Legal Advisor

External Auditor

Director

**Inbound Division**
- Sales Department
  - Operations Department
  - Product Development
  - Tour Escorts
  - Transport Department
  - Post sales Department

**Outbound Division**
- Sales Department
  - Operations Department
  - Product Development
  - Corporate Travel Department
  - Visa Department
  - Post Sales Department

**Domestic Division**
- Sales Department
  - Operations Department
  - Product Development
  - Post Sales Department

**Flights Division**
- International Sales
  - Domestic Sales
  - Airlines Contracting

**M.I.C.E. Division**

**I.T. Division**

**Marketing & Business Development**
- India Offices
- Overseas Offices
  - Canada
  - UK
  - France
  - Germany
  - Spain
  - Italy

**Finance & Administration**
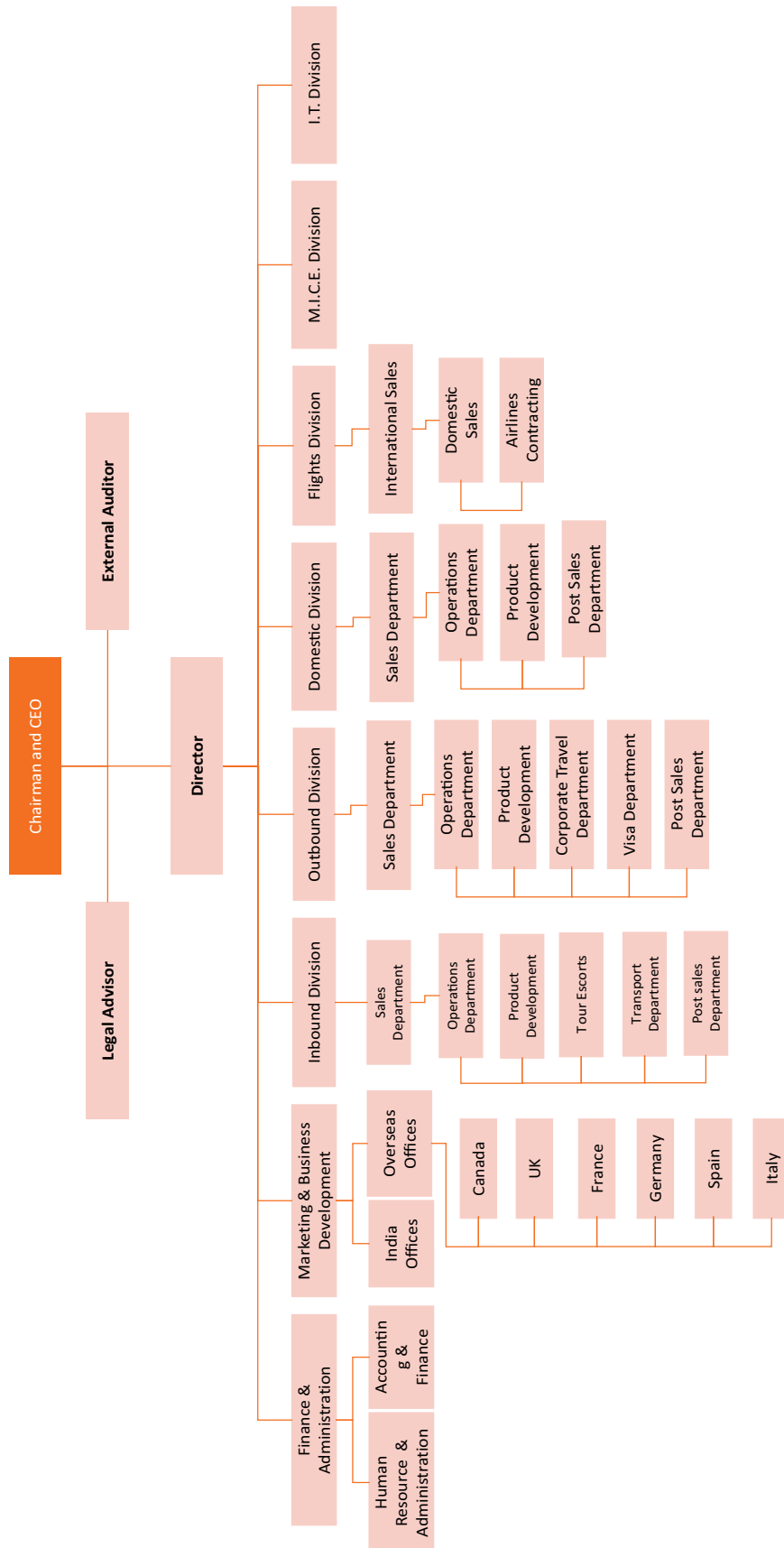- Accounting & Finance
- Human Resource & Administration

*Table 3.1.1 Functions of a travel agency*

**Functions**

1. Deciding on the company's aim, such as the scale of operations, the number of cars, the market it will serve, etc.
2. A review of the company's financial, physical, and human resources, including information on the number of drivers needed, their qualifications, the expected pay rates, etc.
3. Determining the market's essential success criteria, such as ensuring the calibre of transportation services.
4. A comparison of the company's advantages and disadvantages concerning those of rivals.
5. Human resource planning with a focus on orientation training and ongoing knowledge and information updating.
6. A list of the variables that could affect the business's operations, such as affiliations and commercial links with tour operators, lodging providers, travel agencies, etc.

**Structure of a tourist transport organization**

Essentially, the specialists employed by any travel or tour organization are categorized by the hierarchy. This classification often depends on pre-established norms, including the professionals' power or authority in the individual organization, their roles and responsibilities, and their fundamental decision-making ability. The hierarchy of a travel company has three main tiers, and each of these is briefly detailed below in chronological sequence. This implies that the highest tier is at the top of the hierarchy, and the lowest is at the bottom.

**Supervisory travel company level**

In this level of the hierarchy, the higher authority holder is located. These experts lead the entire staff to work for the development and benefit of the company and have complete decision-making authority within the organization. The following are the many job profiles in Travel Companies at this hierarchy level.

- Travel Company Director
- Travel Chief Manager
- President
- Division Manager
- Vice President
- Account Manager
- Chief Executive Officer
- Director – Marketing
- Director – Tour Planning
- Senior Administrator
- Chief Marketing Officer
- Chief Finance Officer
- Director – Planning & Coordination
- Administrator
- General Manager
- Regional Manager

**Executive travel company level**

The Travel Company's mid-level officials are the professionals at this level of the hierarchical structure. They must follow the instructions of superiors while managing, handling, and caring for the group of experts that work for them. These experts have extensive knowledge in the travel industry, and their primary responsibility is to manage the tourists and customers for the company's growth and profitability. The following job titles are among the different job profiles at this level of the Travel Company hierarchy.

- Administrative Assistant
- Senior Business Developer
- Customer Service Manager
- Appraiser
- Business Developer Associate
- Project Manager
- Customer Service Associate
- Business Analyst
- Team Leaders
- Assistant General Manager

**Operational travel company level**

The experts at this level of hierarchy in the travel industry deal directly and frequently with the business's tourists. Even though these experts have less industry knowledge, they are crucial to the efficient operation of the business. The following job titles are among the different job profiles in the Travel Company at this hierarchy level.

- Manager
- Sales Manager
- Tour Manager
- Customer Sales Representative
- Manager of Customer Billing
- Marketing & Promotional Manager
- Assistant Office Manager
- Sales Agent
- Consultant
- Training Manager
- Company Representative
- Travel Executive
- Clerk
- Secretary
- Receptionist
- Associate
- Intern

**Best practices and record keeping**

Keeping the following records may be a legal requirement for the travel and tourism industries. However, it is best practice to keep them for 5 −7 years

- Employee accreditation certificates and licences— copies of permits, registrations and licences that the employees need to do their jobs
- Employees' resumes and job applications
- Performance reviews, including assessments of staff performance and agreements between you and your employees, position statements and job advertisements
- Customers and tourists— personal details, products purchased and product enquiries that are useful for finding new customers
- Customer complaints— details of complaints about products, service, staff or anything else, and steps taken to resolve them
- Details of any disputes with other businesses— including how you went about resolving the disputes
- Quotes given and won— specifics of jobs and time spent on them to help with future quoting
- Details of advertising campaigns and success— to make it easier to repeat advertisements and plan future advertising campaigns
- Insurance policies— regularly review and update your business insurance, significantly when your business grows or changes

## 1.3.6 Meet and Greet Services for Tourists at the Airport, Railway or Bus Station

The Customer Service Executive must follow the following procedures to welcome and greet tourists or guests at the airport:

**Information of Tourists  -** The Customer Service Executive of a travel company should collect information about the customers or tourists he will welcome. The tourist information includes the tourist's name, country of origin, airport (terminals of arrival), flight details, tour programmes, duration of the tour, special requests by the tourists (if any), etc. All this infor mation should be collected from the Tour Operation Manager at least one day before the arrival of tourists. All the details about the customers must be known by the Customer Service Executive of the travel company while imparting meet and greet services to the clients.

## 1.3.7 Ensure Transfer Arrangements Customer

The service Executive must also ensure the transfer arrangement, the tourists' requirements lists and the number of pax at the airport. He must follow up with the Transport Operator or Car -Rental Company for the transfer arrangement and get the car and driver's mobile number before departing to the airport to receive the tourists. He must ensure by calling or email that the transport booking remains if the booking was made many days earlier.

**Ensure hotel bookings**  - The bookings of hotels at different tourist destinations covered by the tourists during the whole journey must be followed up before the guest's arrival and check-in to the hotels so that the tourists do not have to face any inconvenience during their tour.

**Pick tourists' documents -** Before departing for the airport to meet the customer, the Customer Service Executive of a travel company must collect and be ready with the tourist documents like tour

itinerary, hotel vouchers, and any other request by the tourist (i.e. visa on arrival or any special entry permit) to be handed over to the tourists while meeting.

**Prepare placard -** The hotel Travel Desk always uses a paging board or placard for any travel company's Concierge or Customer Service Executive while picking up guests from the airport, railway station, bus terminal, etc. This paging board has the name of the guest mentioned on it, along with his/her details. This card is prepared and collected by the representative of the travel company for receiving the guest at the airport. The following details are printed:

- Name of the guest (First + Last Name)
- Name of the company
- Flight Number
- Flight Time

**Tips while preparing the placard or paging board:**

- Do not use salutations if you are unsure about the same, as names can sometimes be misleading
- Please double-check the spelling, as no guest wants to see their names wrongly spelt
- The A4 size sheet used for placard printing should be clean, not crumpled, and stain-free
- Always use font sizes between 70 and 85, depending upon the length of the guest's name

**Take welcome kit -** The airport representative or CSE of the hotel or any travel company uses a welcome kit that includes welcome greetings and bouquets (flower bunch or garland) to greet the guests or tourists while arriving at the airport.

**Ensure reporting time and flight arrival time**

The CSE of the travel company must ensure the reporting time at the airport and the flight time of arrival, flight number, etc., and they must leave two hours before or as per the traffic on the road. They also should update the information related to changes in flight times or cancelled due to weather conditions (in case).

**Escort to the hotel and be friendly and familiar -** After welcoming the guests or tourists at the airport, assist them in handling their baggage to the vehicle, ask them about their journey, and try to make them feel comfortable with you. Answer all the queries of the tourists with good representation and without hesitation. Please do not overdo it, and do not ask personal questions. Do not avoid if they ask something. Remember that your first appearance and impression can make them happy for the whole tour programme. Lastly, please help them to check into the hotel as per the booking made by the company and hand over all the documents docket containing hotel vouchers and itinerary with a gentle smile and tell Notes

They about their next programme of tours as per the schedule in the itinerary. Personality traits of the front office staff of any hotel or travel company The receptionist is the link between a guest and the hotel. He meets people, greets them, makes them comfortable, and helps them in all possible ways. It is challenging to draw a line for the receptionist's duties. A guest may ask him for the cricket score; shopping; tourist interest places; address of known or unknown people, railway, air or bus; booking distance between different places; weather report; etc. The receptionist has to ensure that the guest feels at home, which is why a hotel is called a home away from home. For this, a receptionist should possess certain qualities considered as pleasant.

1. Well dressed as per the company policy
2. Pleasant Personality — good manners and a smile are natural assets
3. Eagerness to help
4. Respect all — young, old, rich, not so rich
5. Sense of responsibility — should be responsible and ready to take responsibility
6. Alert and focused mind — essential for methodical and accurate work
7. Neatness— this imparts self-confidence and pride
8. Accuracy — it is a way to attain perfection
9. Loyalty: should be loyal to both management and customers
10. Intelligence: Intelligent enough to take decisions
11. Tact: Tactful in handling any situation
12. Yearning to be a good receptionist

# 1.3.5 Characteristics of Customer Service Executive (Meet and Greet)

Customer service is essential, as we all know. Nevertheless, does he/she understand what providing good customer service entails? We will go through the fundamentals to help one decide where to focus the efforts.

1. **Personalize the service:** Nobody wants to feel like a cog in the corporate machine, whether they are customers at a restaurant or a hotel. Making each visitor's experience special, whether during a business lunch or a weekend trip, will help make the company one of their favourites. This can be accomplished by keeping their name or preferred beverage in mind when they enter the establishment. Their preferences can be saved in the database so he/she can automatically assign them to their preferred table, server, or room without having to ask them.

2. **Be proactively helpful:** Being helpful to customers without being asked is a critical component of good customer service. Refilling a guest's drink or providing them with a list of nearby restaurants can serve as examples.

3. **Good listening:** It is simple to get angry and start talking right away when guests offer feedback, especially when it involves complaints. However, the best action is to practice listening more than speaking. He/she can enhance customer satisfaction and make them feel heard by listening to what they say. He/she might even pick up a new skill that helps the business expand.

4. **Positive attitude:** Even though everyone has terrible days occasionally, it is crucial to keep a positive outlook in the hospitality sector. Visitors can tell when he/she is agitated, and it can ruin their experience. For the best possible customer service, teach the staff to be friendly and smile whenever they engage with visitors.

5. **Use the feedback he/she receives:** Utilizing the input he/she receives (through listening) is another crucial component of ensuring that the visitors continue to have a positive experience. Nobody will ever be flawless or able to foresee every guest's needs. However, a good manager or owner will ask for, listen to, and act upon visitor input. Make sure to discuss both positive and negative feedback with the team so they can enhance their interactions with guests.

6. **Respond quickly to all guest requests and questions:** The visitors' experience can be significantly enhanced by promptly responding to all requests and inquiries, whether in person, by phone, or via social media. Even if the response is that he/she is still working on a problem or will not have an answer until the morning, it is still crucial to reply. In most circumstances, ignoring a problem will only lead to bad feelings and make it worse.

7. **Creatively problem-solve:** The last thing he/she wants to do is to inform the guest that their request cannot be fulfilled. A great hotel or restaurant can differentiate itself from an average or good one by developing innovative solutions to guests' "problems." Giving the team the authority to make choices that will impact the visitors' experience is one way to do this. They must move quickly without finding a manager or owner to grant their request. This could involve switching a side dish on a nightly special or shifting a guest's lodging closer to a friend or family member. The key is knowledge.

8. **Exceed expectations:** The restaurant or hotel should always strive to go above and beyond for the patrons. This is undoubtedly easier said than done. He/she should never, however, work with a "good enough" mentality. It is crucial to have effective communication across all of the channels. The expectation of a visitor that the front desk manager is aware of the promotions on social media platforms is understandable. Maintaining an open line of communication with the guest also entails being modest enough to apologize when necessary. When visitors have a "positive" experience, they are less likely to complain about it and less inclined to tell others about it. However, suppose he/she exceeds the guests' expectations. In that case, it is much more likely that they will recommend the establishment to their friends, family, and social media contacts.

# 1.3.6 Grooming Standards

Grooming is a technique for making oneself appear presentable and tidy. The appearance and the things he/she does to keep the self neat and appealing. In the workplace, our grooming should project a professional image, and we should pay close attention to our location and look. Style and discipline are blended in grooming. It is to convey to our cherished customers an image of the organization's culture and ethics while they are our guests. All employees must follow the grooming guidelines and not stray from them. While guests are present, eating, drinking, smoking, or chewing gum is forbidden.



*Fig 1.3.3 Grooming standards*

**Male (Grooming standards)**

- Perfectly styled hair above the collar
- Only a simple bracelet and a wedding band serve as jewellery
- No earring is permitted
- The timepiece can be worn
- Must have a clean beard
- The use of perfumes should be moderate
- No apparent tattoos
- To match pants, socks should be either black or dark hue

- He/she must use deodorant
- Wear black, non-slip footwear. Lace is not allowed. Always keep  the footwear spotless and polished
- He/she must wear and keep the name tag in good shape

**Female (Grooming standards)**

- There should not be much makeup
- Clear nail polish is preferred
- Only a discrete necklace and a wedding/engagement band are worn as jewellery. All earrings must be studs
- The timepiece can be worn
- Wear black court shoes with low heels and non-slip soles. Always keep the shoes spotless
- The proper pantyhose to wear is black or skin-coloured. In stockings, no ladders
- Natural-coloured hair must be pulled back with plain black elastic if it is below the shoulders
- No apparent tattoos
- The use of fragrances should be moderate
- He/she should use deodorant
- To be worn and in good shape is a name tag

# Exercise 📝

**Choose the correct alternative from the given options**

**Question 1.**   Which of the following benefits of working as a customer service executive (Meet and Greet) is not one?

(A). There are numerous job profiles for Customer Service Executives (Meet and Greet)
(B). The working hours will be flexible.
(C). Every day, he or she will have the opportunity to engage with many types of people
(D). This profile will not assist one in honing communication abilities.

**Question 2.**   Which of the following does not entail talking to people at work?

(A). Answering customer letters
(B). Listening to instructions
(C). Working on a team project
(D). Lifting heavy boxes

**Question 3.**   How can we be more disciplined?

(A). Be punctual
(B). Be neat and clean
(C). All the above
(D). Respecting each person

**Question 4.**   What are the four categories of workplace dress codes?

(A). Casual, Semi-Casual, Formal, and Business Professional
(B). Smart Business, Business Professional, Semi-Formal, and Super Formal
(C). Formal, Business Casual, Semi-Formal Business, and Interview Attire.
(D). Casual, Business Casual, Business Professional. and Formal

**Question 5.**   To improve listening skills and become a better communicator,  he/she needs to

(A). Ignore listening
(B). Be indifferent
(C). Listen partially
(D). Start listening actively

**Question 6.**   Which of the following are the financial Records (income and expenditure)?

(E). Invoice, receipts
(F). Brochures, pamphlets
(G). Agreements
(H). Letters, faxes

**Question 7.** Which of the following statement is/are reported to be promptness in customer service and role in repeat business?

(A). Meeting the customer's expectations satisfactorily
(B). Word-of-mouth publicity of the services offered or recommendations
(C). Repeat business and improved customer relations
(D). All of the above

**Question 8.** If an aspirant wishes to know if he/she has what it takes to be a CSE (Meet and Greet), what qualities will be needed in a Meet and Greet Customer Service personnel?

(A). Attention to detail
(B). Passion for interaction
(C). Ability to work well under pressure
(D). All of the above

**Question 9.** Passports, visas, Customs, Counselling, Health, Security checks, Special permits, and Clearances are related to which of the following?

(A). Travel Information
(B). Itinerary Preparation
(C). Accommodation Hotels
(D). Tour Packaging and Costing

**Question 10.** Madhya Pradesh State Tourism Development Corporation Limited is related to which of the following?

(A). RTO or STO
(B). LTA/ LTO
(C). Linkages
(D). Integrations

# Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

## Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

**Scan the QR codes to watch the related videos**

**Introduction to Hospitality Industry**

**Role of Government in Skill development**

# 2. Perform Meet and Greet Operations

Unit 2.1 - Handle Guest bookings and prepare for meeting the guests

Unit 2.2 - Enhance guests' experiences

# Key Learning Outcomes

**At the end of this module, the participant will be able to:**

1. Employ appropriate practices to receive guests' calls
2. Describe the meeting and greeting planning procedure
3. Discuss costing and pricing strategies of meet and greet packages
4. Employ proper practice to inspect the vehicle for picking up the guest

## UNIT 2.1: Handle Guest Bookings and Prepare for Meeting the Guests

## Unit Objectives ⌖

**At the end of this module, the participant will be able to:**

1. Engage appropriate practices to receive guests' calls
2. Explain the meeting and greeting planning procedure
3. Describe the costing and pricing strategies of meet and greet packages
4. Deploy proper practice to inspect the vehicle for picking up the guest

## 2.1.1 Understanding the Service Requirements of a Meet-and-Greet Officer

Whether in retail, a hotel, a corporate reception, or any other customer service industry, the introduction to the customer sets the tone and creates the first impression the customer will have of the company. Tour escort in the travel and tourism industry creates that first impression on the customer.

**The Meet and Greet representative is responsible for the following**

- Meeting and greeting the customer
- Arranging for guest transfers and
- Addressing customer queries and service complaints

Tour escort ensures that the customer feels comfortable from the point of entry to the hotel. A Tour escort has to be efficient in front office operations, inquiry handling, telephonic conversation, front area management, and designing tour packages. First, aid is expected to possess basic computer knowledge like e-mails, the internet and search engine operations. Furthermore, he must be welcoming towards the customers who approach him and bold enough to approach customers who need help. In short, a Tour escort is the customer's primary point of contact and focus.

**Functions of tour escort include the following**

- Transferring customers to the required destination
- Developing and maintaining a positive relationship
- Resolving any queries/problems by providing meaningful and practical solutions
- Planning and preparing for meeting the customers at the designated place
- Assisting the customers at arrival and departure points
- Assisting the customers with check-in and check-out procedures
- Meeting customer expectations in terms of efficiency, accuracy, timeliness and professionalism of response
- Identifying and addressing customer needs by actively promoting the hotel's services and packages
- Identify common errors or irregularities the customers face and take appropriate actions to resolve or refer

- Proactively encouraging new and existing customers to register for and use new services and facilities
- Maintaining a thorough knowledge and understanding of activities in the Customer Hall
- Build and maintain good relationships with staff, cab operators, and tour guides through a genuine desire to understand and support their needs.
- Make customers and staff with different values or background s feel welcomed and respected



*Fig 2.1.1 Golden rules for meet and greet operations*

## 2.1.1.1 Understanding will Help Maintain A Long-Lasting Customer Relationship

(A). **Anticipating the guest's needs -** Every customer requires some help, and they will always have an expectation from a relation officer like a Customer Service Executive to provide the help. Anticipation refers to identifying the probable expectation of the guest in a situation. Anticipation of guests' needs allows for providing a remarkable customer experience.

**The following points are to be kept in mind while anticipating the guest's needs**

1. Anticipate their desires and help the customers in achieving them.
2. Help them avoid potential dissatisfaction or errors.
3. Interject between the customer and the problem before it happens.

**Advantages of anticipating the guest's needs**

4. It prevents problems before they occur.
5. This reduces customer service demand later.
6. Let customers know that you are thinking about them.

(B). **Importance of meet and greet service (arrival, departure and transit or transfer)** - Tourism and Hospitality Business organisation like hotels, Tourism offices, museums, etc., assists airport pick-up and drop service requirements to the customer's requests. Sometimes they are chargeable; sometimes, they are provided for free. A Customer Service Executive takes care of pick-and-drop facilities from airports, railway stations, or hotels. The services are

provided round the clock. Services like private taxis, government taxis, buses, auto rickshaws or private transport facilities are often arranged.

Meet and Greet Services facilitate the guest in fast-track clearance through arrivals or departures, helping with immigration, customs, transfers, and baggage and ensuring a swift, smooth, safe passage through the airport. Hotels even have their lounges reserved exclusively for their tourists or customers.

# 2.1.1.2 Appropriate Practices to Receive Guests' Calls

Meet and greet operations involve different activities during the guest arrival and departure process. All these activities must be performed in agreement with the hotel's rules, regulations and policies, which can be unique for every hotel. Handling customer bookings is a primary responsibility of a Tour escort.

1.  **Answering customer calls**

    The first and foremost function is to entertain guest calls when handling the booking operation. Guests may either call or e-mail. A few things have to be kept in mind for handling phone calls.

    - Answer the phone within two rings. Do not make customers wait
    - Introduce the self to the customer when he/she answers. Tell the name clearly and greet the customer with a proper salutation
    - Example: "Good Morning, This is hotel Shefford. I am Kedar. How may I help you?"
    - Listen to the caller's request and assist the caller accordingly
    - Keep a pen and pad ready, so any crucial information may be noted if r
    - Use a welcoming tone while talking to the customer
    - Always use a positive way to respond to the customer. For example:
    - Instead of saying, "Anything else?" use a positive statement like "What else can I help you with?"
    - If anybody is unavailable, "He/She is unavailable at the moment. Is this an urgent issue? May I help you, or May I take the message?"
    - If the customer's query or request is not resolved, direct the call to the appropriate person. Before transferring the call, obtain the caller's permission and provide the caller with the name and extension number of the person helping the caller
    - Obtain the caller's permission before placing the call "on hold" by asking and waiting for a response before initiating the hold function
    - End the conversation courteously and professionally by thanking the caller. Wait for the caller to hang up first

2.  **Responding to mails**

    - Respond to e-mails within 24 hours during regular business hours
    - Update e-mail notification message in case of unavailability on the desk

3.  **Receiving Appropriate Information from the customer**

    Tour escort talks to the customer and receives all necessary information like his name, booking preferences, and special requirements. All this information can be gathered through phone calls or the internet. The information which needs to be collected includes:

- Guest's Profile Data
- Guest's group/company affiliation
- Arrival date and time and departure date
- The number of nights
- Type of room required
- Facilities required with room - breakfast, lunch, taxi etc
- E-mail or contact number for communication.
- The number of rooms required

4. **Informing appropriate packages to the customer**

Once the customer requirement is known, Tour escort informs customers about various details, including prices, packages, room types, add-ons, inclusions, and other details, without them having to scroll through the website to search for information. The more easily and readily they get the information, the more satisfied the customers are.

**Procedure for Receiving Phone Calls**

**Gaining Knowledge**:

- Be acquainted with the following:

    1. Specifically, the hotel's system. It is necessary to be able to differentiate between internal and external calls.
    2. Understand how to transfer a call.
    3. Understand frequently used phone codes
    4. Outbound call country codes
    5. Being able to put a caller on hold
    6. Understand how to use various phrases when speaking
    7. Learn how to receive calls from others on your mobile device.

- Keep a pen or pencil and a tiny notepad while writing messages or notes.
- Return a phone call within three rings.
- When responding to an internal call, introduce yourself, your department, and how you can assist the caller

For example, how may I assist you, Namaskar, Front Desk, etc.?

1. To make an external call, do the following: After introducing yourself and your hotel, ask how you can assist him. For example, Namaskar Hotel or ABC Hotel. How can I help you?

**A: During the Call:**

- When you address individuals by their first names, they are happy and make quick friends. First, decide how to handle him and manage him by name.

- Engaging in a long chat with your caller shows that you are interested in what he has to say. As a result, periodically saying "huh," "yeah," "ok," or "I understand" can make the conversation flow more naturally. Otherwise, if you remain silent over a lengthy chat, your caller may question whether you are online or just listing. As a result, avoid perplexing your caller.

- Answering phone calls necessitates close concentration. If you were on the phone and doing other things simultaneously, you could not concentrate on anything.
- As a result, if you need to complete another activity, it is advisable to hold the caller or state that you will call him back after a certain amount of time.
- Use as friendly a tone as possible. Try to smile when speaking; your style reflects how you talk.
- Do not ignore any calls. Consider it a business opportunity for your company.
- If you or the caller cannot hear each other, invite him to call back.

**B: Other People's Request:**

- Do not state that you do not know if the person is the one the caller is looking for. Tell him you will call him back once you have found him
- If you cannot locate that person, offer the caller the opportunity to accept any messages on that person's behalf
- If you know when the person will be available, recommend that the caller contact him
- If you are unsure about the caller, do not disclose personal contact information

**Now we will go through some of the most commonly utilised words and idioms when handling phone calls:**

1. You may not be able to tell whether your caller is male or female simply by hearing the tone. It is preferable to inquire, "How should I address you?" " or "Could I please have your name?"

2. If you need to transfer a call, say something like, "Kindly allow me to transfer your call to Mr. X. Could you please hold for a minute? "Then, if the caller agrees and says Yes or Ok, transfer the call."
3. "Thank you for holding," say if the extension is no longer reachable or dead. Mr. Y, on the other hand, is not available. Would you like to leave him a message or call him later? "
4. If the extension is busy, say, "Thank you for holding." Mr. Y is still onli ne and active. Would you like to leave him a message or call him later? "
5. "Thank you, Mr. X, for calling," when you finish a chat. Have a good day."
6. "May I have your name, please?" "May I have your contact number, please?" "Mr. X, please let me repeat the message.....Is that all right? "Could you maybe hold down for a minute, Mr. X?"

Always keep a pad, notepad, or pencil on hand to receive messages. When you receive a message, attempt to write down the following information in clear handwriting so you can c omprehend it the next time:

- The message's date and time
- The caller's name
- The Reason for Calling
- The message he left behind to deliver
- Guest's name, caller's name
- The visitor's room number
- Phone number of the caller, etc.

**Best and worst practices:**

DOs and DON'Ts of Answering the Phone at a Hotel or Restaurant

In the hospitality industry, the telephone is always essential. People call from around the world to make a reservation, get information, transfer a message to a guest, or for various other reasons. You may be required to answer phone calls as a hotelier.

This is most common among front-desk employees. Today we will learn some of the most effective phone answering techniques. These are some fundamental tactics to employ when answering a phone call in a hotel or restaurant.

**Dos:**

- Answer the phone within three rings
- Inform the caller of your job location and name, and provide an appropriate greeting. If it is an inbound call, state your department; if it is an outbound call, say the hotel's name and identity
- Always keep a pen and paper available, especially for front-desk workers who must keep records
- Pay close attention. Pay great attention to the details that the caller expresses
- Make the caller feel as if they have your full attention. Make a passing reference to what they say. Once the caller's identity has been established, mention their name
- Explain why you need to ask the caller to hold. Before putting the caller on hold, wait for their agreement
- Explain why you need to transfer the call and ensure the caller is appropriately introduced to the next party. If the ring's purpose has already been stated, repeat it to the next party
- If you promise to call back, do so as quickly as feasible. Give them an idea of how long they will have to wait
- You may be unsure whether the caller is a guy or a woman. To be safe, gently inquire about their name, or say, "How should I address you?"
- Reiterate any specifics and follow up in writing (if necessary)
- Have an intimate chat courteously. "Thank you for calling," you should always say
- Allow the caller to hang up first
- Try to provide your visitor with accurate information. If you do not know the specifics, transfer the call to the appropriate person. Never supply incorrect information

**Don'ts:**

- Allow the phone to ring more than three times
- Say "hello" or "yes" while answering the phone
- Request that the caller waits while you look for a pen and paper
- Instead of writing down what the caller says, rely on your memory. It is inconvenient and unprofessional to ask the caller to repeat the details.
- Say, "hold on," leaving the caller to question if they are still being responded to.
- Say, "I will transfer your call," but do not say to whom or why
- Pretend you will call back when you do not intend to.
- State that you cannot assist and do not offer to connect the caller to someone who can.
- State that "he has not yet arrived," "she has not yet returned from lunch," or "he is in the restroom"

- People do not want to know the explanation and are misled by such responses
- Hang up without attempting to end the call
- Do not hang up without thanking the caller
- Assign the phone to your least intelligent, least coherent, or "panicky" employee
- Maintain conversation with another individual while answering the phone
- Eating something while talking on the phone

**Standard telephonic spelling codes used worldwide:**

| Character | International code word | Pronunciation |
|-----------|------------------------|---------------|
| A | Alfa - Alpha | Al Fah |
| B | Bravo | Brah Voh |
| C | Charlie | CHAR LEE Or SHAR LEE |
| D | Delta | Dell Tah |
| E | Echo | Eck Oh |
| F | Foxtrot | Foks Trot |
| G | Golf | Golf |
| H | Hotel | Hoh Tell |
| I | India | In Dee Ah |
| J | Juliett - Juliet | Jew Lee Ett |
| K | Kilo | Key Loh |
| L | Lima | Lee Mah |
| M | Mike | Mike |
| N | November | No Vem Ber |
| O | Oscar | Oss Cash |
| P | Papa | Pah Pah |
| Q | Quebec | Keh Beck |
| R | Romeo | Row Me Oh |
| S | Sierra | See Air Rah |
| T | Tango | Tang Go |
| U | Uniform | You Need Form Or Oo Nee Form |
| V | Victor | Vik Tah |
| W | Whiskey | Wiss Key |
| X | X-ray | Ecks Ray |
| Y | Yankee | Yang Key |
| Z | Zulu | Zoo Loo |
| **Digit** | **Codeword** | **Pronunciation** |
| 0 | Zero | Zee-Ro |
| 1 | One | Wun |
| 2 | Two | Too |
| 3 | Three | Tree |
| 4 | Four | Fow-Er |
| 5 | Five | Fife |
| 6 | Six | Six |
| 7 | Seven | Sev-En |
| 8 | Ait Eight | Ait |
| 9 | Nine | Nin-Er |
| 100 | Hundred | Hun-Dred |
| 1000 | Thousand | Tou-Sand |

*Table 2.1.1 Standard telephonic spelling codes used worldwide*

- The telephone is quite valid when making reservations over the phone.
- Perfect phone handling assures the reservation Customer Service Executive (Meet And Greet)'s efficiency while also upholding the hotel's standards.

**It would be best if you always use proper telephone etiquette. These are essential guidelines to follow while making a phone reservation.**

1. Pick up the phone before the third ring.
2. Welcome the caller. Maintain a highly fresh, clear, and friendly tone so guests on the other end of the phone feel at ease. Keep in mind that the first impression is the last.
3. It is best to greet "Namaskar Reservations" in this manner. How can I help you? "
4. Attempt to determine the gender of the caller based on their voice. Pay attention to the name. Repeat the name with Mr.. or Ms Caller may get offended if you call him incorrectly.
5. Try to figure out why the person is calling. People phone hotels to make reservations and acquire information, plan a party, send a message to a visitor, or conduct business. So, first and foremost, listen carefully to determine what assistance the caller requires from you.
6. Suppose the caller is not a return client and requests a room reservation. In that case, you should strive to review your hotel, including the hotel's features and services, specialisation, the special offer you are offering, and so on.
7. Meanwhile, take a look at the room status or reservation chart. After hearing everything, it will be disastrous if the guest is convinced and wants to reserve a stay. However, you cannot discover any available rooms since they are all booked. So, stay informed, especially regarding the progress of your room.
8. If the caller has requested the date be "SOLD OUT," which means you cannot sell the accommodation for that exact date, apologise to the guest and explain why you cannot offer the room.
9. If the requested date shows "WAIT-LISTED," advise the guest nicely of the issue and inform him that the reservation on that day is wait-listed. As a result, you are accepting his reservation but not providing a full guarantee and asking him to check again closer to the required date.
10. After describing your hotel, try to determine what types of rooms the caller is looking for and offer him some possibilities so he may pick on his own or if he needs them to assist him.
11. If the guest wishes to book a room, we will gladly reserve one. Could you please provide me with some information? Now try to gather the following information using good spelling:
    - The Guest's Name
    - His Contact Information
    - Room Styles
    - Room Prices
    - Arrival Date
    - Departure Date
    - Date of Reservation
    - Payment Method
    - Particular Remark (if any)
    - Reservation made by an individual or company

    1. Repeat the caller's information while providing him with a reservation confirmation number.
    2. If you have any concerns about the guest's payment method or anything else, inform him of your policies and ask him to provide you with another option.

3. After everything has been settled, thank the caller for his patience and for calling you. End the call as warmly as you began it, and make him feel he made the right decision.

**Telephone Etiquette in a Hotel**:

- The telephone is essential in the hotel industry. People outside the hotel generally phone for reservations, bookings, scheduling changes, passing on information, or speaking with any guest.
- In all instances, the individual answering the phone must observe some fundamental telephone etiquette.
- Also, as a front desk Customer Service Executive (Meet And Greet), you must be familiar with some telephonic spelling codes used globally to write the correct spelling of a guest.
- So, whether you are non-English or English, you should be aware of basic standard telephone etiquette.

# 2.1.1.3 Handling Guest Bookings

**Reservations**

Reservation is defined as 'blocking or booking a particular room type for a guest, for a definite period, for a particular guest'. Guests generally prefer to make reservations in hotels and other accommodation units to ensure a safe and secure place to stay during their visit to another town.

All hotels will readily accept reservations to increase occupancy and maximise their room revenue. However, when a guest makes a reservation for a definite time, it is expected that the hotel will accept and honour its commitment through a contract between the hotel and the guest. Therefore, a reservation is a bilateral contract between a hotel and a guest. The hotel must provide the guest's specified room type, and the guest must agree to pay all relevant charges. This is also known as the CONTRACT OF BOOKING.

Suppose the hotel or the guest wishes to alter or cancel the reservation. In that case, this can be done only through a mutual agreement. Suppose a guest fails to inform the hotel about his cancellation. The hotel may decide to retain the advance deposit received from the guest earlier to cover any room revenue loss. RETENTION CHARGES is the amount forfeited when a guest does not inform about his hotel cancellation. Alternatively, suppose a hotel cannot provide room to guests upon arrival. In that case, the hotel has to provide alternative accommodation of similar standard in another hotel and pay for any differences in room rates and any additional expenses the guest may incur. The reservation department handles all reservation requests for accommodation, interacts with the customers, and constantly monitors the room and reservation status.

**Importance of reservation**

The role of the reservation department is not limited to making a reservation. It also maintains records of hotel occupancy, which helps in planning sales and marketing strategies.

1. **Importance of reservation for guests:**

- Ensures room on arrival – A guest who makes a prior reservation is ensured of the required type of room and number of rooms for his entire stay in the city. This saves him from the

difficulty of finding accommodation on arrival, especially during peak seasons when most of the hotels are full.

- Budgeting – As the guest is informed about the tariff of the room reserved at the time of booking, he can budget his holiday or tour, considering the amount he spends on his stay, food, entertainment etc.
- He can plan his holiday or tour without worrying about the basic needs of accommodation and food.
- Other facilities – The guest is ensured of certain facilities offered by the hotel, which can be confirmed by making the reservation, e.g. iron and ironing board on a loan basis, laundry services in the hotel, Wi-Fi, tea and coffee maker, kids' zone, provision of a babysitter, etc.
- A business traveller is also able to give the hotel address to his associates for any meetings, correspondence transfers to and from the hotel

**2. Importance for the hotel:**

- Prior reservation gives the hotel an indication of the business level likely to be encountered during any particular period. The reservation manager knows the amount of business ensured from the confirmed reservations.
- Gives the first impression of the hotel to the guest.
- Sells the main product of the hotel (accommodation).
- Generate customers for other departments.
- Provide important management information to the guest.
- The reservation department updates the room availability record and thus maximises the revenue generated from room booking.
- The reservation department prepares the housekeeping and front desk for arrival by communicating the arrival details taken at the time of reservation.
- The reservation department helps plan the distribution of the staff at the front desk. The roaster for the staff can be prepared according to the number of confirmed reservations for the day.
- The reservation department provides reservation data to the finance department, which forecasts the business volume based on confirmed reservations.
- It generates the customer for the hotel-first time customer. Then, it repeats the customer-by handling the reservation queries and requests politely.
- It maintains the hotel occupancy record, which helps the management plan business strategies, changes room rates, renovates rooms, expands the program, and opens a new city unit.

**Points to be considered while accepting a reservation request**

1. Write names. Surname in block letters. A slight difference in spelling may delay a
2. receptionist in locating the reservation of a guest on arrival. Always get the last name and the first name correctly with spellings.
3. Ask for the exact date and time of arrival and departure.
4. Avoid making reservations for a tentative date.
5. For the time of arrival, apply the European system of 24 hours.
6. Clarify the type of meal plan for the guest.
7. If the arrival is given after midnight, make sure the reservation is recorded for the next day.
8. Always specify the type of rooms and the no. of rooms required.
9. Explain to the guest that the rooms may not be available in the early morning hours since the check-out hour is generally 1000 hours or noon in most hotels. Therefore, the only way a guest can guarantee a room for very early occupancy is to have it reserved from the night before.

10. When referring to previous correspondence or booking in case of a change or cancellation,
11. Please inquire from the guest about their original arrival date, as all records are filled under the original arrival date.

**Amendments and cancellations**

1. **Occasional reservation change or cancellation –** Potential guests initially asking for accommodation might make up their minds later

    (before arrival) Furthermore, call back for a reservation modification. Guests might change their arrival date, expected departure date, and payment method, call for any other change previously confirmed in their confirmation letter or call to cancel their previous reservation.

2. **Modify a reservation type (from non-guaranteed to guaranteed) –** In this very case, the reservation assistant shall-

    i.   Obtain the guest's name, and access the correct non-guaranteed reservation.
    ii.  Obtain the guest's credit card type, number, expiration date, and cardholder's name, and verify the credit card's validity.
    iii. Assign the guest a new reservation confirmation number.
    iv.  Complete the reservation type change from non-guaranteed to guaranteed reservation status.

3. **Reservation cancellation**

    i.   Reservationists accepting a reservation cancellation shall behave politely, courteously, and effectively even though the reservation might make the hotel face unsold room(s).
    ii.  The reservationist shall issue and communicate a cancellation number to the guest when cancelling a reservation. Following confirmation numbers, cancellation numbers shall be meaningful and used for statistical purposes to prove whether a reservation has been cancelled adequately according to hotel cancellation policies.

    I.   **Cancellation of a non-guaranteed reservation:**

    In this case, the reservationist shall-

    a) Obtain the guest's name and address.
    b) Obtain some reserved room(s).
    c) Obtain scheduled arrival and departure dates.
    d) Obtain reservation confirmation no., if applicable. e. Access the correct account, and cancel it.
    e) Assign the cancellation number.
    f) Suggest an alternative reservation

    II.  **Cancellation of a guaranteed reservation:**

    All the procedure mentioned above also applies to cancel a guaranteed reservation. Moreover, the reservationist shall pay attention to the following-

    a) In the case of a cancellation of a credit card-guaranteed reservation, the cancellation number acts as proof of whether a specific guarantee shall be refunded to the potential guest or not.

b) In the case of an advance deposit guaranteed reservation, the cancellation number again acts as proof of whether a specific guarantee shall be refunded to the potential guest.

c) In case of any other guaranteed reservation, the reservationist shall coordinate with the representative and mail him/her a letter documenting the cancellation.

4. **Reservation reports –** In the reservation department, the widely used management reservation reports include-

   a) Reservation transaction report
   b) Commission Agent report
   c) Turn Away report (Guests who cannot be accommodated in the hotel for specific reasons or sometimes when a guest refuses to go ahead with the reservation due to specific reasons are called Turn Away guests). This report is also called a refusal report.
   d) Revenue forecasts report

5. **Expected arrival, stayover, and departure lists –** Daily, the reservation department shall prepare the expected arrival, stayover, and departure lists and communicates them to the front office.

   a) Arrival list – list names and the respective room number of guests who are expected to arrive the next day.
   b) Stay over the list – list names and the respective room numbers of guests who are expected to continue occupying their rooms until the next day.
   c) Departure list – list names and the respective room number of guests who are expected to depart the next day.

6. **Processing deposits –** Guests who guarantee their reservation by paying a certain amount/ deposit to the hotel shall be informed about sending deposits.

7. **Maintaining reservation history statistics –** The reservation department shall maintain and update various reservation history statistics to be used in the future whenever needed. The following items are some of the data that might be stored in the reservation department system –

   a) Number and distribution of guests by market segment, age, income and nationality.
   b) The number of expected occupied rooms.
   c) Reservation volumes by sources of reservation. d. Reservation volumes by type of reservation.
   d) Number of Turn away guests with reasons of refusal.

8. **Potential reservation problems –** While processing reservations, reservationists might face many problems. Below is a tentative categorisation of 4 main/ common problems that might be communicated –

   A. **Errors in reservation records**

      1. Record a wrong arrival or departure date
      2. Misspell the guest's name or reverse it.
      3. Reserve for the caller instead of the guest.

B.  **Misunderstandings due to industry jargon**

1.  Confirmed versus guaranteed reservation
2.  Double room versus two beds
3.  Connecting rooms versus adjacent rooms

C.  **Miscommunications with external reservation systems**

1.  Book a guest in the wrong hotel
2.  Book a guest in the wrong city

D.  **Central reservation system failures**

1.  Failed to update the central reservation system concerning room availability or to communicate rate changes in real-time.
2.  Delays in communicating reservation requests.
3.  Equipment used may become technologically obsolete or inoperable.

# 2.1.1.4 Guest Registration – Legal Requirements

Guest registration records the guest's information for official (legal) purposes.

These records are kept for 3 years, and police/intelligence/Govt. Agencies may call for these records at any time. During registration, the guest must enter the necessary information on the GRC, such as guest name, contact number, the purpose of stay at the hotel, and passport and visa details in case of a foreign guest.

Laws in India Regarding Registration in Hotels

1.  Passport (Entry into India) Act, 1920
2.  Foreigners Act, 1946
3.  Registration of Foreigners Act, 1939
4.  Registration of Foreigners Act, 1992

**Hotel guest registration law in India**

1.  The hotel must register all Indian or Foreign guests at check-in.
2.  The prescribed forms for both are the same. i.e. Form F.
3.  Details of Foreigners should be filled in one more form,
4.  Hotel Arrival Report, also called Form C, must be sent within 24 hours to FRRO or LIU & local police station.
5.  Form C of Pakistani, Chinese & Bangladeshi nationals must be submitted within 12 hours.
6.  Nationals of Nepal & Bhutan are exempted from Form C.

**Registration of Foreigners**

1.  FRRO- Foreigners Regional Registration Office.
2.  Located in five metro cities, plus Amritsar & Hyderabad. For other cities, the SP office is FRRO.
3.  LIU-Local Intelligence Unit
4.  FRO-Foreigners Registration Officer

5. Foreigners staying for more than 180 days and countries with whom India has complex relations must be registered within 24 to 14 days. The penalty for not registering on time is 30 dollars.

ALVARO ENRIQUE FERNANDEZ
CONDE

Mobile No.:
Tel.No.:
Email:

**e-FRRO**

**Foreigners Registration Office**

Ground Floor, Office of Commissioner of Police Gurugram, near Nehru Stadium, Gurugram-122001

| SERVICE GRANTED : STAY VISA |
| :---: |
| RC/ RP/ Visa Extended Upto : 26/09/2020 *(dd/mm/yyyy)* |

1. Service Number :
2. RCF No./UCF No. :
3. Applicant Name :
4. Spouse Name :
5. Date & Place of Birth : *(dd/mm/yyyy)*   6. Gender : MALE
7. Present Nationality :
8. Number & Expiry of Passport : *(dd/mm/yyyy)*
9. Visa Number and Expiry Date : *(dd/mm/yyyy)*
10. Visa Type and Valid For : e-VISA (e-TV)    MULTIPLE ENTRY
11. Service Rendered On : *(dd/mm/yyyy)*
12. Observation : STAY EXTENSION GRANTED FOR 05 WEEKS ON GRATIS BASIS DUE TO COVID-19
13. Reason for Fees :    14 Fees (INR) :
15. Organization Concerned :

ApplicationId:

Date: 21/08/2020

Jurisdiction
(FRO Gurugram)
Tel No. 01242869309
Email :fro.grg-hry@nic.in

Issued by
(FRRO New Delhi)
Tel No. :011-26711443
Email :frrodli@nic.in

*.This is computer generated document and does not require signature/stamp.
*.There is no requirement of endorsement of services on passport.
*.Please surrender this Certificate to the Immigration Officer at the time of your final departure.
*.To be produced during travel from India or back, wherever such travels are permissible
*.RP/RC shall be renewed at least one month before the expiry of the present RP/RC.
*.The genuineness of this document may be ascertained by contacting the issuing authority above.
*.If found, please return to the issuing authority.

*Fig 2.1.2 E-FRRO*

# ' C ' FORM

(Rule 14 (6) of the Registration of Foreigners Rules – 1992 and Foreigners Order (Report of Police) 1971 and Section 14 of Foreigners Act 1946)

**1.** House Owner's Full Name, Address and Police Station………………………………

………………………………………………………………………………………………………………….

**2.** Foreigner's Name (in Capital) and Address in Akola district with
   Tel./Mob. ...................................................……………………………………………..

**3.** Nationality …………………………………………………………………………………………

**4. Passport Particulars Visa Particulars**

**1.** Number …………………………………       **1.** Number ………………………………….

**2.** Place of issue ……………………………… .       **2.** Place of issue ………………………….

**3.** Date of issue ……………………………… .       **3.** Date of issue …………………………...

**4.** Valid till ……………………………… . s       **4.** Valid till …………………………….

                                                           **5.** Type of Visa …………… …………….

**5.** Date and Place of Arrival in India

…………………………………………………………………………………………………………………..

**6.** Purpose of Visit …………………………………………………………………………………

**7.** Contact person – Name ……………………………………………… Tel No. ……………..

**8.** Proposed Duration of Stay at           district Akola…………………………………….

**9.** Date and time of Arrival in your House / Hotel/Hospital…………………………………….

**10.** Certificate of Registration Permit (if any)- R. P. No……………………………………

Date of issue …………………………. Valid till ……………………………………..

Issuing Authority ………………………………………………………………………….

**11.** Whether Information is given to Police Station about tenant **Yes / No**

**If Yes, Police Station Name** …………………………………………………………….

## Documents required

1  Copy of Passport, Visa page & Residential Permit

2  Address Proof (Electricity Bill / Telephone Bill / Ration Card / Index II / Leave & License Agreement )

**Note :- ' C ' Form must be submitted by House/ Hotel Owner within 24 hours after arrival of foreigner.**

| **Signature of Foreigner** | **Hotel Seal** | **Signature of Landlord** |
| --- | --- | --- |
| Mobile No. :- | (For Hotels Only) | Ph. / Mobile No. :- |

*Fig 2.1.3 C Form*

## 2.1.1.4 Roleplay

**How to receive guests' calls and get necessary details from the guests like name, contact details, pickup/drop location etc.**

- **Meet & greet executive:** Good morning, Pine trees Hotel. How can I help you today?
- **Customer:** Hello, I would like to book a room for tonight / Friday, August 15th / the 20th till the 23rd.
- **Meet & greet executive:** What kind of room would you like?
- **Customer:** I would like a double room, please.
- **Meet & greet executive**: Please hold on; I will check. Yes, Sir, we have one double room available.
- **Customer:** OK, great. How much for a single room?
- **Meet & greet executive**: Forty pounds including vat / excluding vat / before vat.
- **Customer:** Are meals included in that price? My requirement is vegetarian meals.
- **Meet & greet executive:** Yes, breakfast and dinner are included in the package and are served in our dining room. We have both Veg and Non-Veg options. Also, I would like to inform you that we have picked up facilities for our guests. Would you like to avail of that?
- **Customer:** Yes. I want to be picked up from the airport at 12:30 PM.
- **Meet & greet executive**: Sure. Sir, if you have any special requirements like a wheelchair or a local tour guide, we will be happy to help you.
- **Customer:** Yes, I need a wheelchair and a baby pram for my father and son, respectively.
- **Meet & greet executive**: OK, that will be arranged for you.
- **Customer**: ok great, confirm my booking.
- **Meet & greet executive:** Great, Sir, I will do it. May I get a few details for completing the booking formalities?
- **Customer:** Yes, sure.
- **Meet & Greet Executive:** May I know your good name, sir?
- **Customer:** Raghav Sharma.
- **Meet & Greet Executive:** Is it your trip or sponsored by the company/Official trip, and how many days will you be staying with us?
- **Customer:** I am coming on an official tour. Booking will be made in my company- ABCL Pvt Ltd. Please book the room for 3 nights and 4 days starting from 4th October 2022.
- **Meet & greet executive:** Sure, sir. I want to inform you that you can check in by 1:00 on the 4th of October and vacate the room by midnight on the fourth day. Please share your travel details if you need any pick-up vehicles. We will arrange the same for you.
- **Customer:** Great. I will arrive on 4th October at 12:30 pm through Indiana airways from Lucknow. I am travelling alone and would need a pick-up and drop on my way back.
- **Meet & greet executive:** Noted, Sir. Our pick-up vehicle will be there to receive you, sir. Also, I request you to make a booking payment through the link I will share with you now, sir.
- **Customer:** Sure. Kindly send the link, and I will make the payment.
- **Meet & greet executive:** Thank you very much, sir. Looking forward to having you with us.
- *It is a sample conversation. The style and content can vary on a case basis.

1. **Understanding any special requirement of the customer**

   Customers might have various types of special requirements. A Tour escort must note any such requirement while taking the booking request or even during the guest's stay in the hotel.

   As a service to the guests, hotels can arrange many services or items not part of the regular service, like language interpreters or senior citizen assistance. The hotel can also provide a variety of items

that the travellers need but are not kept in the rooms as a standard. These are also known as 'Guest Loan Items'. Some of the items which the guest may request are

- Voltage / international adaptors,
- Scissors
- Hot water bag,
- Nail cutter,
- Iron & Iron board (in case if not already placed in the room),
- Furniture items – like an extra chair,
- Hard bed – a piece of wood placed under the mattress to make a bed firm and reduce back pain
- Extra bed
- Special pillows (cotton, hard pillow, etc .) many people request foam pillows since they are allergic to feather pillows
- Baby cot,
- Indoor games,
- Umbrella,
- Cane stick,
- Wheelchair
- Hairdryer,
- Thermometer

Tour escorts can attain all this information while conversing with the customer and should check that it is arranged well in time. Once it is issued, due documentation and record-keeping can also be done with assistance from a tour escort. In most hotels, the desk supervisor maintains Extra Item/ Loan Item cupboards where these unique items are placed.

**Note –** An extra blanket, pillow or towel is a standard request. Some guests may request a bathrobe, more shampoo, floral arrangements, etc.

**Note –** not all requests by the guest are for additional/extra items; some are for service, e.g. the room to be serviced, shoeshine, laundry to be picked up, etc.

2. **Providing the best quote to the customer**

Once the guest notes the particular requirements and all other requests, this information is shared by the Tour escort with the front desk executive/manager. He evaluates the requirements and designs the best package deal for the customer. The tour escort then calls/emails the best deal to the customer. It is to be noted that the Tour escort is a spokesperson of the hotel and not the decision-making authority. He shares the information with the customers and cannot commit on the hotel's behalf. After understanding the customer's travel requirements, he shares the prevailing taxi rates and fares.

3. **Assess transportation and other resource requirements**

- Resources required are required to fulfil guest requirements like type of vehicle, some vehicles, type of rooms, currency exchange services, language interpreter etc.
- If a vehicle is required, it has to be booked in advance as per the size of the guest group. It can range from a 5-seater car to a 20-seater bus.
- The quality of the vehicle and driver competency should be checked. Better to avail of this service from a known taxi operator and collect all relevant details of the driver for records.

- If the customer has local sight-seeing requirements, some special preparations should be done, like:
- List of local sightseeing places- references can be taken from visitor guides and travel sites/apps.
- Arranging maps for efficient route planning - nowadays, Google maps and route planning apps are available. It is to be determined that these are available/shared with taxi operators.
- Arranging/ booking any local tour operator (if required) if the customer requires one. The tour operator must be a trusted and reputed one.

4. **Inform the travel agency/driver of the schedule, meeting place and travel plans, as well as the customer**

Once the time and travel schedule of the customer are finalized, the Tour escort shares information with the travel agency. He has to share correct information about guest arrival at the airport/ departure and local transport requirements. Once the entire travel package is planned, the same information is shared with the customer also.

5. **Determine customer-friendly communication**

Meet and greet customers must determine that communication with the customer is straightforward and can impress him. The problem arises when the language of communication is different, especially for foreign tourists. Tour escorts should learn basic greeting vocabulary to make the customer comfortable. Also, a language interpreter can be arranged for accessible communication with the customer.

6. **A booking confirmation message to the customer**

Once all customers' requirements are understood, and the best package has been planned, the Tour escort shares the booking details, including inclusive with the customer. He generally does this through the mail. If the customer raises any query, the Tour escort receives the same and responds promptly. Suppose the query needs clarification from other departments or parties. In that case, the Tour escort collects the required information and shares it with the customer in time. Thus, he is a link between the organization and the customer.

## 2.1.2 Preparing to Meet Guests

Once customer booking is made satisfactorily, the tour escort prepares for a physical welcome and meeting with the customer. Whatever has been communicated to the customer must be provided without any gap. Tour escort coordinates with various people- in and outside the hotel to give a flawless experience to the customer. The following steps are involved in this phase:

1. **Check assigned duties as per the duty roster -** A duty roster is the plan of duty allotment – which person is allotted with what duty, nature, scope and duration of duty. The first thing I do in the morning after reporting on duty is- check the duty roster. A Tour escort should register the duty allotted to him for the day, the team members allotted for the job and the duty plan.

2. **Check the travel and bookings details of the customer.** After checking the duty roster, the Tour escort must check the list of customers one has to entertain for the day, along with the documentation required for travel and booking details. These customers can be incoming, outgoing or staying in the hotel. The executive has to deliver duties like pick-up from the airport, checking-in assistance in the hotel, local sightseeing or check-out and drop at the airport. During

reservation calls, the front office staff collects complete information about the whereabouts and requirements. Information about the guest can be collected telephonically or through a systematic e-form. Always start with the staff roster and check that the staffs on duty for that day are enough to cover the number of guests arriving and departing. Suppose extra staff is required to deliver customer services. In that case, the seniors have to give immediate intimation for the arrangement before the guests arrive. Extra staff can be arranged from the "day-off" employees or staff willing to serve overtime.

| October | | Mon 03 | Tue 04 | Wed 05 | Thu 06 | Fri 07 | Sat 08 | Sun 09 |
|---|---|---|---|---|---|---|---|---|
| Occupancy % | | | | | | | | |
| No Of Arrivals | | | | | | | | |
| No Of Departures | | | | | | | | |
| No Of In-House | | | | | | | | |
| Customer Service Executive (Meet and Greet) | | | | | | | | |
| FOA 1 | | | | | | | | |
| FOA 2 | | | | | | | | |
| FOA 3 | | | | | | | | |
| FOA 4 | | | | | | | | |
| CASHIER 1 | | | | | | | | |
| CASHIER 2 | | | | | | | | |
| CASHIER 3 | | | | | | | | |
| CASHIER 4 | | | | | | | | |
| Bell Desk | | | | | | | | |
| STAFF 1 | | | | | | | | |
| STAFF 2 | | | | | | | | |
| STAFF 3 | | | | | | | | |
| Legend | | | | | | | | |
| 07:00 - 15:00 | M | | Prepared By : | | | | | |
| 15:00 - 23:00 | A | | Approved By: | | | | | |
| 23:00 - 06:00 | N | | | | | | | |
| Weekly OFF | WO | | | | | | | |
| Comp OFF | CO | | | | | | | |
| Pubic Holiday | PH | | *The format can vary as per the hotel's requirements. | | | | | |

*Table 2.1.2 Sample duty roster chart*

3.  **Identify organizational requirements and protocol for meeting customers -** While meeting; it is essential to follow the guidelines for customer interaction. Every organization defines specific rules and protocols. A Tour escort must understand the protocols and learn the techniques for good communication. Some tips are:

- Always be polite to the customer/client
- Use positive and straightforward language.
- Keep the points very brief
- If communicating over email, ensure that he/she follows all the conventions of formal letter writing.
- Do not rush conversations
- Take time to understand their requirements
- Suggest solutions that best suit the customer's requirements
- Research the customer base if possible.

4. **Check with the travel agency/driver and ensure that vehicle is arriving as per the schedule -** Remind the driver about the time of arrival and departure so that the schedule is matched. Coordinate with the driver so that time schedules are appropriately followed. Call and remind the driver well before the arrival and departure time of the customer.

5. **Check with the hotel/place of accommodation and reconfirm bookings -** Check booking confirmation, room availability and preparedness before the customer arrives.

6. **Arrange all necessary documents -** Carry all required documents for handing over to the customer. Tickets, hotel booking confirmation, itinerary, maps, and any other special requirement of the customer

7. **Prepare and arrange customer identification board -** Prepare a placard with the customer's correct name and contact details so that the customer picking up process can become smooth.

8. **Keep customer communication medium prepared -** Ensure the mobile phone battery is charged and is available on the number passed on to the customer. Save the customer's phone number so he can be greeted well after the call is answered. Pick up call within 2-3 rings so that customer does not have to wait for a response.

9. **Check the arrival/departure schedule -** Recheck customer arrival and departure schedule to avoid any mishaps at the end.

10. **Self-preparation -** Be well prepared before attending to any customer. Dress as per organizational requirements and standards. Ensure hygienic and clean uniform. Never forget - the executive represents the organization.

11. **Be punctual -** Ensure to reach well in time to meet customers. Punctuality is the first sign of good service.

12. **Mark the checklist -** A checklist of customer requirements is created before arrival. An executive must mark what is done and pending in the checklist.

| Guest Name | Mr Vijay Sahay + 3 |
|---|---|
| Airport pick-up arrangement<br>• Time<br>• Airport Terminal<br>• Flight<br>• Origin place<br>• Escort vehicle [ ]<br>• Driver<br>Accommodation Details<br>Type of Room<br>Special requirement<br>Welcome drink preference<br>Meal Preference | [ ]<br>9:30 am<br>T2<br>Indiana 482<br>Lucknow, India<br>Mercedes c-class request<br>Mr. Rajesh Pai (98XXXXXX01)<br><br>VIP suite [ ]<br>Wheelchair [ ]<br>Coconut water [ ]<br>Vegetarian Jain meal [ ] |

*Table 2.1.3 Sample customer requirement checklist*

13. **Take experts to advise -** If any issue is complex and the executive cannot find a satisfactory solution, advice must be taken from seniors to ensure optimal solutions.

# 2.2.2.1 Prepare for Providing Customer Service (Meet and Greet)

The first meeting with the customer must be impressive and hospitable, reflecting the company's image. The Travel companies' Customer Service Executive is responsible for reflecting the company's brand value. So, before meeting the client, prior planning and preparation must be done at the terminal or an agreed place, including coordinating with the co-service providers, such as airport staff, drivers, accommodation providers, superiors and team members, for a smooth transfer of guests.

**Importance of travel booking -** Travellers can research and book everything they need online or with the help of a travel agency. With the availability of internet facilities, online booking has become very easy. However, most people consider booking various tours with the help of a particular agency or agent. Advantages of travel booking with travel agents of an agency

1. Travel agents deliver all the information related to the tour.
2. Travel agents can offer various packages with different combinations and inclusive prices. Customers need not pay any additional amount for the services offered.
3. Travel Agents offer affordable payment options, even for a small deposit at the time of booking and giving the remaining amount within an agreed duration. In contrast, most online booking sites demand instant payment to confirm a booking.
4. Travel agents act as trouble-shooters and offer help during unexpected incidents during the tour. They are with the client at every step. They may fix situations with the help of their contacts at the place visited.
5. In case of a travel insurance claim or any need to follow up on any client complaint after the tour, the travel agent helps and continues to work on behalf of the client. They make sure to solve the problems on time.

During the booking process, a tour company's reservation staff receives clients and resolves all queries. After the query resolution, the booking forms need to be filled by the customers, and the deposit sent together with the booking form to the travel agency. Once the clients have received the form and deposit, the confirmation is sent after receiving the payments. After that, bookings are made with the operator or the suppliers, such as transport, hotels and ground operators, etc., in the clients' name.

**Information required from the clients for booking**

While each tour wholesaler may implement his or her system, the information needed from clients remains the same. Similarly, information that has to be sent to the agents or clients from the tour operator is generally the same. The information needed from the clients:

- Destination
- Preferred date of travel
- Holiday duration
- Departure point
- Number of passengers
- Type of accommodation that is required
- Traveller's name

**Booking of the tour components**

Travel Agents, Tour Managers, or Travel Consultants book travel components either as a single product like air or rail tickets, hotel rooms, renting transport, etc., on the Travel Agent's Commission (TAC) for their clients or as a composite of the package tour. Some clients ask only for a single travel product, but these days, they ask for the entire tour package to be booked. Tour packages can be GIT (Group Inclusive Tour), FIT (Free- Independent Traveller), and all-inclusive and Escorted Tours prepared on different themes like Heritage Tours, Cultural Tours, Wildlife Tours, Adventure Sports Tours, etc.

**Travel companies book the following travel components**

**Hotel rooms -** Booking accommodation, dealing with different accommodation options, and considering alternative lodging options are some issues that travellers need assistance with. Tourism markets are seasonal, and hotels at popular tourist destinations are sold out in peak season from September to March. Finding suitable accommodation can be one of the most frustrating aspects of travel planning. There are two ways to solve the hotel room booking problem:

- Booking in advance or
- Finding a place on the day of arrival

**Booking in advance**

Booking in advance gives the traveller peace of mind. It is also a good idea to avoid paying higher prices or wasting time and energy looking for a place to stay while travelling to a popular tourist destination.

**Methods of booking a hotel room**

There are various modes of booking hotel rooms which travel companies use. These are described as follows: This can be done in several ways:

- Over the internet
- Through a travel agent
- Over telephone

**Booking Over the Internet**

1.  Online: The travellers themselves can book accommodation online either at the hotel's website or an agency's website or ask a travel company to do it. Some hotel rooms can be booked by reservation systems, like CRS (Computer Reservation System) and GDS (Global Distribution System). Some travel companies design their travel portal linked to the hotels on which travellers can also book their rooms and pay online. Payment on these sites can be made through various payment methods, including net banking, debit cards, credit cards, and other online transaction methods.

2.  Email: For booking by email, the steps would be more or less the same as those for online booking.

    - First, ask whether the customer's dates are available; ask for updated prices.
    - Inquire about the customer's preferred rooms and other essential details.
    - Ask to reserve the customer dates.
    - Ask for confirmation from the customer embassy; provide all the personal details (passport details of every visitor, etc.) they may need to issue the confirmation.
    - In the end, ask for the cancellation policy, directions to the hotel and other significant details.

**Booking over telephone**

Most travel agencies have liaisons with hoteliers to book hotel rooms at discounted prices. The Tour Manager often negotiates for the best lodging rates by calling the travel suppliers directly instead of the hotel's Salesperson. This provides the best opportunity to negotiate discounts and ask about special schemes (advertised and unadvertised).

**Booking through a travel agent**

1. On Spot Booking: If any traveller plans the travel himself and does not use a package from a Travel Agent, sometimes finding accommodation on a rrival at the destination or the hotel may be difficult. In this situation, the hotel may provide accommodation at enhanced rates.

2. Airline, rail and bus tickets: A single tourism product or a composite tourism package can also be booked through travel companies. A single tourism product can be travel tickets or transportation at the visiting place, hotel accommodation or sightseeing booking. A tour package would include multiple facilities involved in travelling. International Air Transport Association (IATA) approved travel companies can book, hold and sell airline tickets to their clients. By booking on behalf of the clients, they get a commission or incentives from the General Sales Agent (GSA). Rail tickets can be booked from the IRCTC website or any ot her travel company website. Travel by bus or taxi can also be booked through a travel company or State Tourism websites.

3. Rent a tourist transport: Many car rental companies in India offer vehicles to tourists for independent tours. Travel and tourism comp anies hire these tourist vehicles from Car Rental Companies as per the requirement of the tourists and offer them either as inclusive with the package or as a single tourism product for local sightseeing. Many travel and tour companies include Car-Rental Service in the tour package.

A Tour Operation Manager or Customer Service Executive of a travel company needs to follow the following procedure for booking a car for its clients:

- Making a checklist before the guest's arrival, including details such as nam e, flight details and itinerary from the tour operation department of the company
- Liaison with the car-rental company for renting a car as required by the tourist and mentioned in the tourist's itinerary
- Set the rate and date as per the company policy
- Send an email of the tourist's current booking of the tourist Re-confirm the booking before the guest's arrival.
- Coordinate with the company owner to get the vehicle and driver contact numbers on the day of guest arrival.
- Go with the driver, meet, greet and re ceive the tourist from the arrival point (airport, railway station or bus stop)
- Escort the client or tourists to their pre-arranged hotel and inform the driver about the next step of the tour

# Prepare for Meeting Customers

**Importance of checking duties as per the duty roster**

Rosters are prepared for several reasons which benefit employers and employees. This section defines a roster and identifies the reasons for preparing and using rosters. A roster is a list of persons' name and their work schedules. Duty rosters specify the allotment of jobs, hours of duty, and days off for each staff member.

**Contents of duty rosters**

1. Names of the staff members who are to work
2. Days of work (usually with dates)
3. Starting time
4. Break times
5. Finish time
6. Where are they to work
7. Their role

**Advantages of using the duty roster**

Information about who is on leave(annual or sick leave).

1. Ensures that the right people, in the correct number, are employed at the right place at the right time.
2. Helps in organising staff.
3. Enables the supervisor or the person preparing the roster to distribute the projected workload equally among staff and the entire working day.
4. Guarantees that the level of service required or promised to the customer is delivered throughout the working day.
5. Helps in balancing the well-experienced staff according to their importance at work.
6. It is a tool of communication that helps the employees and informs them about their place of requirement, time of requirement, breaks they can have during the operations, w hen not required and when to go home.

| Name of the staff | Mon 22/06/XX | Tue 22/06/XX | Wed 22/06/XX | Thu 22/06/XX | Fri 22/06/XX | Sat 22/06/XX |
|---|---|---|---|---|---|---|
| Ram | 07:00 a.m. to 06:00 p.m. | 07:00 a.m. to 06:00 p.m. | 07:00 a.m. to 06:00 p.m. | 07:00 a.m. to 06:00 p.m. | OFF | OFF SPECIAL |
| Shyam | 06:30 a.m. to 05:30 p.m | 06:30 a.m. to 05:30 p.m | 06:30 a.m. to 05:30 p.m | OFF | Casual Leave | 06:30 a.m. to 05:30 p.m |
| Rasha | OFF | 07:00 a.m. to 06:00 p.m. | 07:00 a.m. to 06:00 p.m. | 06:30 a.m. to 05:30 p.m | Casual Leave | 06:30 a.m. to 05:30 p.m. |

*Table 2.1.4 Duty roster sample*

**Protocol for particular types of customers and their unique needs**

Travel Organisations need to meet customer expectations and produce customer satisfaction. Good service will enhance visitors' experience and attract new and complete services. Customers can be of various types— different age groups, families, couples, singles, ethnicities or cultures, special

interests, organised groups, etc. Apart from these, there may also be customers with special needs, such as mobility and sensory-impaired tourists. Following is the list of some customer requirements:

1. Accurate information, e.g., directions, facilities, price, and availability.
2. Product knowledge
3. Health-related information
4. Safety and security assistance, e.g. with luggage and language
5. Advice, e.g. suitability of a destination or a flight, how to obtain a visa, about solving a problem
6. Products and services, e.g., provided per the booking or specific to a special needs tourist.

**Categories of Tourists as per their needs**

1. **Business and professional tourists**

   • Business-related requirements like meeting areas, exhibitions and special events.
   • Conference centres that cater to the needs of business tourists.
   • An example of a business tourist would be a salesman who travels to another city to attend a trade show and promote the products that he sells
   • Leisure and holiday tourists—scenery destination sites
   • Refreshment activities
   • Choice of food
   • Adventurous activities
   • Games

2. **Tourists travelling to visit friends and relatives (VFR)**

   • Want to stay in contact with friends and relatives and travel away from home to visit them
   • These tourists may travel to attend a wedding, funeral, or birthday celebration of friends or relatives

3. **Health or medical tourist**

   • To visit a holiday spa or needs special medical treatment that is only available away from home
   • Undergo cheaper procedures in another country or wish to be in a healthier climate during convalescence. Many foreign tourists go to other countries for plastic surgery.

4. **Adventure tourist**

   • Want an unusual and exciting experience
   • Want to participate in activities that may be dangerous, such as rock climbing, river rafting, skydiving, shark cave diving and bungee jumping

5. **Cultural tourist**

   • Want to experience different cultures, such as Surajkund Mela in Haryana and Dance Festival in Khajuraho.
   • Want to visit the World Heritage Sites in the country

6. **Eco-tourists**

   • Travel to experience nature

7. **Religious tourists**

   • Want to see and experience places of religious importance? Many religious destinations worldwide, such as the Hajj in Mecca and Varanasi in India.

8. **Shopping tourists**

   • Travel to shopping malls, shopping centres, factory shops, crafts markets, festivals, and touring shopping routes.

9. **Their primary purpose is to buy items**

   • Unique interest tourists (SIT)
   • Have particular interests, such as bird watching, food and wine, flowers, fishing, book fairs, etc.

10. **Backpacking or youth tourist**

• Generally have little luggage, travel on a fixed budget, want to experience adventure and excitement, tend to travel independently, enjoy meeting other travellers, and have flexible travel schedules.
• A group of young tourists on a weekend walking tour in the mountains or a student touring the country by bus are examples of this group of tourists.

**Creating a Tourist Profile helps in the fulfilment of the tourists' needs**

This includes the given information:

• Name
• Nationality
• Age
• Contact details such as address and telephone number
• Occupation
• Needs and preferences, for example, adventure, sports or education
• Specific requirements include accommodation, transport, or food, the trip's length, and arrival and departure date.

**Travel Documentations**

Carrying valid travel documents is mandatory to ensure hassle-free travel within the country and foreign countries. Travel documents take time, and people face inordinate delays due to technical formalities. Thus, the need for travel agents arose to make travel more comfortable and ensure the issue of travel documents from the competent authority for the clients or customers. Travel agents are authorised to process the necessary documents on behalf of the money exchangers, foreign consulate offices, passport offices, income tax offices, insurance offices, etc. Travel documentation is processed for clients and customers before their confirmation for purchasing a tour package. Travel documents include a passport, visa, currency certificate or endorsement of currency in the passport, travel insurance, income tax statements, health certificates, etc.

**Passport**

A passport is a document issued by a country's national government to authenticate its citizens' identity and nationality. It is used for obtaining a visa for international travel.

A passport contains the name, date of birth, sex and place. A passport typically entitles the passport holder to present for identification and return to the country. Rights to consular protection arise from international agreements, and the right to return arises from the laws of the issuing country. The procedure remains the same for applying for a passport for the first time. The passport is given through the Consular Passport and Visa Division (CPV) of the Ministry of External Affairs.

**There are mainly three different types of passports:**

- Regular Passport
- Official Passport
- Diplomatic Passport
    1. Regular passports in India are issued to ordinary people for vacations and business trips. Covers of such passports are either dark blue or black and contain 36 to 60 pages.
    2. Official passports are issued to individuals representing the Indian government on official business. The covers of such passports are white.
    3. Diplomatic passports are issued to Diplomats or top-ranking Government Officials and Diplomatic Couriers. These passports are maroon in colour.

Inscribed in the centre of every passport is the National Emblem. Above the Emblem, 'Passport' is written in Hindi and English. Below the Emblem, ' Bharat Ganrajya' is written in Hindi and Republic of India'.

**Visa**

A visa is a certificate prepared by the immigration officials of a foreign country with a stamp marked on a passport after verifying the person's credentials. It gives the person the right to enter a country and stay temporarily. Applying for a visa to India must be submitted to the High Commission of India in the country of the person who wishes to travel to India.

A foreigner coming to India requires a passport and an Indian visa. The office of the High Commission decides the duration of the visa. The Consular Passport and Visa Division (CPV) of the Ministry of External Affairs issue foreign visas.

**Procedure to apply for the visa**

The applicant may either go in person or apply through the post. The Visa to India is applied at the High Commission of India in the country of the person who wishes to travel to India. Non-resident Indians (NRI) and Persons of Indian Origin (PIO) do not require a visa to enter India if they possess an Overseas Indian Citizenship (OCI) or a PIO card. This card gives them the freedom to visit India at any time throughout their life. The NRIs and PIOs who do not have this OCI or PIO card can apply for a Visa through the standard procedure.

**Visa Guidelines**

**The following documents are required to be submitted for a visa:**

1. Visa application form must be filled out correctly. Incomplete applications and applications with wrong information shall not be processed.

2. Name and other relevant particulars must be filled in per the passport details.
3. Passport: It should have a minimum validity of six months on the date of application with at least two blank pages.
4. Photographs: Two latest identical passport size (4" x4") photographs (black and white or colour) depicting the front posture against a light background.
5. Supporting documents: The visa application should be accompanied by supporting documents on the type of visa applied.

**Visa Fee**

There are different fee schedules for the number of fees for different types of visas. The visa fee is accepted through different payment methods per the country's rules for which the visa is applied.

| S. No. | Category of Visa Uses | Uses |
|---|---|---|
| 1 | E-Visa: (A) E-Tourist Visa (B) E-Business Visa (C) E-Medical Visa | For recreation, sightseeing, casual visit to meet friends or relatives, and attending a short-term yoga programme For all activities permitted under an ordinary Business Visa. For medical treatment, including treatment under Indian systems of medicine. A foreign national will also be permitted to club these activities provided he/she indicates the same in the application form and requisite documents. |
| 2 | Visa-On-Arrival | A visa-on-Arrival is granted to a Japanese national visiting India for business, tourism, conference and medical purposes. |
| 3 | Transit Visa | A Transit Visa is granted to foreigners to enable them to travel through India to a destination outside India. |
| 4 | Tourist Visa | A Tourist Visa is granted to a foreigner whose sole objective of visiting India is recreation, sightseeing, casual visit to meet friends or relatives, attending a short-term yoga programme, short-duration medical treatment including treatment under Indian systems of medicine, etc., and no other purpose or activity. (Short-term yoga programme means a yoga programme not exceeding six months and not issued with a qualifying certificate/diploma etc.) |
| 5 | Medical Visa | A Medical Visa (MED Visa) is granted to a foreigner whose sole purpose is to seek medical treatment in India's established, recognised, specialised hospitals and treatment centres. Suppose the foreign national desires to avail themself of the treatment under the Indian systems of medicine. In that case, his/her case will also be considered. |

| 6 | Employment Visa | Employment Visa is granted to a foreigner who is a highly skilled and qualified professional. Employment Visa shall not be granted for— (i) jobs for which qualified Indians are available and (ii) routine, ordinary or secretarial or clerical jobs. An employment visa is not granted to a citizen of Pakistan. |
|---|---|---|
| 7 | Project Visa | Project Visa is granted to foreign nationals coming to India for the execution of projects in the power and steel sectors |
| 8 | Business Visa | A Business Visa is granted to a foreigner who wishes to visit India for business purposes |
| 9 | Student and Research Visa | A Student Visa is granted to a foreigner whose sole objective is to pursue on-campus, full-time (structured) courses (including English and other language courses and vocational education) at educational institutions (Central or State Government Educational Institutions and Private Educational Institutions) duly recognised by the statutory regulatory body and have acquired statutory authorisation to conduct the course(s) complying with GST regulations. |
| 10 | Intern Visa | Intern ['I'] visa is granted to a foreigner intending to pursue an internship in Indian companies, educational institutions and NGOs. |
| 11 | Sports Visa | Grant visas to the members of sports teams |
| 12 | Journalist Visa | Grant to foreign journalist professionals |
| 13 | Film Visa | Grant for shooting a feature film, reality TV show and commercial TV serial |

*Table 2.1.5 Types of visa*

**Health certificate and currency endorsement**

Health certificates, vaccination, insurance, foreign currency and restricted area permits are also processed much before the commencement of a tour. The travel agencies and tour operators manage all these formalities to help customers or members of GIT and FIT travel comfortably.

**Reservation confirmation letter for hotel bookings**

Reservation confirmation is an acknowledgement given by the hotel to the guest for their room request and the personal details given at the time of booking. This needs to be submitted at the time of the check-in process in a hotel.

**Special requirements of customers on arrival and simple communication during the process**

Tourists are guided with the following tips and information. These guidelines help the tourists arrive and depart from the airport:

1. Tourists must download an airport map. This will show you the drop-off points for the flight departures, as well as the internal layout of the airport.

2. They need to get to the airport at least three hours before the gate closes for the flight. Gates close about half an hour before the flight departs.
3. Once at the airport, look for the large screens showing the arrival and departure schedule. This will display the opening time and number of the check-in counter. Proceed there with your luggage, flight ticket, and passport.
4. At the check-in counter, tickets will be checked, luggage will be weighed, and your passport and visa (if required) will also be checked. The counter staff will ask security questions about having banned items in your bags. They will then print off a luggage label for bags, which will be moved onto a conveyor belt and taken to the flight. A little ticket is provided for the luggage and a personal boarding card for the flight. Always keep these safe with you at all times.
5. After check-in, follow the airport signs for flight departures, including a check-on boarding card, passport, and security screening.
6. Do not take any containers of liquids above 100 ml. The Checking Authority person may ask you to remove your shoes and place them with the hand luggage in a plastic tray for security scanning. Place all the coins, keys, and phones in the same plastic tray.
7. Once through passport control and security, the main body of the departure terminal appears. There are screens in the terminal to tell which gate your flight leaves from and whether or not that gate is open.
8. Every gate is assigned a number, and the airport signs direct the passengers to the gate. At the gate, go towards the waiting lounge and wait for the boarding to start. Once the flight gate opens, proceed to the gate. Show the passport and boarding card whenever asked for.
9. Staff in the waiting lounge will announce when the passengers will board the flight, usually by announcing seat row. Take a shuttle bus or walk down a sky bridge to board the aeroplane.
10. On entering the aircraft, show the boarding card to the staff, who will direct you to the right section of the plane.

**On arrival**

1. Follow the airport signs for immigration and passport control, and go to the baggage hall to wait for luggage.
2. There are screens in the baggage hall that show the number of conveyor belts from where you can pick up your luggage.
3. After taking the luggage, proceed to customs.
4. After clearing customs, follow the signs to the arrival hall; the signs for taxis, buses, trains, etc., can be seen from there.

## 2.1.2.2 Service Environment and Service Standard for a Tour Escort

The service environment comprises the factors around which the executive operates. A typical Tour escort service environment comprises of –

- External customers
- Internal staff
- Cab/ taxi operators
- Local guides
- Medium of communication – internet/phone

A Tour escort has to work within the impact of these participants. It has to comply with the service standards to draw satisfactory results.

**External customers**

- External customers are guests who visit the hotel.
- Greet customers courteously and professionally.
- Gather required information from them, entertain them and handle complaints.
- Keep customers informed of unexpected service delays.
- Finish encounters with customers courteously and professionally.

**Internal customers**

- Internal customer involves the staff and team members of the hotel.
- Interact with each other courteously and professionally.
- Be considerate, cooperative, and helpful to every staff member to ensure quality services.
- Hold each other accountable for addressing inappropriate comments and behaviour.
- Take help from the staff in case of customer queries.

**Cab operator/taxi provider**

- These vehicle providers provide customers with cabs, cars and buses for local sightseeing and even far-off travel.
- Meet & greet executives must maintain a list of all cab operators and details about their complete services. Different transport providers operate on different routes. Meet & greet executives should maintain cordial relations with all the cab operators.

**Local tour guides**

- Local tour guides provide local travel packages to customers. They help in making the entire customer travel process smooth. They accompany the tourists on the tours and provide complete assistance to them. Tour escort has to keep track of all the credible tour guides in the area and use their services as and when required by the guest. He should be well aware of the sightseeing place, know the guest's language and be reliably to be sent with the guest.
- Internet: A Tour escort must know basic computer and internet operations. He must be able to handle e-mails and basic operations like google form operations to communicate with the customer.

# 2.1.3 Principles of Costing and Pricing for Meet and Greet Packages

**Principles of costing and pricing**

1. **Pricing**

- Skimming Pricing –the focus of this strategy is to attract high-paying customers of the market by highlighting the unique and innovative features of the product or service. In this strategy, the initial price of the product or service is kept high, and the same is reduced gradually over time.
- Penetration Pricing –the initial price of the product/service is kept low to achieve the largest possible market share.
- Cost Plus Pricing – This is the simplest form of pricing. The final price is determined by adding the required profit margin to the final cost.

- Competitive Pricing involves setting the price per the competitor's price as intense competition exists in the market.
- Value-Based Pricing –the price of a product/service is set based on how much the customer thinks is the value of the service.

2. **Costing**

Each element of the package tour is a prime consideration for developing new packages. Including each element of cost that directly and indirectly determines the final price is essential. Besides understanding and including each cost element, developing a methodical cost sheet is essential.

**Costs can be classified based on the following:**

- Nature of expenses
- Material cost – the cost of accommodation, transportation, assistance services etc
- Labour cost- the cost of employees
- Overhead costs- office rent, furniture & fixtures, internet, electricity, stationery items and many other ancillary costs
- Relation to cost object
- Direct cost- costs involved during a tour, like accommodation, transportation, visa charges etc.
- Indirect cost- costs that help run smoothly, like buses, furniture, fixtures, etc.
- Business Functions - costs involved in keeping the business running like administrative costs, training costs etc.
- Behaviour costs - that vary with the size of the business, like more group participants, mean higher transportation cost. These include fixed, variable and semi-variable costs.
- Fixed and Variable Costs- Fixed costs do not vary in the short but in the long run. For example, the cost remains the same no matter how many rooms are occupied on a particular day. Variable costs change in the short run as well as in the long run also.
- Controllable Costs – Controllable costs are the costs over which the organization has complete control or can have the maximum possible control. These are the costs which can be regulated by the manager concerned. For example, the direct cost of materials, labour, marketing, etc.
- Non-controllable Costs – On the contrary, non-controllable costs are those beyond the control of the company or the manager concerned. Some examples of non-controllable costs are office rent, insurance costs, etc.

**Various components of cost**

The cost of developing a package tour decides the final price of the package. Profit margin is added after due consideration of purchasing power of buyers and costs involved in designing the packages

- Cost for new product development - The cost is incurred for discovering a new destination and developing new packages. It includes the cost of preparing documents for planning.

- Administrative and transactional costs include salary and incentives, insurance, financial or legal expenses, and recruitment and selection costs.

- The technical cost - The technical cost includes acquiring new software, hardware, and computers to reserve air tickets and tour packages.

- Accommodation - This is one of the significant cost components and has the largest share of the overall package cost. Accommodation accounts for around 50 per cent of the overall cost. Accommodation cost depends on various factors like choice of accommodation, facilities

required and sharing type (Single, Double, Triple or more). The higher the facilities demanded and the lesser the sharing type, the higher the accommodation cost in the package. In most cases

- Transportation - This is the second major cost component of the tour package after accommodation. Transportation cost depends on the mode of travel and preferences of travel in group/single. For example, air travel will be costlier than train/road travel. In the case of air travel, charter flights will be costlier than scheduled flights. It covers around 30 per cent of the total package cost.

- Ancillary Services - Apart from accommodation and transportation, other ancillary services such as meet & greet/assistance during check-in/check-outs, guide/escort services, monument entrance tickets, meals, travel insurance, VISA charges, applicable taxes and any specific activities at a destination or monument are called ancillary service costs. These are not part of standard package inclusions and depend on the choice of destinations as well as on the personal choice of the customers.

**Some sample tour package cost components are given as under.**

**Sample A – Domestic guest package may include the following costs:**

Accommodation on twin sharing basis.
- Daily buffet breakfast at the hotel
- Transportation as per itinerary from arrival to departure using AC Vehicle
- Assistance during check-in and check-out at hotels
- Services of English-speaking local guide for sightseeing as per itinerary
- All presently applicable taxes

**Sample B – International guest package includes the following costs:**

- Accommodation on twin sharing basis
- Daily buffet breakfast at the hotel
- Transportation as per itinerary from arrival till departure using AC Vehicle
- Assistance during check-in and check-out at hotels
- Services of English-speaking local guide for sightseeing as per itinerary
- Currency exchange assistance and any other presently applicable taxes
- Applicable taxes

**Costing each element of a package tour is painstaking work for a tour operator**

Calculating package service costs determines package tours' prices and helps garner new markets. Many tour operators minimise the cost of preparing package tours, which helps them maximise profits. Reduction of unwanted costs and negotiation with primary service providers for special rates largely help tour operators make profits and pass on certain benefits to the customers or clients.

**It is essential to include each element of cost that directly and indirectly**

Determine the final price tag of a particular package tour. Including research and development costs as an indirect cost also determines the package tour price. Similarly, marketing and publicity are two high indirect costs that a tour operator includes.

Besides understanding and including each element of cost, developing a methodical cost sheet is an important work of a tour operator to bring each implicit and explicit cost into the calculation of the total costs of the package tour. Thus, this lesson will explain each component of package tour co sting along with the preparation of cost sheets.

**Fixed and variable costs -** Fixed costs do not vary in the short run, but it varies in the long run. For example, the cost remains the same no matter how many rooms are occupied on a particular day. It does 201 not matter if it is 1 or 20 passengers. Nevertheless, the costs would be the same. Variable costs change in the short run as well as in the long run also. It varies as per the variation of the sale of package tours. The table presents the difference be tween fixed and variable costs for the various activities.

**Various components of cost -** The cost of developing a package tour decides the final price of the package. The sale of the package tour is a direct function of direct or indirect costs or fixed an d variable costs. The tour cost is the total cost incurred to combine related and complementary services. For example, SOTC as a tour wholesaler examines the affordability of potential customers and various cost components

**After considering the buyers' purchasing power and costs in designing the package tours, a profit margin is added** - Furthermore, market demand determines the cost of tour packages. Tour operators make all possible ways to arrange the services at a very negotiable rate with the principal service providers. There is a usual variation in calculating costs from one tour operator to another. These are the following variable costs apart from the fixed costs.

**Cost for new product development -** The cost is incurred for discovering a new destination and developing new packages. It includes the cost of preparing documents for planning. Tour operators incur the cost of their familiarisation tour. The development of new packages needs allocation of cost.

**Transfer cost -** International and domestic airfares, rail travel, and transfer and departure tariffs are included in the cost component of the all-inclusive package tour.

**Accommodation cost -** Accommodation cost is expected to be around 30 per cent of the total cost decided after the negotiations with accommodation companies.

**Sightseeing costs include** a guide, free entry, refreshments, a coach, etc. The calculation is done on per head basis.

**Administrative and transactional cost -** The cost of managing the preparation of itinerary and package tour is incurred. This is an indirect cost or implicit cost. The cost includes salary and incentives, insurance, financial or legal expenses and recruitment and selection costs.

**The technical cost -** The technical cost includes acquiring new software, hardware, and computers for reserving air tickets and tour packages.

**Cost for training and development of staff -** Training the staff is incurred from the tour company's revenue. Front-line executives are given in-house training with the help of external or internal trainers. In contrast, the managers send outhouse training to learn strategic business decisions.

**Cost of marketing -** The cost of marketing is incurred from the budget for marketing. Marketing cost includes advertising and sales promotion for the package tour business diversification.

**Printing and publicity cost -** The cost of printing tour brochures is incurred for designing and printing multiple copies of the tour brochure on coloured glossy papers highlighting the tour itinerary and other important features of package tours.

**Cost for bank interest -** The cost is also incurred to repay the interest rate and principal for borrowing loans from the banks.

**Sun cost -** The cost incurred for the depreciation of fixed assets in the long run due to the obsolete nature of software, hardware, and electronic gadgets.

**Miscellaneous cos**t includes porterage charges at airports and railway stations, tips at hotels or airports, entrance fees, insurance premiums, gifts, and welcome dinners. Thus, while costing a product, the tour company should concentrate on the four pivots: cost consciousness, cost measurement, cost responsibility and cost improvement.

## 2.1.4 Transport Co-Ordination Process Before Arrival of the Guest

1. **Gather relevant information -** Print arrival and departure transportation report daily for tomorrow and the day after; check the guest profile. Read emails, double check and update accordingly

2. **Open Transportation Sheet** - Open a transport sheet for the customer. It is usually made in the customer management system used in the hotel.

3. **Updating the transportation sheet**

   • Updating arrival/departure
   • Fill in the guest name, room number, number of pax
   • Fill in the flight details
   • Fill in the pickup time for Airport Drop Off
   • Fill in destination
   • Fill in the type of payment, e.g., cash, complimentary, inclusive etc.

4. **Send the email and call -** Prepare the mail with the correct transportation details, double check and send it to all the concerned parties like car rental service, drivers or internal transport department. Give reminder calls to drivers or car operators before customer travel time.

5. **Issuing various forms -** Prepare various forms for all transportation requests. Issue passes, letters or other documents are required from the hotel side to the car operator for easy commutation of the guest.

# 2.1.5 Providing Car Rental Services to Guests

**How to provide car rental service to guests**

**1.  Provide the necessary information**

The preferred rental car agencies will be suggested to the guest ; however, if the guest prefers any other company, this should be confirmed without hesitation. The following details should be sought from the guest prior to contacting the company:

- Name of guest and room number
- Type of car required
- Transmission type: manual or automatic – Number of days required
- Time required
- Drop-off point: hotel, airport, etc.
- Credit card, passport or National ID copy. – Guaranty policy

**2.  Book the car**

Contact the company and make the arrangement. Ask the company when they will deliver the vehicle and inform the guest. Inform the guests to have their credit card and driver's license available for the company representative.

**3.  Information sharing**

Share car booking details with the guest and customer's information with the car rental service company.

**4.  Reminder calls**

Give a reminder call to the driver so that guest's schedule can be followed as planned. Also, give information about car arrival to the guest to avoid unnecessary delays.

Points to take care of while providing car rental service to the customer -

1. The car is booked through a trusted rental company
2. All documents and permits for the car and drivers are in place
3. The car booked is as per the requirement of the guest
4. The car arrived clean and well serviced
5. Car interiors are clean and well maintained
6. There is no odour in the car
7. The car has been properly sanitized
8. There are sanitisers, water bottles, newspapers and local sightseeing maps available in the car for customer
9. The driver is well aware of the roads
10. The correct map is loaded on the auto-GPS app
11. The car is dusted correctly and is clean for exteriors as well as interiors
12. Check that driver is a trustable, honest, humble, polite and helping individual with no criminal track record and a legal driving licence

**Checklist of guest vehicles for cleanliness and safety- vehicle cleanliness inspection/task sheet**

| Date: | Vehicle # |
|---|---|
| **Cleaned by:** | |
| 1. Stanchions Wet Wiped | 14. Interior Door & Step well Washed |
| 2. Side/Rear Windows Washed | 15. Route Sign Front/Rear Cleaned |
| 3. Interior Panels/Sidewalls Washed | 16. Inspect Seats for Cuts |
| 4. Windshield | 17. Inspect Windows for Cracks |
| 5. Dashboard | 18. Interior Light Lenses Cleaned Inside & Out |
| 6. Driver's Seat | 19. Ceiling Cleaned |
| 7. Mirrors (Interior & Exterior) | 20. Inspect Tires for Excessive Wear/Damage |
| 8. Destination Sign Wet Wiped | 21. Clean Wheels/Treat with Protecting solutions |
| 9. Fire Extinguisher Checked | 22. Clean Window Track |
| 10. Wheel Housing Washed | 23. Clean Wheelchair Lift and Platform |
| 11. Remove Gum/Other Articles from the Floor | 24. Clean Upper Deck behind Rear Seat |
| 12. Floor Washed | 25. Note Other Visible Damage |
| 13. Seats Washed/Wiped | |
| **Special Instructions:** | |
| **Comments:** | |

*Table 2.1.6 Vehicle inspection/task sheet*

## 2.1.6 Time Management for a Tour Escort

Time is an essential resource for a business but id limited in nature. A Tour escort should have excellent time management skills to get maximum output from available time. Wasting own time means wasting the customer's time, which can prove risky for a Tour escort. It can lead to customer dissatisfaction. Reporting time is essential for a customer, and a Tour escort has to see that these time deadlines of customers are met.

**Following are tips for successful time management by meet and greet officer:**

- Create a work list and set priorities
- Determine the priorities of the guests, like business meeting time of a guest
- Co-ordinate with the co-staff to determine the smooth functioning of a process
- Promote the use of automated platforms, if any, used by the hotel under the front office management system to ensure faster and more efficient information flow
- Streamline the approval, grievances, registration and other processes to save time
- Help the guest get access to the correct person for any specific query
- Start the set processes well in time so that they can end on time
- Take decisions on time, as delays in decisions make the customer impatient
- Combine similar tasks and learn multi-tasking

## 2.1.7 Customer Service Checklist

**Customer service checklist:**

1. Set clear service expectations.
2. Speak from the company's voice.
3. Listen more than talk less.
4. Provide more than the customer needs.
5. Respond as quickly as possible.
6. Put the customer first.
7. Learn everything about the company's products and services.
8. Match customer needs with product solutions.
9. Create and follow the chain of command.
10. Help fellow teammates.
11. Remain calm during crises.
12. Resolve issues fairly.
13. Do not take it personally.
14. Stay professional and polite

# Exercise:

**Question 1.** Which among the following is included in the greeting rules?

(A). Good Eye Contact
(B). Great Smile
(C). Great Opener
(D). All the above

**Question 2.** What will be the first statement when a customer approaches the executive's workstation/desk?

(A). Hi. Thanks for coming in
(B). Hi. Is this the first time in our hotel?
(C). My name is Priya. How may I help you?
(D). How may I help you?

**Question 3.** Which among the following is NOT true about greeting a guest?

(A). Make the customer feel welcome and appreciated.
(B). He/she may address customers from behind
(C). Make eye contact when greeting the customer
(D). Create the unique, memorable greeting

**Question 4.** Which among the following is telephone etiquette?

(A). If he/she cannot assist the caller, transfer the call to a concerned person right away before asking
(B). End the conversation courteously and hang up
(C). Identify themselves when he/she answers.
(D). All the above

**Question 5.** Respond to e-mails within _____ during regular business hours.

(A). 24 hours
(B). 48 hours
(C). 72 hours
(D). All the above

**Question 6.** Which costs vary in the long run?

(A). Fixed cost
(B). Variable cost
(C). Both
(D). None of the above

**Question 7.** Which of the following is a non-chargeable Guest Loan Item?

(A). Medicines
(B). Iron & Iron board
(C). Extra bed
(D). None of the above

**Question 8.**    Why do guests complain?

(A). The quality of a product or service may be unacceptable.
(B). The wrong product is offered.
(C). Timing is wrong/ delayed service.
(D). All the above

**Question 9.**    How to handle a complaint?

(A). He/she may say, "that is not my job" if he/she is not the concerned person
(B). Do not apologise right away
(C). Thank the guest for bringing the issue to the notice
(D). All the above

**Question 10.**    Choose the correct sequence for registering the guest.

i.    Verify the information on the registration against the reservation , ensuring the accuracy of name, date, and payment mechanism.
ii.    Show check-in in the hotel software.
iii.    Carry out the final check of the registration card for the guest's signature.
iv.    Discuss room preference with the guest as per the availability, or select an available room which is "ready to let" and allocate the room.

(A). ii,iii,iv & i
(B). i,ii,iii & iv
(C). iv,ii,i & iii
(D). iii,ii,i & iv

# Notes

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

## UNIT 2.2: Enhance Guests' Experiences

## Unit Objectives ⊚

**At the end of this module, the participant will be able to:**

1. Create a placard for the guest at receiving time
2. Explain professional ways for the Customer Service Executive (Meet and Greet) to meet and greet the guest
3. Describe the transportation co-ordination planning process and various procedures involved in travel operation
4. Discuss hotel or accommodation facility check-in/checkout procedures for assisting the guest

## 2.2.1 Introduction

This unit elaborates on the procedures followed after the guest's arrival. Receiving the guest from the place of arrival, transporting them to the hotel, welcome in the hotel, check-in in with them, and meeting the special requests of guests form part of this process. It is a significant phase as this involves the first physical interaction with guests and creates an unforgettable impression on guests' minds.

## 2.2.2 Procedure for Receiving the Guests from the Place of Arrival

Receiving guests is a necessary process. There are various steps involved in this process, and the Tour escort has to arrange for the successful completion of the process. He creates a comfortable environment for guests by giving them a grand welcome in an unknown city. Tour escort arranges a for pick up, travel, check-in and any other guest requirement till he departs.

**The steps involved in the process of receiving the guest can be divided into two parts:**

- Phase 1- Arrival at the airport/railway station or bus stand
- Phase 2 - Arrival at the hotel

Let us understand these processes in detail in other sections.

## 2.2.2.1 Phase 1 – Arrival at the Airport/Railway/Bus station

Tour escort has the following steps to follow at this stage:

- Check the arrival details – mode, place, time and transport requirement
- Prepare a placard for easier identification and pick up of customer
- Arrange the pickup – book a rental car/taxi or arrange a hotel's car for pick up
- Reach the arrival spot on time
- Put the guest's luggage in the car and make him comfortably sit in the car
- Engage in light conversation to know about the details of guest

# 2.2.2.2 Phase 2 - Check the Arrival Details of the Guest

- Tour escort checks the booking form and revisits all the details regarding the guest's arrival, like mode of transportation, place of arrival, time of arrival, request for pick-up, type of vehicle requested for pickup and any other requirement stated on the booking form.

- Prepare for receiving guests arriving from different modes of transportation.

- Guest arriving by air is the fastest and most luxurious mode of transportation. Most international guests arrive through this mode only. Tour escort has to note the arrival time of the flight. Flight time updates can also be received from the airline's office/customer service number. It is to be noted that people can not enter the airport to receive the guests; they have to wait at a designated pick-up area at the arrival gate. The tour escort is responsible for the guest and his luggage beyond that point. Generally, luggage is limited due to weight restrictions in air mode.

- Also, there can be special airport meet and greet services arranged inside the airport the procedure easy for the guests. It is an excellent service, especially for international guests.

- Guest arriving by rail is the most convenient mode for domestic guests. It provides ease of travelling with more luggage. Generally, groups travel through this mode. Trains run per a fixed schedule; thus, getting arrival information is more accessible. It can be checked through the internet website or apps of railways. Tour escorts should be well aware of ordinary trains and their schedules. Also, the platform number, bogey number and berth details of the guest should be known to the Tour escort. Guests should either be received from the platform where the train arrives or from the exit gate of the railway station. This information is also available on the app and the information board at the railway station. A dedicated porter and luggage cart should be arranged to ensure easy unloading/loading and handling of luggage.

- Guests arriving by bus- guests coming from shorter distances can also opt for the bus as a mode of transportation. Tour escorts should take complete details about the guest's journey to make pick-up arrangements. It is best to call/message the guest to confirm if they have boarded the bus on time and are comfortable. It gives the correct scenario of the arrival schedule to the executive. Tour escorts can also keep track of bus routes through the app (if available) of the bus operator. Buses are very susceptible to delays as they are highly affected by weather conditions, road conditions, accidents, traffic jams etc. Tour escorts should reach the bus stand well in advance, arrange guests' hand luggage, and keep the car/taxi ready for further travel.

Whether air, rail or road mode, the Tour escort should reach the arrival point on time. Punctuality is an essential attribute of good service quality. Good time management can create a good impression in the first few seconds of the guest's arrival. In contrast, poor time management can spoil the guest's first impression.

## 2.2.2.3 Placard/Paging Board/Airport Pickup Board Sample

The hotel travel desk/concierge always uses a paging board or placard while picking up guests from Airports, Railway stations, Bus terminals etc. This paging board has the guest's name mentioned on it with his details.

- The following details are printed:
- Name of guest (First + Last Name)
- Name of the company
- Flight Number
- Flight Time

Tips while preparing the placard/paging board:



*Fig 2.2.1 Sample Placard*

- Do not use salutations if the same is not sure, as names can be misleading at times
- Double-check the spelling
- The A4 paper used for placard printing should be clean, not crumpled and also stain free
- Always use clear fonts and bigger font size which is visible from a distance to the guest
- It is better if the placard contains the name of the hotel. The logo and name of the hotel can easily catch guest's attention
- Keep the placard less cluttered. Avoid designs and dark backgrounds

## 2.2.2.4 Arranging Pick-up Vehicle for the Guest

It is essential to know the pick-up preference of guests in advance and range the vehicle for the same. Either the pick-up vehicle can be a hotel car or a rental car. The previous unit already discussed the procedure for booking and checking the rental car for guests. The type and model of vehicle to be booked depends upon- the number of guests, luggage count and sometimes the social stature of the guest. A famous social celebrity will prefer a luxury car as a pick-up option because of his social image. The choice of pick-up vehicle can create an opinion in the guest's mind about how the hotel staff perceives him.

## 2.2.2.5 Reaching the arrival spot in time

Tour escort has to ensure that the vehicle reaches in good condition, well in advance at the arrival spot. Time management is the key to success for Tour escorts. To ensure this, proper coordination and communication must be maintained with the transport in charge, the driver and the car rental company.

## 2.2.2.6 Greet the Customer, Escort to the car, Load Luggage and Converse with Them

Once a guest has arrived and has been spotted using the placard, it is the most critical moment. The Tour escort comes face-to-face with the guest, and the actual communication starts. From here, verbal and body language- both means 0f communication work.

**Greet the guest with a smile.**

1. **Use his name with a salutation to wish him for creating a personal connection with the guest -** Use gestures which are culturally acceptable for the guest. Like shaking hands with an American guest, bowing down to a Japanese guest, and 'Namastey' with folded hands to any Indian or female guest. 'Namaskar' to greet is generally appreciated by foreign guests visiting India. Take the luggage trolley from the guest or ask the porter to do it. The driver or porter should go ahead with the luggage to load it in the vehicle.

2. **Escort the guest to the car and ask if he had a comfortable journey -** On reaching the car, open the gate of the car for the guest. It makes him feel special. If there are male and female guests - open the door for the female guest first and make her sit comfortably. Close the door gently once she sits. Tour escorts should accompany the guests in a car and should sit in the front with the driver and make guests sit at the back.

   Before leaving for the hotel, a call/message should be sent to the hotel reception informing about the guest's arrival. This can ensure that the room gets ready, check-in formalities can be initiated, and welcome staff is ready before the guest reaches the hotel. He might want to get into the room soon and rest after a long journey.

   Ask if the guest is comfortable in the car and if the air-conditioning cooling is comfortable. Increase or decrease the cooling if required.

3. **Start the conversation by asking about the journey -** Strike a light conversation, maybe by sharing unique places to visit in the town, famous food and any other famous story about the pace. Better to talk about positive things related to the place. Avoid telling negative stories which might create a wrong impression of the place. The conversation is to make the guest comfortable and not uncomfortable.
   - Also, the music preference of guests can be asked, and music can be played if the guest is comfortable with the idea.
   - Once the guest seems a little comfortable, ask if they have any special requirements. Keep a note about their likes and dislikes throughout the conversations.
   - The meet-and-greet person must make the guest feel special. This first encounter with the guest may create or destroy the hotel's image.
   - Arrival at the hotel
   - Welcome guests to the hotel
   - Greet him personally from the car
   - Arrange to unload the luggage from the car
   - Escort the guest to the lobby
   - Arrange for welcome drinks and introduce him to the help staff
   - Arrange for check-in formalities
   - Collect required documents like a copy of Passport, copy of Adhaar card, Pan card and receipt of booking advance (if any)
   - Confirm from the reception that the room is ready and check that special requests of guests, like extra bed, wheel-chair etc., are met
   - Enquire if guests have any other special requirements like wi-fi
   - Help customers with any such special requirement
   - Take the room key from the reception and hand it over to the guest
   - Escort the guest to the room and see that the luggage is also delivered to the guest in the room safely

## 2.2.3 Welcoming the Guest in the Hotel

- Once the car arrives in the premises of the hotel Tour escort now has to extend a formal welcome to the guest in the hotel
- From here there are many people involved in the process like welcoming staff, front office staff, bell boy, concierge, front office manager etc., who will be part of the process.
- Tour escort gets out of the car first, opens the car door for the guest and greets out from the car with a smile.
- Arrange the welcoming of the guest at the main entrance of the lobby. Welcoming is essential as it gives the guest a warm and unique feeling.


*Fig 2.2.2 Welcoming guests in the hotel lobby*

## 2.2.3.1 Arrange for Unloading of Luggage from Car

While the guests are welcomed in the lobby and the check-in procedure is done, it is to be ensured that the guest's luggage is unloaded safely from the car by the bell boy, kept on the trolley and transferred to the room allotted to the guests. Guests should not wait in the room for luggage. It gives a wrong impression of the hotel service. If the room is not allotted, or the guest wants to check in later and go out for some work, luggage should be kept safely in the cloakroom. Tour escort has to coordinate this process to see that things are accomplished.


*Fig 2.2.3 Bell-Boy shifts the luggage to the room & meet and greet executive escorts guests*

## 2.2.3.2 Escort the Guest to the Lobby and Welcome Drinks

Guests are escorted to the lobby and made to sit comfortably. Special welcome drinks are offered to give them a relaxing feeling, and check-in formalities start simultaneously.


*Fig 2.2.4 Welcome guests with a soothing and attractive coconut water*

## 2.2.3.3 Arrange Check-in Formalities

After extending a warm welcome to the guest and making him comfortable with drinks, the Tour escort has to start the check-in formalities. Many documents may be required, and a detailed form/entries may have to be submitted. The executive ensures that all this is done smoothly and at the earliest, so the guest has to bear a minimum waiting time. Formalities must not be cumbersome for the guest. The tour escort takes all necessary information from the guest. It passes it on to the front office executive for official paperwork. The hotel may also require some advance payment from the guest. Tour escort coordinates this payment process by assisting customers in making payments through cards/UPI etc.

**Signature on taxi receipt**

Meanwhile, the signature is also taken on the taxi receipt from the guest. It helps keep a record of the guests' travel details (distance, frequency of travel). This may be required at the end to complete the customer's billing process. It also helps in recording travel details of the hotel's vehicle.

## 2.2.3.4 Check-in Formalities Comprises of Following Steps

**Step 1.    Receiving and registration**

- Welcome Guest
- Bring luggage
- Escort guest to the lobby

**Step 2.    Allocation of room**

- Assign Room
- Encode key card
- Print Registration card

**Step 3.    Secure Advance Payment**

- Request deposit
- Take authentication
- Generate receipt

**Step 4.    Information service**

- Explain hotel facilities and services

**Step 5.    Complete check-in formalities**

- Issue key and escort to the room

**Step 6.    Receiving and registration**

- Update Profile
- Update billing details
- Update remarks

*Table2.2.1 Check-in Formalities steps*

## 2.2.3.5 Assist in Document Processing

Many documents are required while completing the check-in process at hotels no-a-days. It is a regulatory requirement to maintain records of the guest. Some of the documents generally accepted while checking-in is government-approved identification proof while as a Driving license, Voter's ID card, Aadhar Card, passport, or any other documents issued by the government of India or any state ID card. Tour escort collects these from the guest, hands them over to the front office executive, and

returns them safely to the guest. A payment receipt is issued, and a guest folio is opened to register the guest's further transactions for final billing.

**Types of travel documents required**

1. **Passport, travel visa and national ID card** - Proper identification is the foundation of international travel. When travelling abroad, it is also essential to have a valid passport. Many travellers do not realize that most countries apply rules regarding the passport expiration date. For most countries, visitors must have a valid passport for six months after they plan to arrive at their destination. However, this period can vary.

2. **COVID-19 travel documents** - Health travel documents are not new to international travel. Certain countries have long-lasting entry requirements, such as yellow fever vaccination certificates. However, this was limited to specific countries, whereas countries worldwide have enforced the COVID-19 travel document entry requirements. It has been tough to follow these entry requirements as rules are implemented at short notice, the vaccination or testing requirements vary from country to country, and documentation must often be presented in specific languages. As a result, travellers and airlines struggle to keep up with these ever-changing requirements.

3. **Travel itinerary details** - Flight ticket details, accommodation reservations, and car rental confirmation are all critical for any trip.

4. **Medical and travel insurance proof** - Unforeseen situations can occur, and they can be incredibly stressful when he/she is abroad. That is why travel insurance is essential. Travel insurance can be summed up in two main categories:

   • Insurance for medical expenses and
   • Insurance for trip cancellations

5. **Other documents** - Since the start of the COVID-19 pandemic, several countries have introduced passenger locator forms which must be presented at check-in or immigration. After filling out the form, travellers are often provided with a QR code or a reference number.

# 2.2.3.6 Check for Room Readiness

Meanwhile, the check-in formalities are being done, and the Tour escort has to re-assure that the room to be allotted to the guest is ready to be occupied. Any delay in that process can lead to dissatisfaction among the guests.

# 2.2.3.7 Honour the Special Request

Tour escort can get to know about the unique requirements of the guests as he is the one who is in constant communication with the guest. The executive expects to pass on the unique requirement of the guest to the concerned authority. The requirements should be fulfilled before the guest checks into his room.

## 2.2.3.8 Handing Over the Key and Escorting the Guest to the Room

Once all the formalities are done, keys are issued to the guest. Tour escort escorts the guest to the room and makes him settle comfortably.

## 2.2.4 Foreign Currency Exchange Procedures

**How to exchange foreign currency in India?**

The foreign currency exchange can vary greatly depending on where one is from in India. In metropolitan locations, one can find money changers in local market neighbourhoods. One can also place a currency order through online forex platforms. However, it is crucial to weigh all of the possibilities and select the finest one. When one exchanges foreign currency, one is either buying or selling that currency after returning from the international trip.

**Different options for currency exchange in India**

In India, money changers and banks with AD-I licences issued by the RBI offer currency exchange services (AD-II and FFMC licence holders).

The following are some possibilities for exchanging currencies in India:
- Banks
- RBI-approved money changers
- Airports
- Online foreign exchange platforms

**Documents required for money exchange in India**

Here is the list of documents that one will be expected to submit when one is buying foreign currency:
- Original and valid passport
- Valid visa for the country of travel (except where VISA on arrival applies)
- Confirmed ticket-showing travel within 60 days of taking foreign exchange
- PAN (Form 60/61 in case PAN is missing)
- Aadhar Card

Here is the list of documents that one will be expected to submit when one is selling foreign currency:
- Indian Passport (Mandatory for transactions above Rs.25,000)
- Driving License copy
- Voters ID
- Aadhar Card
- PAN Card (In case it is needed)

One of the above said documents should be more than enough; however, one can confirm that with the vendor that one has chosen.

**Things to watch out for a while doing currency exchange in India**

Here are a few things to be considered when placing the currency exchange order:

- It would help if one planned on getting currency well ahead of the day one travels overseas, so there is no last-minute rush.
- It is advisable to go with a reputed and trusted forex vendor, RBI -authorised. Some vendors give counterfeit foreign currency notes, so one must keep an eye out and research well before going with a forex vendor.
- Per financial year, an Indian citizen can purchase a maximum of 250,000 US Dollars or the equivalent in another foreign currency. This cap can be used for a single foreign trip or several foreign trips during the year. The RBI defined this cap as part of the Liberalized Remittance Scheme.
- While travelling overseas, one can only take 3,000 USD or its equivalent in another currency as cash out of the 250,000 USD cap. The remaining funds may be on hand as a forex/travel card or a TC (Traveller's cheque).
- Remember that one could end up paying 10-15% extra at airports while doing currency exchange, so it is best to avoid doing currency exchange at the airports.
- When one returns to India, there is no limit on the foreign currency one will bring. The combined value of foreign currency notes, bank notes, or traveller's cheques in advance of or equal to 3,000 US Dollars, and the cumulative sum of foreign currency notes, bank notes, or traveller's cheques in advance of or equal to 10,000 US Dollars, however, must be reported to customs authorities.
- The maximum amount of foreign currency notes permitted is USD 3,000. If this amount is exceeded, it must be reported at the airport by filling out a Currency Declaration Form.
- An Indian citizen has the right to hold up to 2,000 US dollars in foreign currency or its equivalent indefinitely, according to Reserve Bank of India law. Foreign curr encies that exceed the previously stated cap must be encashed within 6 months of arrival in India.
- One can use the encashment feature if foreign currency is on a travel card. One may contact the travel card company and request Indian rupees in exchange for the number on the card. Keep a close eye on the selling rate. We would also advise one to book the orders on online forex platforms such as BookMyForex to get the best deal possible on currency exchange orders.

**How to exchange foreign currency in India?**

Exchanging Foreign Currency in India has come a long way. There are many avenues through which one can buy and sell currencies; these include private money changers, banks, and airports.

When one travels overseas for education, business or leisure, one will need the respective countries' currency for all transactions. Once one returns from a business or leisure trip, one may have unspent Foreign Currency in the wallet. In such a case, one will have to exchange the Foreign Currency for Indian Rupee to proceed with transactions. Exchanging foreign currency in India India can be done at banks, RBI-approved NBFCs and airports.

**Before approaching any bank or any other entity for Foreign Exchange, please consider the following:**

- Authorised currency dealers, such as banks or NBFCs, do a regular analysis of the market fluctuations and comply with the regulatory norms

- Such dealers provide the best rates possible
- Try to analyse the present currency rates. One can check online to know what rates are available
- Keep the KYC documents ready.

## 2.2.5 Transportation Coordination Planning Process and Various Procedures Involved in Travel Operations

When attempting to match the individual and the available transportation options, the consideration of mobility aids can be very useful. This assessment gathers information on the person's mobility skills and limitations. The assessment may include but may not be limited to the following:

- Use a mobility device such as a wheelchair, scooter, walker, cane or other assistance.
- Ability to walk or climb stairs.
- Ability to read and understand printed maps or schedules.
- Ability to communicate with transportation providers (e.g., hearing, understanding or processing verbal information).
- Ability to use turnstiles, card readers or other devices for riders entering and exiting transportation stations.
- Ability to understand or speak English.
- Ability to get around independently and safely

**Transportation needs**

Adequate trip planning requires a specific understanding of each portion of the trip—when, where, how often, and who.

- What is the origin and destination of the trip?
- How many trips will be taken in a day?
- Will the trip be interrupted by intermediate stops, such as taking children to a child development centre or grocery shopping?
- Who will be transported?

In addition to the specific details of the trips, the individual may have several more intangible concerns about using certain transportation options in the community.

**Convenience -** The ease with which individuals can initially and successfully plan a trip, pay the fare, board, ride, exit the vehicle, and navigate the environment to their final destination will help to determine better a person's ability to use the service regularly. Therefore, early support for individuals who need assistance allows the consumer to build confidence and prepare the groundwork for independence and autonomy. Agency personnel can also benefit when they know the proximity of the person's departure point and the transportation route, the vehicle timetable and the individual's comfort level.

**Reliability -** As with individuals using private vehicles on the highway system, every traveller experiences late arrivals to their destinations. Transportation services can have unique challenges, such as off-peak timetables, vehicles malfunction, or delays when waiting for passengers to share a ride. The reliability of transportation services can be an issue when travelling to an appointment or employment, where being on time is important. Agency personnel are encouraged to engage in discussions regarding what steps to follow when challenges arise.

**Cost -** The cost of the service will most certainly be an issue if the individual or family is responsible for all or part of the fare. It is important to look at an individual's monthly fare costs compared to his/her monthly income.

**Safety -** People routinely assess their level of vulnerability when travelling, including when using a taxi, van service, bus or other transportation options. Travellers are concerned about their skill level, environment, time of day and other issues. On the other hand, some individuals may appear unable to understand safety issues that one may perceive as a risk of injury to themselves and others. Agency personnel should be able to set aside possible assumptions about the capacity of the person to comprehend and address any potential safety issues by discussing the matter with the involved individual in a supportive and serious manner.

**Comfort and confidence -** This is an extremely important question – as it addresses overlooked intangible issues. Suppose an individual lacks experience using the selected transportation mode, is anxious, lacks confidence, gets confused, or appears to be easily sidetracked. In that case, agency personnel can work with the person to determine what supports can be implemented. The discussions are recommended to include information about travel training, transit system familiarisation, and other methods to teach and support independent travel.

**Actions to support community transportation -** As agency staff develops expertise in community transportation services, they may find opportunities to support the improvement and coordination of these services. Concerns regarding the need for transportation alternatives in the community can be shared with colleagues, family, friends and community leaders. Many opportunities for advocacy are available for individuals interested in furthering transportation options and services in the

**Departure service**

- The Airport representative will be at the airport monitoring the flight and organising the drop-off. When one gets to the airport, the representative will meet at a prearranged drop-off location.
- The representative will help one check in the luggage and carry the bags from the drop-off location to the check-in booths with the help of a porter. Please note that this service does not include priority check-in or luggage services.
- The representative will also assist one with the carry-on items as one waits in line for immigration or go through security. Please be aware that this service does not include priority baggage services.
- One will be led to the Plaza Premium Lounge at the Delhi airport or other partner lounges if one wants to relax. Please be aware that lounge service requires a separate purchase.
- At the appointed time, a representative will meet one in the lounge and lead one to the departure gate for boarding.

**Arrival service**

The representative will monitor the trip, and once the guest arrives at the destination, he or she will be waiting for the tourist at the airport with a placard bearing the name (as per the details provided at the time of booking). The check-in luggage will be waiting for the tourist at the baggage claim area, and the representative and a porter will help the tourist with the hand luggage.

The driver will be updated as soon as the tourist is prepared to leave the terminal. The staff will walk the tourist to the pickup location and help the guest carry the stuff into the car.

**Transit/Connection Service:**

- To be ready for the arrival, the agent will be at the airport keeping an eye on the inbound and outgoing flights.
- The inbound flight's gate attendant will meet the guest and help the guest with the hand luggage.
- The agent will help the guest with the transit processes.
- Depending on the package, the guest might be led to a private lounge in the waiting area.
- The guest will be met at the lounge at the prearranged time and taken to the departure gate to prepare for the outbound flight.
- The agent can communicate with the airline ground staff for pre-boarding needs.

**How does airport meet and greet service help passengers?**

It could be stressful to go near an airport. One probably does not want to spend time at the airport because of the lengthy lines, heavy baggage, and challenging processes. The meet and help airport service's objective is to make passengers as relaxed and at ease as possible by assisting them with all airport procedures. Meet & greet services are more suited to the many problems that contemporary international travel presents. Airport meets and greets services are designed just for tourists if their top priority is to travel in outstanding comfort while enjoying inexpensive pricing.

**What is an airport meet and greet?**

In order to help tourists skip long airport lines and forget the hassles of onerous airport rules, meet and greet, also known as the meet and assist, is an airport service that provides airport greeters, fast track services, access to airport lounges, buggy service, porter service, and more. The airport greeter will guide travellers through every step of the check-in procedure and make sure they are moved to either the departure gate or the chauffeured car in case of arrival, so travellers will not have to worry about where to go or what to do at the airport.

**Who can Benefit from Airport Meet and Greet services?**
- Luxury travellers
- Business travellers
- First-time travellers
- Children travelling alone
- Travelling with Family
- People with disabilities
- Travel agent

**Why choose the airport meet and greet service?**

For the following key reasons, guests from over the world select and rely on the airport meet and greet service:

- Luxurious travel for VIP individuals who delight in a posh lifestyle in all aspects, including their airport encounters.
- Shortening the time to enter and exit the airport from hours to minutes.
- Making use of the time spent in airports to work or unwind in the lounges.
- Enjoy stress-free air travel.
- Steering clear of crowds at crowded airports.

**What kind of issues does the meet and greet service solve?**

Airport procedure queues are always unbearable. Long Queues have always been a problem.

**Avoid getting lost -** Getting lost in a crowded airport is not a concern. The greeter will guide the guest through the formalities at the airport and lead the tourists to the door

**Skipping Long queues -** waiting in line and long lines. With airport meet and greet services, a solution is simple. They can shorten the time it takes to go to the airport and complete the trip in minutes.

**Productive trip -** With meet-and-greet services, tourists can access the airport lounge, which offers the perfect setting for conducting business and producing results. At the same time, the tourists wait at the airport.

**Avoid Transit difficulties -** Transiting is challenging and confusing when there are only a few hours between flights, especially when terminals are far apart. In such cases, meet-and-greet service assistance and a buggy are necessary to guarantee that the tourist board the subsequent plane on time.

**What does airport meet and greet service include/ how does it work?**

**Airport Personal assistance/greeter -** The Meet and Greet service will assist the tourist in all processes and make sure the tourist has a wonderful airport experience, whether on an arrival, departure, or transit flight. If the tourist purchases the service for arrival and transit flights, a welcoming greeter or personal assistant will hold the name board and meet the tourist at the arrival gate or the airport entry in the case of departure flights. The personal airport assistant will walk the tourist through all airport procedures and assist the tourist in completing all paperwork and formalities at the immigration, COVID-19 exam, and check-in desks without having to stand in line. The tourist will not have to worry about scrolling the trolleys because the personal assistant will take care of the luggage.

**Airport fast-track -** Airport lines are a significant difficulty for passengers worldwide, especially in today's world, where consumers choose contactless solutions and avoid crowds. The Meet and Greet service should be seriously considered because it expedites airport requirements and processes. The tourist can use the fast-track service at the airport to navigate special empty check-in, immigration, security, and COVID-19 test lanes. Additionally, the tourist will not have to wait in line regularly to complete the challenging airport formalities; they will go through them without hassle.

**Buggy transportation -** A buggy transportation service can save the tourist time and effort, especially at large airports where check-in, customs, immigration, and gates are far apart. Upon request and depending on airport availability, meet & greet services typically include airport buggy service. Therefore, be sure to ask for it when scheduling the service.

**Porter assistance -** Undoubtedly, tourists no longer need to strain to lift large bags. The porter service streamlines the travel by assigning a personal porter to take care of the bags at the baggage reclaim area. The porter will carefully gather all the belongings and deliver them to the vehicle. Not to mention that the bags will be unloaded from the car and delivered to the designated check-in counter before the flight departs, where the porter and personal assistant will be waiting for the tourist.

**Airport Lounge access -** The airport travels and meets and greets service are most opulent in the lounge. The tourist can use the service to gain admission to the airport lounge, where the tourist can relax, eat delicious food and drink, take a nap, or perhaps set up the laptop and use the waiting time to be productive or make business calls.

Airport Lounge access is included in the Meet and Greet service in most airports but not all of them, according to the airport facilities and service provider. So, sometimes the tourist will need to request airport lounge access as an add-on to the Meet and Greet service.

**Where to find the greeter? -**For the arrival and transit flight, the airssist greeter will be waiting for the tourist at the end of the aerobridge or the start of the arrival gate (depending upon the aircraft parking). For the departure flight, the greeter will meet the tourist at the Curbside of the Airport.

**Look for the name board -** The airssist Meet and Greet starts with a personalised welcome, which means the greeter will carry a board with the name on it. All the tourists have to do is look for the person carrying it.

**They would be in a uniform or in formal.** A pro tip for finding the greeter amidst an array of travellers is to look for someone in a uniform or formal clothing.

**Airssist greeter -** Meet and Greet or Meet and Assist makes the airport journey fun, memorable, and stress-free. The tourist has booked the airssist Meet and Greet online, but now the tourist is wondering what the airport greeter will do. A professional greeter is employed to make the airport experience smooth and swift. He or she is a PRO with the airport layout and guides the way through the terminals using the shortest and fastest routes possible.

**Native speakers make the airport experience relaxing -** Wherever possible, the tourist will be assigned a native greeter who knows the language. The tourist no longer worries about juggling with foreign languages at the airport as the greeter will take care of all the formalities .

**A friendly face before/after the flight -** Imagine a warm welcome from the greeter after a long flight. Travelling can be tiring and hectic, but having a friendly face accompanying the tourist throughout the airport journey becomes a pleasing and comforting experience.

**Never get lost in the airport -** Airports can be confusing, with many gates, lefts, and rights to make. Nevertheless, having a greeter who fast-tracks the airport journey and leads the way to ensure the tourist never gets lost in a big airport is a bonus to the airssist Meet and Greet.

**A dedicated porter to take care of the luggage -** The tourist does not need to carry the luggage once the guest has seen the greeter. He/she will ensure that a dedicated porter trolley the luggage and help the tourist collect it quickly from the baggage claim carousel. With a greeter fast-tracking the travel journey and ensuring things are done right and on time for the tourist, along with giving the tourist a comfortable feeling in the middle of the airport, the tourist is guaranteed a truly memorable experience.

The primary focus of setting goals and developing strategies is to meet community and customer needs. Setting goals and developing strategies can vary from community to community. (Suggestions for involving customers and stakeholders in building a coordination plan are on page four.) Self - assessment tools help states and communities assess their readiness and progress in developing and implementing a coordination plan. One such tool is The framework for action, building a fully coordinated transportation system.

**Set goals -** Successful planning begins with an overall goal that the entire community can support. This typically involves defining the intended long-term change in the community due to sharing resources, identifying strategies, and taking actions prescribed in the coordination plan.

**Increased mobility, accessibility, and ridership through integrating transportation services and resources.**

Communities can reach this long-term goal by developing a coordination plan that provides easier access to more rides with improved customer satisfaction in service quality for people with disabilities, older adults, and individuals with lower incomes. A coordination plan will also help the people identify short-term outcomes to measure progress and strategies they can support.

**Identify outcomes -** An important step in developing a coordination plan involves describing the positive changes, or "outcomes," that are likely to occur due to working together. Changes may occur in practice, policy, condition, action, service, operation, and status. Outcomes are a measurement of change in the short term and are designed to lead in the long term to a goal.

There are three identified three goal areas and a specific outcome for each related to the overall desired goal:

1. Increase the number of rides for older adults, people with disabilities, and individuals with lower incomes (efficiency outcome)
2. Increase the number of communities with easy access to transportation services for older adults, people with disabilities, and individuals with lower incomes (effectiveness outcome); and Needs
   - Types of services needed
   - Frequency of need
   - Geographic need
   - Reason(s) for service need
3. Increase the quality of transportation services for older adults, people with disabilities, and individuals with lower incomes (customer satisfaction measure)

Each above outcome has been further refined with specific progress indicators for each goal area. These goals, outcomes, and indicators are reflected in the planning developed using input from many stakeholders and advocacy organisations. Logic models are widely used for program planning and change management. Coordination plans focus on strategies that will achieve desired outcomes. Strategies can be activities, processes, events, tools, or technologies and include using available resources.

Building a family of transportation services is an important strategy for improving transportation services through a coordinated approach. Communities with a family of transportation services use a broad range of transportation options and specifically match modes of travel to community demographics and needs, particularly assessing the needs of older adults, people with disabilities, and individuals with lower incomes. Access to the family of transportation services is best achieved when all transportation providers and funding sources are considered and when providers communicate and coordinate with one another. Partnerships among human services agencies, non-profits, workforce investment agencies, transportation providers, regional economic development organisations, customers, and other community groups are essential to developing and implementing a coordination plan. Partnerships are needed to pool resources, maximise vehicles and other equipment use, and develop a better understanding and services in one way or another; the most logical step is to bring them together to discuss partnership opportunities.

**A five-step plan for coordination**

Five steps have been identified to assist with the creation of the coordinated plan. Steps 1 and 2 must be completed before a joint planning meeting, while Steps 3 and 4 are completed during the meeting. Step 5 is the plan-implementation phase.

1. Inventory. The first step is to inventory the transportation resources and needs.
2. Needs Assessment. The second step is to assess the transportation needs.
3. Stakeholders' meeting. During the first meeting, the management will present the results of the transportation assessment.
4. Develop coordination actions. The next step is to develop coordination actions.
5. Implementing the coordinated plan. The final step will be the implementation phase.

## 2.2.6 Leaving for the Designated Location to Pick Up the Guest on Time

Schedule adherence or on-time performance refers to the service's success on the published schedule. On-time performance, sometimes referred to as on-time running, is typically expressed as a percentage, with a higher rate meaning more vehicles are on time. The level of on-time performance for many transport systems is a very important measure of the system's effectiveness. Following are the reason why one must ensure vehicle departure at the right time:

1.) **Customer time is precious:** As a coordinator, it is essential to check the customer's schedule so their need can be fulfilled at the given time.

2.) **The reputation of the organisation:** Once a customer books and transportation means till the customer returns, maintaining the proper schedule is a must as reputation is always at stake.

3.) **To avoid any hassle:** departing on the scheduled time is essential so that no last minutes hindrance will occur, which can hamper our service.

It is also possible to describe availability in terms of the average days available each year. However, this is less common. Because vehicles spend variable amounts of time undergoing maintenance or repair, the quantity available will fluctuate during the day. The most critical time to assess vehicle availability is during peak vehicle demand. It is ideal for recording the number of vehicles available daily and calculating the average over time, such as a week or a month. Because every vehicle takes time out of service for routine maintenance, and there will always be an element of unscheduled maintenance and accident repairs, there will rarely be 100% availability, save potentially for brief periods. When vehicles have scheduled routine maintenance, some operators consider them available. However, this is inaccurate because they are unavailable for revenue-earning services during these periods. If availability is calculated daily, there may be days when 100% is attained, such as during weekends or public holidays when no routine maintenance is performed. No cars are out of service due to unscheduled repairs or accident damage.

**Handle airport pickup service by the concierge or travel desk?**

**Purpose of airport pickup service SOP -** The Concierge and Travel Desk team should do the right thing the first time and every single time, especially regarding airport pick-up and drop requests. All guests should be promptly met and greeted upon arrival. The primary objective should be to avoid missed pick-ups, control vehicle usage, and follow the hotel pickup standards.
The Front Office / Bell Desk / Concierge team should be ready to assist as well as possible in this process. Any request of the guest must be followed up accurately in order to ensure his/her satisfaction.

**Lost and found baggage at airports**

1. **Obtaining the report for the airport pickup.**

   • The PMS (Property Management System) / Hotel Software should print an airport pickup report for each morning and afternoon shift airport representative.
   • The travel desk personnel or concierge should confirm with the daily transportation control sheet.
   • Always request the most recent information regarding the guest's pickup.
   • Check the hotel's guest arrival airport for references.

2. **Upon arrival at the airport**

   • Verify the status of the airport limousine transfer.
   • An airport representative should check each guest's flight arrival time following the arrival report when they arrive at the airport.
   • Ensure that all ETAs are current with the most recent schedule.
   • Every 30 minutes, check the ETA to see if there have been any changes and amend the report as necessary.
   • Prevent confusion regarding reservations and transportation.

3. **Before the flight landing**

   • Before the flight lands, check the ETA every 30 minutes. If there are any changes, update the arrival report and call the hotel to let the concierge staff know.
   • Create a poster, paging board, or airport pickup board with the guest's name and flight information prominently displayed on it.

4. **Upon flight arrival**

   • Upon the arrival of the aircraft, ensure that the limousine arrives at the airport 15 minutes prior to the arrival of the flight and that the guest may see his name and will be greeted.
   • Prevent the airport representative from losing the guest.5. Meet the guest.
   • Hold the signboard at eye level before one and wait for the guest in front of the entrance gate.
   • Keep the grin on and greet guests with "Mr David, Welcome to Atlanta, Hope you had a great flight."
   • If more than one guest requests that I get their name, please.
   • After learning the guest's name, one must address them by name.
   • A clear view allows one to watch every guest leaving the arrivals hall.
   • Before leaving the airport, let the hotel concierge personnel know.

# 2.2.7 Precautionary Measures to be Taken while Handling Travel Operations

Following COVID-19, hygienic practises and traveller safety are now inexorably connected. Businesses in the travel sector are putting in place more stringent security. Here are some of the changes that have already gone into effect for airports, airlines, hotels, and ground transportation services.

**Airports -** Airports ensure the security of all passengers passing through them because they are the entry points for air travel. Their primary concerns in the past have been safety and TSA procedures.

**Several instances include**

- Increasing the frequency of cleaning and disinfecting public spaces, including toilets;
- Sanitising bins and trays at the TSA security checkpoints at least once per hour;
- Installing new hand sanitiser stations in high-traffic areas across the airport.
- Checking the body temperatures of employees when they arrive. Posting reminders about social distancing protocol, encouraging up to 6 feet of space between travellers at all times.

**Airlines**

To help give travellers peace of mind, many airlines have announced updates to their routine cleaning and sanitation practices. Most also require all passengers to wear face masks. These new procedures have come about under the guidance of the airline's newly-appointed on-site medical director and include:

- Using an electrostatic sprayer to disinfect all client contact points and sanitise the interiors of aeroplanes between flights.
- Using airborne particle removal techniques similar to those used in hospitals.
- Installing sneeze guards at check-in counters and gate podiums to assist prevent any unnecessary onboard interaction;
- Reducing the number of touchpoints between crew and passengers. They have also announced several changes to their processing and inflight service for the duration of the coronavirus outbreak:
- Reducing customer interaction with agents by allowing them to self-scan their boarding cards.
- Upholding the 6 ft. tape guideline at the ticket windows.
- The short-term shutdown of self-service kiosks to cut down on touchpoints.
- Boarding fewer passengers at once and in rows with back-to-front passengers.
- Making it mandatory for all flight attendants to wear masks or face covers while on duty.
- Having the flight crew serve food to passengers rather than letting them choose from a tray.

**Hotels -** Hotels are also increasing their sanitation and cleanliness requirements to give travellers the confidence to book their stay.

**This includes**

- Giving their hotel teams access to specialised knowledge, improved practices, and published resources based on recommendations from international health agencies like the World Health Organization and the Centers for Disease Control & Prevention.
- Improving cleaning and sanitation practises in hotel rooms.
- Making public a schedule for disinfecting hotel public areas, like lobbies and conference rooms, every 1-2 hours.
- Increasing the frequency with which hotel staff clean high-touch areas, including faucets, phones, door handles, and elevator buttons.
- Cleaning the registration desk following each check-in by a guest.

**Rental cars -** When customers need mobility, rental car firms are considered a necessary industry. These businesses attempt to minimise touch during transactions for the health and safety of their employees and customers and to reassure customers that they are upholding the highest standards for washing and sanitising each automobile between reservations.

## 2.2 8. Keeping Updated about Local Maps and Routes Maps

City Maps provides information on the existence, location, and distance between ground features, such as populated places and routes of travel and communication. Maps perform numerous functions, the most important of which are: providing information for their users (tourists) about tourist objects' location, facilitating orientation in geographical space and moving around the area, helping in choosing the visited tourist region and planning the journey.

Maps give tourists quick access to general information. These maps may contain information about the town's geography, general communication infrastructure, the functions of its many parts, the locations of noteworthy landmarks, and tourist attractions.

They facilitate the movement from one place to another. They aid in information organisation. They assist people in determining the location and the best route to take. Maps come in a variety of forms. The kind people use will depend on the information people want.

Roadways, their names, and numerous locations along those roads are all displayed on a street map. Tourist maps are one of the most common groups of cartographic documents. The following are the significant benefits of a map-

**Avoids confusion –** It might be difficult to know where to go or what route to take while exploring a new area. The fastest routes, directions, and other information are shown on a detailed map. It is simpler for the user, especially if he is driving alone, if the map is interactive.

**Time-saving -** Think about a situation without maps. Stopping by to ask someone to clarify the routes will take time. Additionally, people could go a long way back to make up for a mistake if people neglect to take a turn or course diversion. Having the proper area map might help people avoid wasting time on such chores.

**More safety –** Not all locations are equally safe. The risk increases if people travel in a remote area surrounded by forests, lakes, etc. It is simple to get lost and go in danger. With the right guidance provided by maps, the likelihood of becoming lost is greatly decreased.

**Routes and traffic conditions**

Do we still need to wonder why route planning is vital in light of the rapidly rising gasoline prices, driver pay, vehicle maintenance costs, and insurance premiums? It is not merely a matter of route planning; rather, it is primarily a matter of route planning that is correct.

Being updated about the routes helps in accurate route planning is important because it:
- Reduces driving time, which eventually reduces fuel consumption and costs;
- Reduces driver frustration, as planned routes decrease time on the road;
- Improves customer satisfaction due to timely deliveries;
- Decreases vehicle wear and tear due to reduced miles driven; and
- Maximises the utilisation of vehicles and drivers.

Over the past decade, the transportation business's high cost has prompted owners to become more efficient in planning routes.

The old-school route planning method using pen and paper does not address real-time events impacting daily delivery schedules. Furthermore, free route planner apps like Google Maps or Apple Maps cannot plan multi-stop routes for multiple drivers.

Also, they lack many key features one needs to run a seamless field operation. Multi-stop route planner with time website data synchronisation will best suit route planning.

## 2.2.9 Dramatisation and Role Plays

**Situation 1: Greet the guest and provide them with refreshments on arrival**

- **M& G Executive** Welcome to one of the most beautiful properties in the town- The King's Palace hotel.

- **Guest:** Thank you very much!

- **M& G Executive:** Sir, we will take a little time to complete the check -in formality. Meanwhile, let me take you to our beautiful lounge. Please have a seat.

- **Guest:** Thank you very much!

- **M& G Executive:** *This Arch that you see here is designed by one of the most renowned artists in the country, sir. I hope you like the ambience.*

- **Guest:** Yes, Indeed, it is a lovely hotel.

- **M& G Executive:** Ma'am, our chefs are the best in the town. We have excellent reviews from various travel bloggers. Today we have prepared the most exotic variety of cold and hot beverages. May I know what your choice is- hot or cold?

- Guest: I would like to have some cold beverages. What do you have?

- **M& G Executive:** Today's special welcome drinks are - refreshing Pina-colada, Blue ocean fresh, Mint Merry and fresh coconut water.

- **Guest:** ok, I will have Blue ocean fresh. Hope it is non-alcoholic.

- **M& G Executive:** Wow, fantastic choice. Yes, it is non-alcoholic and the best option during harsh summers. Please be comfortable, sir. Your drink is here.

- **Guest:** Wow, that is quick. Thank you.

- **M& G Executive:** You are most welcome. Pleasure is all mine. I will arrange for your quick check -in. If you require anything else, please feel free to ask.

- **Guest:** Thank you!

[*M&G executive= Meet and greet executive]

**Situation 2: Assisting guests with currency exchange**

- **M& G Executive:**  Sir, we have an authorised currency exchange company counter in our hotel, just in case you need to exchange some currency.

- **Guest: Yes, sure.** Thank you very much! Will they exchange euros for Indian Rupees?
- **M& G Executive:** Yes, sir, why not. All convertible currencies can be exchanged here. You can get an exchange of up to 50,000 INR.
- **Guest:** That is wonderful. What is the rate they are offering?
- **M& G Executive:** Sir, Today's rate, as seen on the display board, is 1 Euro= 91 INR. It is an entirely authentic rate, sir.
- **Guest:** Ok, What documents are required?
- **M& G Executive:** You must submit a copy of your passport with the visa stamp and hotel booking receipt. I can get it done for you. Please give me your passport, online booking receipt and the exchange currency. Euro 500 can be easily exchanged here without any hassle. It will be around 46000 INR. An amount more than this has to be exchanged from the bank branch. You can get an equal amount exchanged after two days from the same counter.
- **Guest:** That is enough money for me to spend. Please get the exchange done for 500 Euros for now. Thanks.
- After some time…
- **M& G Executive:** Sir, here are your documents. Please ke ep them safe, and here is your cash in INR.
- **Guest:** Thanks a lot for the help.
- **M & G Executive**: My pleasure, sir. I am here to help you. If you need anything else, please feel free to ask. Have a good day, sir.

[*M&G executive= Meet and greet executive]
- **M& G Executive:** Good Morning, Sir, How are you today? Hope you are enjoying your stay with us.
- **Guest: Yes.** Thank you very much. However, I have a problem. One of my bags is missing. I did not notice it yesterday when we checked in. I only saw it in the morning when I needed some stuff.
- **M& G Executive:** Oh, that is a matter of concern, sir. However, do not worry; it will not be lost. It must be in the hotel only. I will check with the front office and bell boy. Do not mind me asking, sir, but is there any valuable item in the missing bag?
- **Guest:** It has our foot wears and some other valuable items.
- **M& G Executive:** Give me some time, sir. I will get back to you in some time.
- **Guest:** Ok
- After some time, the executive goes to the guest's room.
- **M& G Executive:** May I come in, sir?
- **Guest:** Yes, Please. Any information about my bag?

- **M& G Executive:** Sir, I am incredibly sorry, sir, your bag got delivered in some other room. Those guests checked in with you, so the bellboy just got confused about the bag. We have located it, sir; here it is.

- **Guest:** Thanks a lot, but this kind of service mishap is not expected from a big hotel like yours. Please train you, staff, properly.

- **M & G Executive**: Sure, sir; I apologize for the inconvenience caused. This shall not be repeated. The concerned bell-boy has also been alarmed. Sorry again, sir. Is there anything else I can do for you?

- **Guest:** Yes, I want to go local sightseeing. What are the famous places to visit around?

- **M&G Executive:** Sir, there are a lot of places around. There are t wo old forts and a museum if you are fond of historical tours. There is a national park if you are interested in wildlife tourism. A nearby market is also famous for traditional handlooms and pearl jewels if you want to shop for something.

- **Guest: Today I would like to go shopping. I will visit forts tomorrow.**

- **M&G Executive:** Sure sir, I will make all the arrangements. A hotel car will be arranged for you. I will personally explain everything to the driver. He will take you to the area's most famous and trusted shops.

- **Guest:** Thank you. I will be ready in half an hour.

- **M&G Executive:** Sure, sir, we will wait for you in the lobby.

[*M&G executive= Tour escort]

**Situation 4: Liaison with hotel staff for guest booking**

**At the front office desk**

- **M& G Executive:** Good Morning; Mr Sharma, with his family, is arriving today from Chandigarh. Hope you have all the booking details

- **Front office staff:** Good Morning. Let me check in the system.

- **M& G Executive:** Sure.

- **Front office staff:** Yes, he has booked a double bed deluxe room for five days, starting today.

- **M&G Executive:** Yes, may I re -confirm his travel details? I have the information that he is arriving by Laksh airways from Chandigarh at 3:30 pm.

- **Front office staff:** Yes

- **M& G Executive:** Great, I have booked the hotel's car for his pick up and will leave from here at 13:00 for the airport. I will message you when I leave for the airport. Kindly keep the welcome staff ready with welcome drinks for him. Also, please check if he has made any special requests in the booking form.

- **Front office staff:** We will be ready on your arrival, do not worry. Yes, he has asked for a baby pram for his kid. That has already been arranged and kept in the cloakroom. It will be given to him when he arrives.
- **M& G Executive:** Great. So, please make a vehicle pass for me to go to the airport.
- **Front office staff:** Sure
- **M & G Executive**: Thanks. See you at 16:00 hours. Have a nice day. Bye.
- **Front office staff:** Ok, Bye.

# Exercise

**Multiple choice questions**

**Question 1.**    Where is a placard used?

(A). Airports
(B). Groceries
(C). Hospitals
(D). Offices

**Question 2.**    Who can Benefit from Airport Meet and Greet services?

(A). Luxury travellers
(B). Business travellers
(C). First-time travellers
(D). All the above

**Question 3.**    Why Choose the Meet and Greet Service?

(A). Have stress-free flights.
(B). Avoiding crowds at busy airports.
(C). Only b
(D). Both a and b

**Question 4.**    What kind of issues Does the Meet and Greet Service Solve?

(A). Avoid getting lost
(B). Avoid Transit difficulties
(C). Buggy Transportation
(D). All the above

**Question 5.**    Which of the following is part of the duty of a Tour escort?

(A). Opening the car door for guest
(B). Booking taxi/car for guest
(C). Ensuring timely and safe loading and unloading of guests' luggage
(D). All the above

**Question 6.**    Which documents are needed for Buying Foreign Currency?

(A). A valid passport
(B). A valid VISA for the country one wants to travel
(C). Aadhar card
(D). Only a and b
(E). a b and c

**Question 7.** Which documents are needed for selling Foreign Currency above INR 25,000?

(A). Valid passport
(B). Driving license
(C). Voting ID
(D). Aadhar card

**Question 8.** What type of exchange rates fluctuate often?

(A). Floating rates
(B). Flexible rates
(C). Fluctuating rates
(D). Volatile rates

**Question 9.** Which documents are required while checking in at a hotel?

(A). Aadhar card
(B). Ration card
(C). Fastag
(D). Air ticket

**Question 10.** Why is travel insurance important?

(A). Insurance for medical expenses
(B). Insurance for trip cancellations
(C). Both
(D). None of the above

# Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

## Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

### Scan the QR codes to watch the related videos

Conversation between
Guest and Receptionist

Airport Pick-up
& Transfer to Hotel

# 3. Escort Tourists on Organized Trips

Unit 3.1 Prepare for Tour Operations

Unit: 3.2 Accompany and Ensure the Safety of Tourists

# Key learning outcomes

1. Discuss different tourist categories and relevant tour packages/travel plans
2. Describe various types of information to be collected for smooth tour operations
3. Discuss tour route planning techniques
4. Perform the tasks to arrange for required supplies and equipment for the tour
5. Describe the procedure to greet, welcome and attend to the guests
6. Discuss tourist handling techniques
7. Describe the types of risks involved in a tour
8. Discuss various safety measures to be taken while on a tour

# Unit 3.1 Prepare for Tour Operations

## Unit Objectives ⌖

**At the end of this module, the participant will be able to:**

1. Explain government rules and environmental, safety, and service quality standards to be followed while conducting a tour
2. Elaborate on the time management techniques
3. List tourism-related products and services
4. Describe different tourist categories and relevant tour packages/travel plans
5. Explain the type of tour and travel, such as religious, cultural, heritage, leisure, etc., and the respective accommodation arrangements to be made
6. Describe types of problems that may occur with travel and accommodation arrangements and effective ways to deal with them
7. State the significance of being updated with the latest information related to the place, tour site, and city
8. Discuss effective tour route planning techniques
9. Discuss the methods to identify tourists' preferences or interests
10. Discuss itinerary alteration and tour planning procedures
11. Describe the effective ways to gather travel partner details
12. State the significance of pre-tour briefing and fulfilment of the required documents

## 3.1.1 Tour Escort – Functions and Qualities

Tour escort escorts the tourists to a pre-decided destination, manages the itinerary, ensures the tour is carried out as planned and concludes the tour. The trips thus organized are called package tours. A tour escort has the following qualities:

- Pleasant personality
- Knowledge about the places and related history
- Excellent communication skills
- Knowledge of foreign languages is an added advantage
- Enthusiastic and curious
- Good sense of humour
- Good sense of direction
- Punctuality
- Good memory
- Great presentation skills
- Flexibility
- Engaging storyteller and creative
- Empathetic and understanding
- Ability to build rapport
- Resourceful

## 3.1.1.1 Functions of a Tour Escort

- Plan tour – places, itinerary and duration of the tour
- Accompany guests on tour
- Describe the point of interest to the guests
- Take care of basic requirements of the guest like accommodation, food, safety and medical assistance when required.
- Monitor guest's activities so that government regulations are not broken
- Provide physical safety to the groups
- Assemble all the required supplies for the tour before departure
- Create a friendly environment for guests
- Arrange logistics and transportation for the tourists and pan itinerary
- Handle emergencies and
- Seeing off the clients after the tour is over

## 3.1.2 Tourism-related Products and Services

People often perceive tourism only as travel, but it has much more. There is a spectrum of services and products included in tourism. A typical tourism product includes the integration of both service and information. Tourism products and services can be categorized as follows :

**Tourism Oriented Products (TOP)**

These are mainly created for tourists and locals also. There require huge investments, and significant private players are involved. Some essential types of tourism-oriented products are:

- Accommodations; for example, Taj, ITC Hotels.
- Transportation; For example, taxi services, luxury buses, and bo ats.
- Retail travel agents
- Tour operators
- Shopping centres such as malls
- Cinema theatres such as PVR
- Restaurants for food and beverages
- Tourism information centres
- Souvenirs outlets
- Museums, temples, gardens, and theme parks

**Services of tourism include**

- Bookings of accommodations, theatres, and at various sites.
- Tourists experience by visiting a destination, eating at a restaurant, or performing an activity.
- Tourists' memory is created by storing the details of events and experiences on tour. The high degree of satisfaction or dissatisfaction is often stored as long -term memory.
- Transportation of tourists and their luggage from one place to another.

## 3.1.2.1 Tour Operator's Products and Services

**Any package tour operator provides the following types of products and services to tourists**

- Accommodations-booking in hotels, guest houses, camping sites etc.
- Reservations- reservations for special events or activities the tourists are interested in.
- Guided Tours- tour escorts provided guided tours to the tourists. They take to the place of interest, explain the importance of the place, and support and guide the participants through the entire visit.
- Transport Facilities- booking transportation either by land, air or waterways
- Dining Facilities- tour operators can tie in with local restaurants to cater to the tourists' food demands. Package tours can be all-inclusive and include breakfast, lunch, and dinner, or the tourist can bear it as per the contract of the tour.

## 3.1.2 Tour Packages

- Package holidays, popularly known as a tour package or simply the word 'tour' in the travel and tourism industry, refer to a package tour escorted or not by the tourist guide.
- It is a pre-arranged, prepaid trip that combines two or more travel components like airfare, airport transfer, accommodation, and other services. Generally, a tour package includes transport from the origin to the destination, accommodation en route or to the destination and other recreational or travel services. A tour operator designs these components, and the person who guides the tourists on such tours is called a tour escort.
- The word 'tour' dates back to the 17th century, when Britishers travelled to widen their knowledge of the continent, especially to study the culture and social life. Other lovers of cultural centres gradually adopted this practice.
- Today, package tours are an important segment of the world's travel and tourism industry. According to WTTC, package tour sales generate $25 billion annually in the United States, $18 billion in Europe, $19 billion in Britain, and $21 billion in Asia. Today tour sales represented 50 per cent of all leisure travel sales and 35 per cent of all travel agency revenues.

## 3.1.2.1 Types of Tour Packages

- A travel agency/tour operator deals with various 'tour packages. These are designed based on the different needs of tourists, such as adventure, historical, religious, cultural, incentive tours, special interest tours, cruise tour group tours, educational tours, heritage, monuments, wildlife lovers, etc. These are broadly classified into five categories:



*Figure 3.1.1 Types of package tours*

1. **Independent tour -** Independent tours are prepared/formulated for those tourists who want to travel independently. Such tours include air travel, air transfer, accommodation, documents, sightseeing, boat riding, entertainment, and other travel services.

   Tourists can purchase every component separately and have complete freedom to plan the activities according to their choice. It is not compulsorily an all-inclusive tour. Thus, tour price varies based on the type of air travel, air transfer, and accommodation and includes other tour components. Independent foreign travel (FITs) and independent domestic travel (DITs) are examples of independent tours.

2. **Escorted tour**: When a travel agency includes the services of a well-educated and trained tour manager in its package, the tour is called an escorted tour. It is suitable for those travellers who are planning to visit a foreign country first time. The escort's responsibilities and duties are to provide comprehensive information and assistance to the group or individual traveller, at the origin, en route and destination. The excursion tours are an example of escorted tours.

3. **Hosted tours** - In this, one agency utilizes the services of another agency at a particular destination. So, it provides the best mix of services in different destinations. A hosted tour provides the tourists maximum level of pre-arranged and personalized services.

4. **Incentives travel/tour -** It is a motivational programme or a fully paid holiday given to the employees by the enterprises as a reward. Mainly, medium and large-scale companies provide such incentive tours to motivate employees to maintain their track record, increase output, improve their image and earn the long period loyalty of employees. Nowadays even training tours are arranged by companies where employees are taken to some location for out-door training and development programmes.

5. **Freedom tours -** Freedom tours are becoming very popular among the working class. These tours are designed as per the choice of tourists. Tourists can choose and plan how they want to travel and enjoy their holidays. These types of tours are meant for the kind of people who like to decide how, when, and where to travel.

## 3.1.2.2 Different Types of Tourism

- **Adventure tourism -** This involves the exploration of remote areas and exotic locales and engaging in various activities. For adventure tourism in India, tourists prefer trekking to places like Ladakh, Sikkim, and the Himalayas. Himachal Pradesh, Jammu, and Kashmir are famous for their skiing facilities. Whitewater rafting is also catching on in India, and tourists flock to places such as Assam and Arunachal Pradesh for this adrenalin-packed activity.

- **Beach tourism -** India's vast coastline and islands provide ample opportunities for fun-packed tourism. Kerala, Goa, Andaman & Nicobar Islands, and Lakshadweep islands attract tourists in large numbers all around the year.

- **Cultural tourism -** India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair (Rajasthan), Taj Mahotsav (Uttar Pradesh), and Suraj Kund Mela (Haryana). Sites like Ajanta & Ellora caves (Maharashtra), Mahabalipuram (TamilNadu), Hampi (Karnataka), Taj Mahal (Uttar Pradesh), and Hawa Mahal (Rajasthan).

- **Eco-tourism -** Among the types of tourism in India, ecotourism has grown recently. Ecotourism entails the sustainable preservation of a naturally endowed area or region. This is becoming more and more significant for the ecological development of all regions with tourist value. For ecotourism in India, tourists can go to places such as Kaziranga National Park (Assam), Gir National Park (Gujarat), and Kanha National Park (Madhya Pradesh).

- **Medical tourism -** Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. Several medical institutes in the country cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as the USA and the UK. The city of Chennai (Tamil Nadu) attracts around 45% of medical tourists from foreign countries.

- **Wildlife tourism -** India has a rich forest covered with some beautiful and exotic wildlife species, some of which are endangered and rare. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park (Rajasthan), and Corbett National Park (Uttarkhand).

## 3.1.2.3 Components of Tour Package

Tour packages may include various components based on the tour operator's policy, the country of operation and the company's market. However, some services are universally part of tour packages irrespective of the tour operator/travel agency, destination and market condition.

Companies like Thomas Cook and Sons Ltd., Cox and King Ltd., and other international travel companies offer two major components

- Travel - involves arranging tickets and travel services from various agencies like airlines
- Ground Arrangements involve various ground services like local sightseeing, transport, accommodation etc.

## 3.1.2.4 Factors Affecting the Tour Package Formulation

A business of package tours involves excellent risk, high breakeven, high-quality product, and competitive prices. Thus, in-depth tour planning and market survey are required. Before a tour is designed, the tour manager should consider certain factors crucial in the formulation process. These factors have a profound impact on tourist satisfaction. The main factors are:

- Purpose of Tour
- Choice of Destinations
- Tourist Budget
- Legal Requirement
- Types of Tourist Accommodation
- Tour Period
- Departure and stay information
- Tour price; inflationary condition
- Tour Reference Tools
- Tour Features – political stability
- The relationship between the host and tourist-generating nation

## 3.1.2.5 Significances of Tour Package

Tour package benefits travel companies, travellers, destinations and other organizations directly or indirectly involved in the tourism business. The main benefits are:

- Time Saver
- Reduces the hassle of planning for the tourists
- Provide easier access and survival for tourists in foreign countries
- Ensure that tourists abide by the local laws of the country as planning is done under the purview of law
- Increases tourism in a particular country or destination.
- Earn foreign currency for an economy
- Proves to be economical in case of group packages
- Better quality of products and professional services
- Provide different options to the travellers
- Provide bulk business to organizers

## 3.1.2.6 Legal environment for tour packages

The rules and regulations of the Government primarily impact a tour package. In the case of foreign tours, package tour operation is affected by domestic and destination government laws. A tour operator and his employees, including a tour escort, are expected to understand the impact of the legal environment on their business and the effect of various laws on their operations. Indian legal system has an enormous impact on the tourism industry as it is one of the most prominent income generators.

There are varieties of laws in India which are directly or indirectly related to tourism. Some of these are as follows:

1. **Environment related**

   - The Indian Forest Act
   - The Wildlife Protection Act
   - The Forest Conservation Act
   - The Air Prevention and Control of Pollution Act
   - The Environment Act
   - The National Environment Tribunal Act
   - Coastal Zone Regulations, etc. 188

2. **Monuments**

   - The Ancient Monuments Act
   - Regulations made by the Archaeological Survey of India
   - Guidelines issued by the Ministry of Culture, etc.

3. **Accommodation**

- The Sarais Act
- Department of Tourism Regulations for Categorisation of Hotels, etc.

4. **Protection of Tourists and Health**

- Indian Penal Code
- Consumer Protection Act
- Prevention of Food Adulteration Act, etc.

Transportation is governed by laws which vary state-wise. For example, the taxation on tourist coaches, their permit fee, etc., vary from state to state. Similarly, the sales tax rate and other taxes imposed for tourism services vary from state to state. A few states like Jammu and Kashmir, Goa and Himachal Pradesh have rolled out tourism legislation for regulating and controlling the tourism industry. These acts control operations like registering tourism-related businesses with state tourism departments for tour operators, travel agencies, hotels and guest houses, etc. They give approvals to tourist guides and have also constituted a tourist police force to safeguard the rights of tourists.

Apart from these acts, there are various guidelines for the operation of the tourism sector laid down under the Incredible India Campaign – the 'Code of conduct for safe and honourable tourism'. It has been applied since 1st July 2010 and is updated continuously.

- Health and vaccination regulations, like a certificate of specific vaccination such as smallpox and COVID, are mandatory in some countries.

# 3.1.3 Important Facets of Tour Escort's Operation

1. **Time management**

- Time is the most crucial asset for any tour escort
- Punctuality is a sign of good service and promptness
- Reaching before time can ensure that the tour escort can manage resources properly before the arrival of tourists at the pick-up spot
- Time management can help in the completion of a travel plan efficiently, and all places intended to be covered in the itinerary can be covered
- Time management can provide opportunities to provide different experiences to tourists.

2. **Techniques to manage time efficiently**

- Make a schedule in advance about the activities to be done during the day
- Stick to the plan most of the time
- Prioritize the work
- Delegate the jobs if required
- Plan for contingency/emergency
- Do not procrastinate
- Ask for help if required

# 3.1.3.1 Understanding local laws

Understanding local rules and laws are essential for a tour escort. His unawareness can prove expensive for the tourist and spoil the agency's image. For example, if any tour escort is arranging a tour for a foreign nationals group, understanding what laws will affect and taking prior permits is essential. A tour operator must be well aware of such regulations. Some of them are:

- Inbound and outbound travel regulations need a passport and visa for travelling in/out of the country. There are different types of visas like entry visas, tourist visas, business visas, collective landing permits and long-term visa
- Special permits for foreign tourists to travel in certain states like Lakshadweep, Andaman and Nicobar Islands, Arunachal Pradesh, Assam and Gujarat.
- Customs regulations relating to duty-free goods, valuables carried to and taken back from India etc., are covered under these rules.
- Currency regulations regarding currency exchange, amount of currency carried on a passport and surrender of currency on leaving the country.
- Tourist insurance laws cover contagious diseases, riots, not disasters, aster etc.
- Income tax regulation for tourist staying for more than 120 days.
- Health and vaccination regulations, like certificates of specific vaccination such as smallpox and COVID, are mandatory in some countries.

# 3.1.3.2 Information Management

1. **A tour escort must have in-depth knowledge about the place of interest. He should be aware of the following:**

   - Major tourist attractions and places for route planning
   - Climate and weather conditions for making proper arrangements for the tourists
   - Environmental conditions in the place
   - Travel restrictions, if any
   - Knowledge of new developments in the place in terms of tourist attraction, infrastructure etc
   - Documents requirement for group tours
   - Resources that can help during a crisis

2. **Information gathering process**

   - Getting information is an easy task in today's world of the internet.
   - Various weather apps and travel sites give information about tourist places and weather conditions. This can essentially help in resource planning.
   - GPS can help in routing and re-routing. It can also update the traffic en route and help manage sufficient time.
   - Various websites such as the Archaeological Survey of India (ASI) can collect information about the time to visit the place, off days, and ticket requirements and can help in online ticket booking. This aids in the planning process.
   - The tourism corporations of various states establish tourist information centres to provide travel and tourism-related information to tourists. Lodging and barding can also be booked in Government run hotels through these centres.
   - Various published materials, books and magazines can give information and review about places of interest like Lonely Planet.

- Joining various travel communities on social media websites can be a vital source of updated information.
- Travel blogs (both published and video blogs) are  excellent sources of the latest information which can prove an essential asset for the tour escort.

3. **Apart from these details, a tour escort is also expected to keep a record of the necessary information about the tourists/ group he is escorting. It includes details like:**

- Total number of people in the group
- Name and contact details of each member
- Nationality and visa details of each of the group member
- Specific requirements of the group members like vegetarian meal preference, wheelchair etc.
- Specific health-related information like any allergies or medical conditions in any of the group members to be able to help during any emergency
- Arrival/ Departure details like flight number, flight schedule etc. , to make travel arrangements smoothly.
- Any information about a person to be contacted during an emergency (if any) should be kept.

All such details can be obtained by getting a proper form filled out by the tourist while entering into a contract with him.

# 3.1.3.3 Planning the Itinerary As Per the Preference of the Guest

It is an integral part of the operation- itinerary planning. A well-planned itinerary means a successful trip for the guest. The itinerary is planned based on the preferences of the customer.

1. **Knowing the customer preferences:**

- Customers have different preferences while going around. Some may  want to go to museums and historical places. Some may want to visit clubs/pubs and explore the nightlife. Some may be interested in nature tourism, and some in religious trips.
- It is an important task to understand the customer's preference.

2. **Guest's preference may be collected through:**

- Thorough the initial booking form, where a section of local sightseeing requirements may be added, and feedback can be collected.
- While check-in formalities, a humble request regarding the requirement of local sightseeing and interests can be made.
- While an informal conversation with the guest during the pickup journey and while checking-in formalities are going on, the Tour escort can easily understand the customer's preferences.
- A sightseeing itinerary may be prepared for the guest and discussed with him.
- Changes may be made based on the guest's requirements if any changes are required.

3. **Itinerary and route planning**

A route is a component of tours and usually consists of a start address, one or more intermediate stops and a destination address. Things to consider when planning a route are:

- Length of the route and estimated travel time
- Bypassing low-emission zones
- Height of bridges and tunnels
- Maximum driving times of individual drivers and their break scheduling
- Places falling on the same route

Efficient route planning would lead to the regulation of stops en route, opting for the best possible route resulting in trouble-free driving in minimum time and maximum comfort.

Tour planning is much more extensive than planning a route. Planning a tour may require multiple route planning. Planning a tour requires the following important information:

- The distribution of individual routes
- Places to be visited as per the itinerary
- Traffic data
- Other restrictions such as vehicle height, vehicle type, entry-exit restrictions etc.

Thus tour planning includes multiple route planning. Though various apps can help route panning, the local knowledge of routes is unmatchable.

4.  **Itinerary and route change**

Sometimes itineraries or routes may have to be changed due to unforeseen situations. Guest's request may also affect the route planning and itinerary. A tour escort must be open to this idea. Knowledge of local places, routes and maps helps in faster re-designing itineraries and routes.

**The itinerary and route design should be changed considering the following points:**

- The budget is not affected much as it might affect the operator's profitability.
- Time management is not disturbed as the tour must be completed within the stipulated time.
- Re-planning of itinerary and re-routing is acceptable to the customer.
- The new itinerary is feasible and matches the interest of the guest.
- Re-routing does not affect the length of the journey much and is safe for tourists.

## 3.1.4 Materials Management

It is a critical task to be performed by the tour's escort. He has to gather all the necessary materials required during the tour for the tourists. It includes things like:

- Packaged drinking water
- Food supplies
- Maps and route plans
- Important contact list
- First aid box
- Various permits and papers
- Details of the tourists and their relevant papers or record
- Technology-related items like Camera, selfie-stick, mobile phones, power bank

Most materials must be collected from the tour operator's office or supply store. Tour escort has to determine that he reaches well in advance before the tour starts, collects all the material and makes

documented records for the same. Issuance reports may be made for records. The tour escort is responsible for keeping a record of inventory during the tour so that deficit items can be replenished as soon as possible. He has to maintain proper logs of material issued and consumed. Tour escorts can also buy some specific items if the tourists require them. He is compensated for such purchases. For example –any particular medicine is urgently required by any tourist and is not available in the first aid kit.

## 3.1.4 Briefing and Debriefing During the Tour

It is an essential part of the tour escort's duty. Briefing involves sharing important information with the tourists before the tour starts. It involves sharing details about:

- Duration and time of tour
- Places to be covered during the tour
- Facilities provided during the tour
- Emergency supplies available for the guests during the tour
- History and significant stories about the place
- Any information related to actions to be taken in case of any emergency
- Weather and climate-related information
- Plan of the travel(number of stops, meal details and main entertainment plans like if any games are arranged)

All this information should be shared in a language understandable by the tourist. If the group is a foreign national, either the escort knowing the foreign language is selected, or an interpreter is provided.

Debriefing is done at the end of the day, where a summary of what has been done during the day is shared. The plan for the next day, like time to report, significant places to be visited and activities planned, are discussed with the tourist.

## 3.1.5 Route Planning

A route is a component of tours and usually consists of a start address, one or more intermediate stops and a destination address. Things to consider when planning a route are:

- Length of the route and estimated travel time
- Bypassing low-emission zones
- Height of bridges and tunnels
- Maximum driving times of individual drivers and their break scheduling
- Places falling on the same route

Efficient route planning would lead to the regulation of stops en route, opting for the best possible route resulting in trouble-free driving in minimum time and maximum comfort.

Tour planning is much more extensive than planning a route. Planning a tour may require multiple route planning. Planning a tour requires the following important information:

- The distribution of individual routes
- Places to be visited as per the itinerary
- Traffic data
- Other restrictions such as vehicle height, vehicle type, entry-exit restrictions etc.

Thus tour planning includes multiple route planning. Though various apps can help route panning, the local knowledge of routes is unmatchable. A local tour escort can be a great resource in route planning as he knows all the routes, shortcuts and even the local traffic laws about any route, e.g. one way, no parking etc. Tour escorts can change the route in case of any un-eventful situation like traffic jams or diversions. Places to be visited and their sequence is decided based on efficient route planning. The idea is that a maximum number of places can be covered in the least time and effort during a tour.

## 3.1.5.1 Knowledge of Local Maps and Routes

A local tour escort can be a great resource in route planning as he knows all the routes, shortcuts and even the local traffic laws about any route, e.g. one way, no parking etc. Tour escorts can change the route in case of any un-eventful situation like traffic jams or diversions. Places to be visited and their sequence is decided based on efficient route planning. The idea is that the maximum number of places can be covered in the least time and effort during a tour.

## 3.1.6 Manage Travel Partner

A tour is accomplished when all the activities are set correctly. It is a team effort. Material suppliers, catering services, local guides, and bus operators are involved in making a tour complete. It is thus essential to connect with the right team. The appropriate travel partner selection depends upon various factors, like:

- Expertise
- Credibility
- Package and quality of service offered
- Relation with the agency and tour operator
- Location of service
- Record

Information about various travel partners can easily be gathered nowadays. A few essential sources of information are:

- Word-of-mouth- what local people tell. This is one of the most reliable sources of information.
- Google reviews- this is a replacement of word of mouth reviews. Google reviews talk loud about the service quality of the partner.
- Local advertisements- newspaper and magazine ads may help give the information. However, these are unreliable as the partner pays for them.
- Competitor selection – what services our competitor uses helps in selecting services ourselves.
- Customer preference – sometimes, customers suggest certain service providers like caterers or bus operators.

## 3.1.7 Co-Ordinate And Complete The Tour

A tour escort is responsible for seeing that the tour completes as per the schedule decided by the tour operator or the agency. A tour escort represents the company in front of the tourist. He is the link between the company and the tourist. Any important information is communicated to the tourist by the escort. He has to determine that correct information regarding the tour, documents, and schedule is communicated to the tourist and that the schedule is followed as per plan.

A tour escort is expected to act professionally while handling/supervising any tours. For instance, every client must be advised in writing one day before their flight time and date and pick-up time from the hotel. This can be achieved by putting a notice on the tour notice board or dropping a message for each client. Details of any tax/ fee payable should be included. Give complete details to the guest and always be available to solve any query. Remember that the customers need full attention until the tour's end.

Situation: When the tour escort is handling guest departures following things have to be handled:

- Brief clients in writing and in advance
- Brief hotel and porters to be ready
- Be at the hotel early
- Ask reception if everyone has paid extras
- Gather up clients, and phone rooms of those who do not appear
- Load bags (each client to confirm)
- **Remind clients to:**
  o pay extras
  o return keys
  o empty safe deposits
  o have passports and tickets in hand luggage
- Load passengers
- Depart for airport
- On route, explain the procedure at the airport
- Explain what airside facilities are (toilets? Post office? Duty-free? Bars? Café?)
- Drive as close as possible to check in area
- Before leaving, the bus wishes them a safe and happy journey home and that they will return soon. Sound as if he/she means it
- While saying goodbye, some passengers may offer small tips and gifts. Thank you for these but NEVER solicit them
- Assist with getting porters/trolleys
- Assist with check-in procedures/airport tax paying, etc.
- Escort to security and passport control
- When all have gone airside, he/she can leave but not before
- If there is a delay before the clients have gone airside, he/she is still responsible for them

# Unit: 3.2 Accompany and Ensure the Safety of Tourists

## Unit Objectives 🎯

**At the end of this module, the participant will be able to:**

1. Describe tourist handling techniques
2. Discuss the procedure to organize the tour transport to various locations
3. Describe the importance and procedure of issuing identification badges and safety equipment to the tourists
4. Discuss various types of risks involved in a tour, theft, robberies etc. , at particular spots and respective safety measures to be taken
5. Describe the standard first-aid procedures

## 3.2.1 Tourist handling

Tourists are an asset for any tour operator company. Making tourists satisfied is the main aim of any tourist operations company. A tour escort has to handle different types of tourists during a single tour. Every tourist is different and has different expectations from the tour. Tour escort has to be tactful and should have the ability to convince people. This ensures smooth and pleasant relationships with the tourists. There are specific rules for the smooth handling of customers:

1. Be kind, gentle and controlled in behaviour.
2. Be tidy, well dressed and presentable always.
3. Show good manners and avoid nervousness, no matter what unexpected events occur. Do not panic; keep cool, calm and collected.
4. Maintain a sense of humour in all situations.
5. Do not seem partial towards some guests.
6. Obey the laws, regulations, customs and traditions of the country and encourage clients to do the same.
7. Avoid making negative judgments about other countries, their beliefs, customs, and politics and refrain from discussing controversial subjects.
8. Make sure that equal attention is given to all clients and not only to young, wealthy or attractive persons.
9. Answer questions with care, honesty and politeness.
10. Do not give misleading information to the customer; politely say sorry if he/she does not know the answer to any query.
11. Avoid recommending people or places of doubtful reputation.
12. Avoid discussing personal problems with clients.
13. Avoid accompanying tourists to restricted areas and places of which respectable people disapprove.
14. Never ask for gifts or tips.
15. If any guest seems doubtful in behaviour, report the matter to the higher authorities of the head office.
16. Never change the travel itinerary on any single guest's request. It may create the feeling of being cheated by other guests.

## 3.2.2 Receiving the Tourists from Hotel

**Guests can be picked up from the hotel for further travel.**

- Tour escorts should reach the hotel well in time.
- He should request the front office staff/receptionist to inform the guest regarding his arrival.
- He must be well-dressed and pleasant in his put-up.
- He must wait for the guest in the lobby and should not go to the room directly.
- He should welcome the guest with a smile and warmth at the reception.
- He should escort the guest to the car and open the door for the guest.
- Should sit in the front and make the guests sit at the back comfortably.
- Should introduce the day's excursion agenda well and ask about the guest's preferences.
- Provide necessary brochures, reference material, and special safety equipment if required during the tour.
- Brief the rules and regulations of the place to visit the guest.

**Importance of reaching on time**

Whether air, rail or road mode, the Tour escort should reach the arrival point on time. Punctuality is an essential attribute of good service quality. Good time management can create a good impression in the first few seconds of the guest's arrival. In contrast, poor time management can spoil the guest's first impression.

## 3.2.3 Organizing Tour Transport at Various Locations

Every tour's success depends on how smoothly the tourists can move from one place to another in minimum time and effort. Thus, transportation is an essential facet of the success of tour operations. Primarily a car or bus is arranged for the tour. However, in some places, the vehicle has to be changed to reach the destination, e.g. since cars are not allowed to be taken near the Taj Mahal, cars/buses have to park at a distance, and further distance has to be covered by a cycle rickshaw or e- rickshaws. The tour escort must arrange all the modes of transport for the guests. He has to find the best vehicle provider, negotiate and see that the best condition vehicle is available for the guests. Generally, this arrangement of charges for these transit modes is included in an all-inclusive tour. However, in some cases, the fare is not included in the total tour cost and is charged separately from the tourist.

## 3.2.4 Identification Badges for a Tourist

It is essential to ensure that the group stays together during a tour. No tourist in the group should get left in between or get lost. This is the primary responsibility of the tour escort. The biggest challenge arises because multiple groups are present in tourist attractions like the Taj Mahal and the Statue of liberty. This makes the probability of the guest getting lost very high. The guests are issued identification badges and props to avoid this situation. Even the tour escort carries an identification prop so the guest can identify him from a distance, even in a heavily crowded place.

**Identification badges have the following features:**

- Generally, every tourist operator/agency selects a unique colour and logo for the batch.
- The batch contains the name of the agency, the name of the tour escort, the contact number and the tour group number
- All group members are issued similar badges so that they can be identified and kept together
- Other identification props can also be issued instead of badges, like similar caps, so that the group members can be identified from a distance.
- Tour escorts can carry a flag, wear a similar cap to the group members or even wear a t-shirt/jacket with the name of the company and designation written on it. This helps in easy recognition of the tour escort in the crowd. Tourists can follow the flag in crowded places and recognize their escort.



*Fig 3.2.1 Tour group wearing similar red cap to make them visible from distance.*



*Fig 3.2.2Tour group wearing similar orange cap as identification mark and tour escort with red jacket and orange flag for easy recognition in crowded place.*

**A tour escort is responsible for the safety of the guests along with their enjoyment. He has:**

- Detail the guests about any kind of hazard or risk that the guests might face
- Explain the hazards and the way to safeguard themselves
- Never assume that they know all the risks and their handling procedure
- Check the safety equipment before distributing it to the guest. Follow the instructions given in the manual for the technical equipment. Simple equipment like torches and umbrellas can be operated and checked for cross-checking their working condition.
- Prevent taking guests to any such place where any risk or hazard can occur
- Modify, halt or divert the route if any hazard is identified
- Distribute and demonstrate safety equipment and their uses
- Never let any guest get into a situation of danger
- If the safety items are disposable, they are non-returnable. However, if they are reusable, it is the tour escort's responsibility to collect them, count them, and keep them safely back. These safety equipment are part of the company's asset

**Various safety equipment can be issued to tourists during a tour. It may include:**

- Life jackets during beach tours, boat rides or water sports activity
- Map and torch during camping and trekking
- Umbrellas during rainy seasons
- Whistles during jungle treks
- Reflective wear during night trips
- PPE kits, masks, gloves and shoe covers

*Fig 3.2.3 Safety gears like reflective jacket, safety jackets and guide helping tourist with safety equipments*

## 3.2.5 Standard First Aid Procedure for Tour Escort

A tour escort is responsible not only for the enjoyment of the tourist but also for their safety and security. He has to know about various safety equipment, their uses and basic first aid procedure so that they can help tourists during an emergency.

First aid is the immediate treatment available to any person in case of any injury or health emergency. A first aid kit should always be available in the vehicle during the trip. Essential things in a first aid kit are:

- Emergency blanket
- Instant ice pack
- PBT bandage
- Cleansing wipe pad
- Alcohol pad
- Stainless steel sabre card
- Sterile gauze pad
- Non-woven triangular bandage
- Small adhesive bandage
- Hand-pressing flashlight
- First aid guide
- Tourniquet
- Stainless steel tweezers
- Aluminium alloy whistle
- First aid tape roll
- Safety pin
- Stainless steel scissors



*Image 3.2.4  sample first aid kit*

A tour escort is expected to know about essential first treatments and primary risks that can occur to the tourist during a journey.

**The primary aims of first aid are:**

- Preserve life
- Prevent the escalation of illness or injury
- Promote recovery
- Provide pain relief
- Protect the unconscious

First aid procedures for some common problems are discussed as follows.

**Injury and bleeding**

1. Wash hands or put on disposable gloves, if available. This can prevent infectious diseases like viral hepatitis and HIV/AIDS that can be spread in a person's blood.
2. Rinse the wound with water
3. Cover the wound with a gauze or cloth (e.g., towel, blanket, clothing).
4. Apply direct pressure to stop the flow of blood and encourage clotting (when blood naturally thickens to stop blood loss).
5. Elevate the bleeding body part above the person's head if possible.
6. Do not remove the cloth if it becomes soaked. Removing the first layer will interfere with the clotting process and result in more blood loss. Instead, add more layers if needed.
7. Once the bleeding has stopped, put a clean bandage on the wound.



*Fig 3.2.5 First aid treatment of bleeding*

**Chocking**

1. Stand behind the person and lean them slightly forward.
2. Put the arms around their waist.
3. Clench the fist and place it between their belly button (navel) and rib cage.
4. Grab the fist with the other hand.
5. Pull the clenched fist sharply backwards and upward under the person's rib cage in 5 quick thrusts.
6. Repeat until the object is coughed up.



*Fig 3.2.6 First aid treatment of chocking-Heimlich Manoeuvre*

**First degree burns**

- Flush the burned area with cool running water for several minutes. Do not use ice.
- Apply a light gauze bandage. If the burn is minor, put on an ointment, like aloe vera, before covering it.
- Take Motrin (ibuprofen) or Tylenol (acetaminophen) for pain relief.
- Do not break any blisters that form.

**Fractures and broken bone**

1. If the fracture of a broken bone is suspected, take the person for an x-ray.
2. Avoid putting pressure on the affected area.
3. Get a plaster from a medical practitioner.

# 3.2.6 Risks in Organizing a Tour

According to the World Tourism Organization, there are four primary sources of risks in tourism:

- Tourism sector and the related commercial sources (disrespect of contracts, frauds, insufficient level of hygiene and sanitary protection, fire, earthquake);
- The human and institutional environment outside the tourism sector (social conflicts, wars, terrorism, organized crime, delinquency and human trafficking);
- Personal risk - individual travellers (poor health, crime, causing conflict with residents, visiting dangerous places, loss of money and documents, etc.);
- Physical environmental risks include natural, climatic, and epidemics (vaccination, visits to dangerous areas, and exposure to dangers during natural disasters and epidemics).

The main risks in tourism are natural disasters and catastrophes, terrorism , wars, economic crises, and epidemics. These events can have a different impact on tourism, different duration, different effects and uneven spatial influence. There can be short- or long-lasting effects. Different conflicts and risks may unequally affect the development of specific types of tourism. In general, tourism is affected by several factors.

**A tour escort is responsible for the safety of the guests along with their enjoyment. He has to :**

- Detail the guests about any kind of hazard or risk that the guests might face
- Explain the hazards and the way to safeguard themselves
- Never assume that they know all the risks and their handling procedure
- Check the safety equipment before distributing it to the guest. Follow the instructions given in the manual for the technical equipment. Simple equipment like torches and umbrellas can be operated and checked for cross-checking their working condition.
- Prevent taking guests to any such place where any risk or hazard can occur
- Modify, halt or divert the route if any hazard is identified
- Distribute and demonstrate safety equipment and their uses
- Never let any guest get into a situation of danger
- If the safety items are disposable, they are non-returnable. However, if they are reusable, it is the tour escorts' responsibility to collect them, count them, and keep them safely back. These safety equipment are part of the company's asset

# 3.2.6.1 Risk Management in a Tourism Destination

Establishing risk management in tourism destinations requires much work, knowledge and patience. Some critical risk management tips to be followed are:

- Identify the places guests will visit, activities in which they will take part, how they will be monitored, the precautions he/she will take, as well as all the codes of conduct; the warnings should be set in visible places. For some activities (e.g. horse riding), introducing insurance of

the type "agreement on injuries" might be a good idea. This agreement stresses that the visitor is willing to accept responsibility for a particular type of risk. However, the agreement cannot wholly release him/her of the responsibility for the health and safety of the visitors.

- Plan emergency procedures. Always have a well-equipped box with a first-aid kit on hand. Ensure the personnel are trained to provide first aid, CPR and heart massage. Develop a plan for the actions in natural disasters such as earthquakes, floods and fires.
- Suggest visitors wear appropriate footwear (closed-toe ones, sneakers or boots, not sandals) and clothing (trousers are recommended for some activities).
- When giving instructions to the guests, explain that the event is held outdoors. Since unavoidable accidents are always likely to happen in an area (uneven ground, insects, climate, unpleasant odours), visitors also have to accept that risk.
- Set up information points and write the information needed for the guests during their stay at the event,
- Suppose the local community has unique characteristics which imply a specific code of conduct, dress code, and contact with the local population. In that case, this should be pointed out to trip organizers so that they can prepare tourists to meet different way s of life and different views.
- Mark the places that are not allowed for visitors and places that are intended for visitors.

## 3.2.7 Conflict Management for Tour Escort

Conflict is likely to arise a lot when there is a group. On tour, many people, sometimes of different classes, castes and nationalities. The tour escort is responsible for keeping the tour environment conducive and friendly. He has to be tactful enough to solve any conflict among people. Conflict can even arise because many parties organise a successful tour, like the tour operators, vehicle providers, food and catering service, lodging hotel, sight-seeing authorities, shopkeepers and local authorities. Conflicts may arise because there will always be different thought processes, views, and conflicting profits.

There is a famous model by Thomas Kilmann for conflict management. As per this model, there are five ways of avoiding conflict:

- Avoid – better to avoid the situation if the issue is minor and the parties are under an unassertive and uncooperative quadrant.
- Competing – when assertiveness is high or low on cooperativeness, it is better to stand for the self
- When assertiveness and cooperativeness are high, build relationships, get people along and form common opinions.
- Compromising – it is the temporary best solution. Nevertheless, compromising does not work every time. Here one party has to give up permanently.
- Accommodating - is great when he/she needs to keep the peace. It is high on cooperation and low on assertiveness.
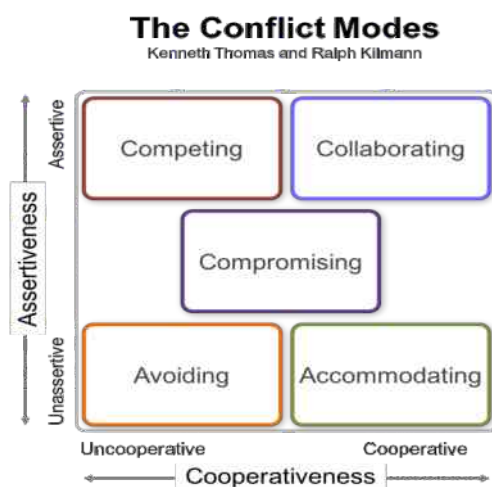


Fig 3.2.7 Conflict management model of Thomas and Kilmann

# 3.2.8 Collecting Feedback from the Tourist

Taking feedback from customers is a critical process. Feedback provides information on the scope of service improvement. There are various ways of collecting customer feedback. Nowadays, online feedback on a platform like Google is appreciated as these feedbacks are instrumental in attracting more customers.

Also, feedback helps the company identify areas of improvement. Feedback is helpful only if the company identifies problem areas and fixes them; otherwise, it is futile. There are formats for conducting feedback surveys, and each company can frame its format.

---

**TRIP EVALUATION FORM**

*ABC Ltd is committed to improving the quality of its trips and would appreciate your feedback on the form below*

**Trip Type & Departure Date**:

1.  **Please rate each aspect of your trip on a scale of 1 - 5   (5 = excellent,  1 = poor)**

| | |
|---|---|
| Overall Performance: | Food & refreshments |
| Pre & Post Trip Support : (Van Pickups, water taxi services etc.) | Track Conditions |
| Scenery: | Weather: |
| Additional Comments: | |

2.  **Please rate your trip Leader(s) performance if applicable  -  on a scale of 1 - 5   (5 = excellent,  1 = poor)**

   *A.  Name of leader* _____

| | |
|---|---|
| Professionalism: | Knowledge of Area: |
| Enthusiasm: | Enjoyable to be with: |
| Concerns for health & welfare: | Orientation / Route: |
| Additional Comments: | |

3.  **How many customers were in your group?**  _____
4.  **Please tick - which best describes the size of your group**
     □ Too Small         □ Perfect         □ Too Large
5.  **Please rate your interaction with TKA's office staff (5 = excellent,  1 = poor)**

| | |
|---|---|
| Courtesy and Helpfulness: | Reservation Procedures: |
| Knowledge of the Trip: | Promptness: |

6.  **Please tick - how you rated the price of this trip**
     □ Excellent Value       □ Reasonably Expensive

     Comment:_____

7.  **How did you hear about Taupo Kayaking Adventures Ltd?**
     **(for statistical purposes, please indicate how you heard about us  –  please tick)**
     □ Internet               □ Info Centre       □Brochures       □Book me

     □Explorer Lake Taupo Booklet             □AA Magazine / website
     □ Go Travel Magazine / Website             □Trip Advisor      □Lonely Planet

     □ Travel Agent           □ Word of Mouth /Friends

     □ Other (please specify):

     Thank you very much for completing this questionnaire
     **We hope you will join us on another adventure soon!**

*Fig 3.2.8 Sample travel feedback form*

## 3.2.9 Handling Tourist Complaints

- The service industry is highly exposed to customer complaints.
- Receiving customer complaints and handling them is an art in the tourism industry.
- A tour operator must check where he can receive complaints regularly. Some of the sources from where complaints can be received:

    i.      Social media pages
    ii.     The website
    iii.    Branded survey responses
    iv.     Online review sites (TripAdvisor, Yelp)
    v.      Third-party booking sites (Hotels.com, Booking.com, Kayak.com)
    vi.     Front desk/departmental notes, logs, or "pass-along."

- The following tips can be followed for handling some customer complaints:

    o   Listen patiently
    o   Empathize and apologize
    o   Find the root cause of the problem and try to fix it
    o   Note that the problem does not occur again
    o   Take follow up with the customer regarding the problem

## 3.2.10 Organizing Events in Tours-Importance & Considerations

There is immense competition in the tourism and travel industry now. There are various tour planners and tourists, thus having huge choices of packages. Tour planners strive to provide more value to tourists. A prevalent way of providing the best value to the customer is to club some exciting events with the tour. A whole new stream called event tourism has emerged following this pattern. Tour packages include events like music concerts, DJ nights, cruise dance parties, art festivals, literary fest participation, etc., all included in the package cost. The tour planner either organizes these events or gets into a contract with other event organizers to club their tour with the event. This creates a unique selling proposition for the tour operator, and the event company gets an easy audience. It is a win-win situation for both.
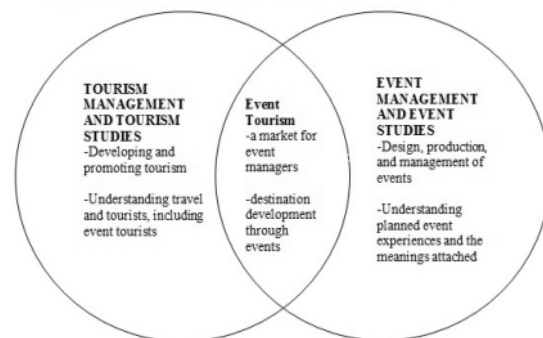


*Fig 3.2.9 Concept of Event Tourism*

**Events may be of various categories:**

- Sporting events like marathon
- Entertainment and music festivals
- Art and literature events
- Corporate events
- Fundraising events
- Family events

**Points to remember for planning events during a tour:**

- Define the purpose and format of the event to be clubbed with the tour- Identify what kind of event is to be clubbed with the tour. Like religious tour can be clubbed with the event of bhajan night, whereas the Christmas time tour can be clubbed with the Christmas ball or newyear dance eve. A tour can be planned with various yoga camps or ayurvedic retreats.
- Pay attention to planning.
- Plan the tour's budget considering the event and its cost.
- Take care of the smallest detail to keep guests surprised and happy.
- Divide responsibilities among the team to ensure successful completion.
- Tell the audience about the event properly, so they are clear.
- Carry out final checks.
- Take feedback about the event and tour.
- Create a master plan for the event for the team.
- If any adventure sport is being organized, take the help of a trained person. Proper guides, safety equipment and trained personnel should be in the team for such an event. Even a practice session or demonstration can be planned for the tourists before the event.
- Familiar games like house or antakshari can be hosted by the tour escort. However, they must be done fascinatingly.

## 3.2.11 Commentary Planning by the Tour Escort

Commentary is a vital part of a tour escort's job. Commentary depicts a tour escort's communication as well as creative skills. It keeps the tourists engaged with the tour, creates interest among them, imparts necessary information and creates an everlasting impression on people's minds. The commentary should be exciting and creative. It can be scripted or un-scripted and created on the spot with the guide's experience. A scripted commentary must follow the following pattern:

- Preparing tour commentary information.
- Prepare a draft script for commentary that needs to be conveyed to the tourists/ group members.
- Trial draft script
- Revise draft scripts
- Learn ancillary information

**While preparing tour commentary information following points have to be kept in mind:**

- Realize that there is a scripted element plus an unscripted component to all commentaries.
- Identify the tour group, if possible, and their requirement, wants and preferences.
- Prepare new commentaries for all custom/ private tours
- Use established and approved scripts for the commentaries for regular/scheduled tours.

**Activities involved in the preparation of a scripted commentary:**

- Research the tour
- Check the advertising/ promises made
- Know/ learn the route
- Involve/ get input from others
- Demonstrate the skills and knowledge necessary to guide tours

**How to deliver a tour commentary effectively**

- Start with the smile, meeting and greeting, and introduction.
- Brief about the tour.
- Review inclusions and exclusions.
- Tell them about the distances and time taken for the tour.
- Tell me what is expected from the tour.
- Take necessary precautions.
- Do not miss important points/ landmarks/places on the way.
- Announce short breaks/ comfort stops on the way.
- Always do the headcount to ensure that all are in the group.
- In a commentary, we will give an introduction. It will include population, climate, history, important places, agriculture, economy, the distance of major cities, and eminent personalities.
- Dynamics of commentary
- The commentary should be interesting.
- Promote self-country.
- Do not harm the tourists' emotions by commenting on any religion, country, caste class, colour or gender.
- It should be informative but not overwhelming.
- Use simple words

## 3.2.12 How to Conduct a Tour at a Tourist Spot? Some Important Tips

A tour escort is responsible for planning the tour and taking the tourists to all places of significant interest. They have to identify the places of:

- Historical importance like museums, forts, palaces
- Tourist attractions like amusement parks, z oos, wildlife sanctuaries, national parks, modern construction of recognition etc
- Adventures like jungle safaris, desert safaris, river rafting, trekking and camping etc
- As a tour escort, he is supposed to:
- Know the history and geography of the place- a tour escort has to detail to the tourist the importance of the place they are visiting. To do so, he must be well aware of the past associated with the place. Stories associated with the place make them exciting and memorable.
- Explain the tour – a tour escort must explain about the tour and the places of interest in advance to the tourists. This can make the tourists mentally and physically pare for the day. Generally, all the information is recorded in the itinerary and given to the tourist in advance. The tour escort reminds the tourists about the planned tour the previous evening and before the start of the tour.
- Arrange or book a slot for the tourists - there are places where unique slots must be booked for visits. Examples- are planetariums, musical fountains, sunset rides etc. A tour escort is responsible for booking slots for the group in advance per the itinerary so that the group can visit the place and the itinerary can be followed without any delays.
- Arrange tickets and entry passes- the tour escort is responsible for arranging tickets and passes for the tourists to enter the place of interest. Bookings of tickets and passes can help

in saving time. Tickets can be booked online or physically, as convenient to the escort. Booking online tickets, wherever possible, save time and effort.

- Guide the tourists inside the place - a tour escort has to accompany the guests inside the place of interest, give a tour of the place and highlight the main areas of interest in the place.

- Arrange for various brochures, audio-visual CDs and books etc., regarding the tourist spot- generally, every historical place, especially under any authority like the Archaeological Survey of India (ASI), has a lot of reference material available for tourists. It may be printed material in brochures, audio guides, or AV resource material like CDs. Tourists are provided with these materials in advance so they can go through and know about the place they are visiting. A tour escort looks after that every tourist has received relevant material. Tourists can save this material for future reference, and it also can be shared with other interested people.

- Explain rules to visit certain places- certain places have rules for visitors regarding dress code, photography, or things to be carried inside. Like some shrines allow females in saree only, males in mund/lungi, no short dresses etc. Some temples do not allow foreign tourists inside the main sanctum. In some places, tourists cannot carry food or water. There can be many such rules. A tour escort must ensure that the tourists know and do not break such rules. The tour will be smooth if all such rules are followed, and there will be no controversies.

- Ensure completion of the tour as per itinerary- a tour escort has to see that the tour is completed as per the itinerary. It is imperative because, per the commitment between the operator and customer, a certain number of spots must be covered on certain days with certain promised facilities. A customer pays for this package only. Failing to provide any committed tour facilities can be termed a breach of contract. It can land tour operators in legal trouble as well as negative reviews by the customer.

## 3.2.13 Documentation and Invoicing for a Tour

The tour operator or tour escort will make several documents while organising a tour. Maintaining a record of all the documents can be termed docketing. A docket of all the necessary travel documents is given to the tourists. A travel docket may contain the following:

- package purchase receipts,
- permit certificates,
- tour vouchers,
- special entry tickets, package
- tour client's itinerary,
- brochure of the package tour,
- copies of the deal agreement,
- sheets of terms and conditions,
- do's and don'ts during the tour etc.

A folder/bag or wallet of these documents, certificates and travel material is given to each client before the start of the tour. This gives full knowledge about the tour to the clients, including the terms of the agreement, and helps them in a safe and comfortable tour. These documents may also form a claim if the operator fails to deliver the promised service in the package.

An invoice or tour voucher is a 'proof of payment' for the services the operators give to the clients. Clients pay a promised amount to the operator, generally before the tour. A tour invoice is thus issued to the client. The tour operator has to offer all the services for which the tourist pays. The invoice serves the following purpose for a company:

- Helps to understand tax liabilities better and plan for tax savings wherever there is scope
- Helps in controlling the cash flows, giving more understanding of spending and expenses
- Help to decide which resource costs more, and they can help in proper resource allocation

Invoices may be issued in the form of tickets or the form of printed slips. It should carry all essential details, such as what service is being provided by whom, so there is a clear understanding between the clients and the supplier when the service promised is availed. Every travel agency can develop its invoice format based on the scope of services they offer.

**An invoice should have the following components:**

- **Invoice number -** To quickly locate the invoice, extract data from it and recognize a specific invoice from among several invoices.
- **Customer details -** Customer/client details, such as business office address, contact information, representative information if available, order ID, and so on. It may also carry the customer's name and phone number.

**Item description** describes the item/service, item class, code, etc.

- **Costs -** Total cost of an item, and the cost break-up as well that shows taxes, logistics expenses, etc., that have been levied on the package

- **Payment terms -** Whether there are any discounts provided, EMIs, payment methods, etc.

- **Approvals -** Approved approval from any concerned person before the invoice is issued. If yes, then get the seal of approval on it first

- **Save a copy -** Always save a copy to preserve records and duplicate copies.

- **Nowadays -** There are various software or apps to make invoices. It can be in e-format or printed as well.

**A sample invoice for a tour operator is given as under.**

| FROM | | TO | |
|---|---|---|---|
| **Travel Agency** | | | Recipient Name |
| Travel Agency Location Street, City | | | Recipient Contact Details |
| travelagency@travelagency-email.com | | | |

**Invoice No :** 001  
**Invoice Date :** Oct 8th, 2022  
**Due:** Oct 8th, 2022

| Item | HRS/QTY | Rate | Tax | Subtotal |
|---|---|---|---|---|
| Full Board & Lodging | | | | - |
| Rental Car 1 Week | | | | - |
| Tours, Tickets & other Rentals | | | | - |
| Airport Transport | | | | - |
| Other Fees | | | | - |

*Fig 3.2.10 Sample Invoice for a package tour*

# Exercise ✎

**Multiple Choice Questions**

**Question 1.** What is an attribute of good tourist handling?

(A). Show good manners and avoid nervousness
(B). Do not panic; keep cool, calm and collected.
(C). Maintain a sense of humour in all situations.
(D). All the above

**Question 2.** What poses a risk in tourism?

(A). War
(B). Terrorism
(C). Theft
(D). All the above

**Question 3.** What is a tourism risk?

(A). Any unforeseen events usually harm tourism
(B). Any unforeseen events usually lead to an increase in the number of tourists
(C). Any unforeseen events that have no economic effects
(D). None of the above

**Question 4.** Which are the primary sources of risks in tourism?

(A). the human and institutional environment outside the tourism sector
(B). personal risk - individual travellers
(C). physical risks from the environment
(D). All the above

**Question 5.** How do crime and terrorism impact organizing events in a tourism destination?

(A). Negative impact on tourist destination
(B). Financial loss
(C). Political instability
(D). No effect

**Question 6.** How to Prevent tourism Risks?

(A). "agreement on injuries" is not necessary
(B). Suggest visitors wear appropriate footwear and clothing
(C). Ask them to carry much cash
(D). Let them go to any place

**Question 7.** The initial treatment given for an injury is called:

(A). Naturopathy
(B). Homoeopathy
(C). First Aid
(D). Astronomy

**Question 8.**    What safety equipment of to be used during a jungle safari?

(A). Night reflective jacket
(B). torch
(C). both A and B
(D). None of the above

**Question 9.**    What are the best practices for a tour escort?

(A). Avoid recommending people or places of doubtful reputation.
(B). Avoid discussing personal problems with clients.
(C). Never ask for gifts or tips.
(D). All the above

**Question 10.**    We should put ice on first-degree burns:

(A). No
(B). Yes
(C). Some times
(D). Cannot say

# Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

# Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

**Scan the QR codes to watch the related videos**

How to Handle Customer
Complaints in Hospitality

# 4. Maintain Effective Communication and Service Standard

Unit 4.1 - Communicate effectively with guests, colleagues, and superiors

Unit 4.2 - Employ appropriate expertise to promote professional etiquette

Unit 4.3 - Ways to show sensitisation towards different age groups, gender and persons with disabilities

THSC

TOURISM & HOSPITALITY
SKILL COUNCIL

# Key Learning Outcomes

**At the end of this module, the participant will be able to:**

1. State the importance of workplace professionalism, decorum, and ethical behaviour.

2. Illustrate the significance of keeping good hygiene and wearing the proper attire.

3. Describe the significance of good communication.

4. Illustrate why guest satisfaction and feedback are so important.

5. Outline the procedure and policy for constructively managing complaints and feedback.

6. List several methods for improving the guest experience.

7. Describe various methods for dealing with team members.

8. Discuss several methods for providing feedback to team members.

9. Explain why gender and age sensitivity are essential.

10. Discuss the guests' exact gender and age requirements.

11. Disseminate information on the particular requirements of people with disabilities.

12. Discuss the standard workplace policy for preventing sexual harassment.

13. Discuss how essential guests' comments are to be submitted on time.

## UNIT 4.1: Maintain Effective Communication and Service Standard

### Unit Objectives ⊚

**At the end of this module, the participant will be able to:**

1. Discuss the importance of effective communication
2. Explain the importance of guest satisfaction and guest feedback
3. Outline the procedure of receiving feedback and complaints constructively
4. Describe various ways to handle guest complaints
5. Discuss different ways to improve the guest experience

## 4.1.1 Importance of Professionalism, Etiquette and Ethical Behaviour

### 4.1.1.1 Professionalism

To go above and beyond guests' prospects, the hospitality sector depends on the qualified staff. Most of the research has concentrated on the various qualities required for success in the hospitality sector. This study's main focus was hospitality students' perceptions of their professional attributes and professionalism.

Professionalism is a way an individual acts in a work environment or any other. When working in different places would require different experiences and degrees. For example, working at different fast food restaurants does not require a college degree, mostly just high school or a mature attitude.

However, defining professionalism is a difficult task with no clear definition. Professionalism is recognised through confident behaviour. Professionals can use it at all levels within the industry, including professional chefs, waitpersons, managers, and general managers. Being a graduate or working at a specific level within the organisation is not a requirement, similar to some other industries. Developing the "professional wisdom" that peers and visitors acknowledge based on applying knowledge and skills pertinent to the individual's role.

### 4.1.1.2 Etiquettes

Ethics are important. For a hotel to be successful, proper behaviour is required. The physical appearance of the hotel staff aids in maintaining the establishment's overall appearance, but how they behave affects the hotel's reputation; accommodating various people's needs and expectations can be difficult for those working in the hospitality sector. To the best of one's abilities, it is still essential to complete the task.

Below mentioned are a few basic etiquettes to be followed:

- While grooming requirements will vary between men and women, both must look clean and presentable while they are on the clock

- A warm, friendly welcome assures guests that they can relax and enjoy their meal. A warm goodbye makes guests feel appreciated and encouraged to return

- When a hotel—including the physical plant, decor, furnishings, equipment, and staff presents a clean and neat appearance, it banishes any worries guests might have about sanitary conditions in the part of the restaurant they cannot see, back of the house

- Always be polite and willing to assist others. Guests looking for the most important qualities are friendliness, support, and going above and beyond. He/she can be sure that it will be noticed if they are kind to other people and always willing to help when needed.

- In the hospitality industry, he/she will come across many different types of customers, and it is essential always to provide the same standard of service to all the customers.

## 4.1.1.3 Ethics

**Ethics is important because of the following:**

1. Satisfying basic guest needs: Being fair, honest and ethical is one of the basic human needs. Every guest desires to be such himself and to work for an organisation that is fair and ethical in its practices.

2. Creating credibility: Even people who may not know how businesses or organisations operate are likely to respect a hotel that upholds moral principles. Even people unaware of the organisation's line of work share this perception widely.

3. Uniting people and leadership:Employees respect a hotel that lives by its principles. They serve as the connecting factor that establishes a common ground for decision-makers and employees. This significantly impacts coordinating organisational behaviour in support of a single mission or goal.

4. Improving decision making:The sum of all the choices a man makes throughout his life determines his destiny. The same is true for businesses. Values guide decisions. For instance, a company that does not value competition will operate aggressively, seeking to eliminate its rivals and create a monopoly in the market.

5. Securing the society:  Ethics frequently outperforms the law in defending society. Nevertheless, regrettably, the legal system frequently acts as a silent observer, powerless to protect society and the environment. For instance, technology is developing rapidly, and by the time legislation is developed with regulations, a newer technology with new dangers has already replaced the older one. Lawyers and public interest lawsuits might not be constructive, but ethics might.

# 4.1.2 Effective Communication

Communication means 'Imparting, conveying or exchanging ideas or knowledge by speech, writing or signs. In standard terms, two people communicate when they transfer information or exchange ideas, knowledge or emotions. For communication to be impactful, it is essential that the information transferred is understood by the receiver. The result of communication is understanding, and its primary purpose is to motivate a response

Communication is neither the transmission of a message nor the message itself. The transmission of a message is not the same as the message itself. It is a two-way communication that begins with the receiver and ends with the sender. In business, communication must be successful. Therefore, management is all about communication.

The main functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication.

**The seven Cs of the effective communication**

1. Completeness
2. Conciseness
3. Consideration
4. Concreteness
5. Clarity
6. Courtesy
7. Correctness

# 4.1.2.1 Elements of Communication:

**Any communication has 5 elements.**

1. Sender: For any communication, there should be a sender. Without the sender, there cannot be any communication. Hence there should be a sender or a transmitter to pass on some information.

2. Message: The need for communication arises only when an idea or impulse is generated in a person's mind. If this idea or impulse is to be communicated to someone, there must be some purpose.

3. Media: The media is the method or way selected to communicate. Several mediums, such as telephone, postal etc., are available for communication.

4. Receiver: The primary purpose of any communication is that it should reach the receiver effectively. He is the person who gives the feedback/ answer. Hence for any message, there should be a receiver.

5. Feedback: The response the receiver gives is called feedback which forms a part of communication again and without which the communication will not be effective.

# 4.1.2.1 Process of Communication

**The communication cycle or process of communication:**

1. Generation of ideas: The communication cycle begins when an idea is generated in a person's mind. If this idea has to be communicated to someone, there must be a purpose.

2. Encoding: The idea is converted into signals. The signal has to be carefully selected. Thus the process of converting ideas into signals is called encoding.

3. Dispatch & reception: The encoded message is dispatched to its destination. In face-to-face communication & oral communication, the reception occurs immediately after the dispatch.

4. Decoding: When the signals have reached their destination, they are translated into ideas again; this interpretation process is called decoding.

5. Receiver's response: If this message is received, the receiver immediately responds to it.

6. Feedback: If this response is communicated back to the sender, it is called feedback. Feedback is essential for effective communication because, without that, the sender cannot be sure whether his message has been understood effectively or not.
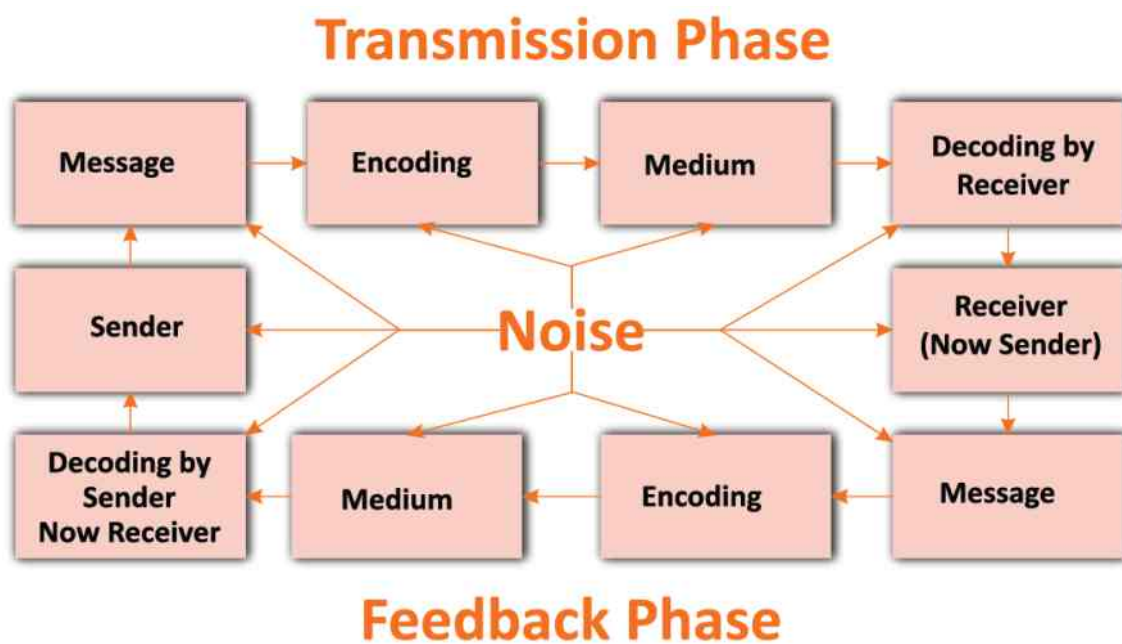


*Fig 4.1.1 Communication Process*

**The following are the main elements of the communication process:**

1. **Context -** Context affects communication. Physical, social, chronological, or cultural context. Context guides all communication. The sender chooses the message context.

2. **Sender / encoder -** Sender/Encoder sends message. A sender uses symbols to convey a message and elicit a response. A training manager may train new employees. Individuals, groups, or organisations may send. The sender's background, approach, skills, competencies, and knowledge affect the message. The verbal and non-verbal symbols are essential to ensuring the recipient interprets the message as intended.

3. **Message -** The message is the sender's main idea. It prompts the recipient's response.

Choosing a message is the first step in communication. The message's purpose must be clear.

4. **Medium -** Medium transmits messages. The sender must choose a suitable medium. Otherwise, the message may not be delivered. A suitable communication medium ensures that the message is understood. This choice depends on the communication. For example, when communicating with a small group, use writing. Oral feedback is chosen when misunderstandings must be cleared up immediately.

5. **Recipient / decoder -** Recipient / Decoder is the message's target. Decoder comprehension depends on recipient knowledge, message responsiveness, and encoder reliance.

6. **Feedback -** The central part of the communication process is feedback. It enables the sender to evaluate the message's effectiveness. Additionally, it aids the sender in verifying that the message was correctly decoded. Feedback can be expressed verbally or nonverbally (in the form of smiles, sighs, etc. ). It may also be expressed in writing in reports, memos, etc.

**Spot guest Service Issues and Apologising to a guest**

Most patrons who experience bad, uncaring, unfair, or incompetent service want some combination of the following:

- **Validation -** Their complaint is heard, and the establishment cares. At a fundamental level, a sincere personal apology by the waiter, floor manager, chef, general manager, or owner counts for a lot.

- **A fix -** They are probably still there; they want to save a lousy evening and make it a good evening. Do not lose that chance.

- **A make-up -** If one just ruined their anniversary dinner, date night, corporate pitch event or celebration, they want to try again. If one can make that happen even later, one is their friend forever.

- **Doing good -** One might have messed up with them, but they learned their lesson and will try better next time with other guests. In addition, they have participated in making the establishmenta better place.

- **Recompense -** One may have burned a lot of their money; they want it back.

- **Revenge -** One screwed them; now they screwed back.

- **The crazy -** Their complaint may or may not be valid, but they have turned psycho and will pursue one to the end of the earth to ruin the business, the family, etc. There are three new elements of the services marketing mix - people, process and physical evidence - unique to the marketing of services.

- **Guest complaint handling** When handling complaints, do the following:

  – Listen attentively

  – Try to understand the cause of the complaint

  – Apologise and promise to correct the situation

  – If the complaint concerns food, offer to exchange or substitute other food.

  – Thank the guest for bringing the complaints to his attention so one can take care of them.

– If one cannot satisfy the guest, call the manager, who will handle it.

– Report all complaints to the supervisor, no matter how trivial, so that corrective action can be taken.
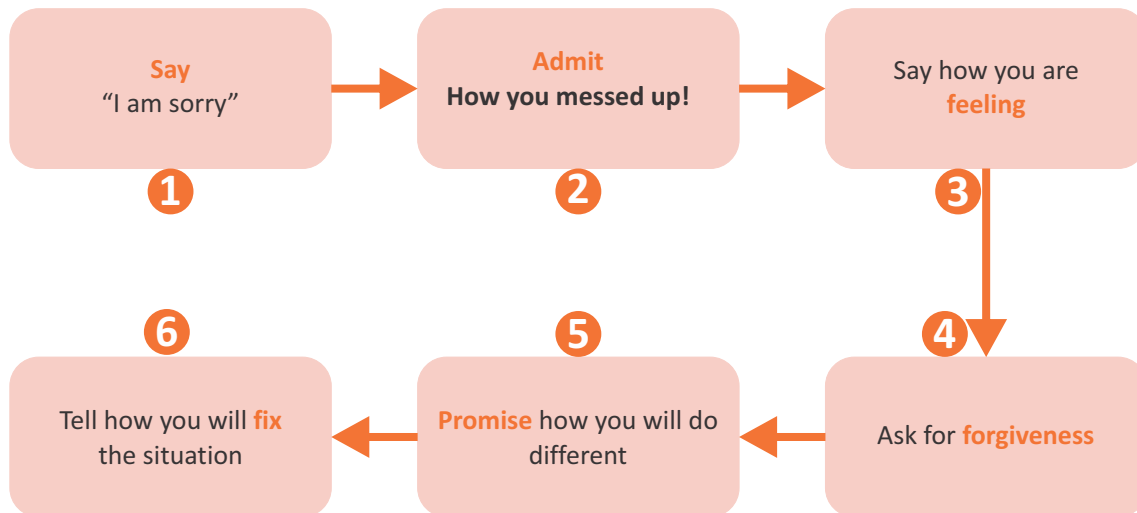
| | | |
|---|---|---|
| **Say** "I am sorry" **1** | **Admit** **How you messed up!** **2** | Say how you are **feeling** **3** |
| Tell how you will **fix** the situation **6** | **Promise** how you will do different **5** | Ask for **forgiveness** **4** |

*Fig 4.1.2 Apologising to a guest for service issues*

## 4.1.3 How to Handle Guest Complaints

Everyone in the hospitality industry will have to deal with guest complaints at some point in their career. How they handle the complaint makes all the difference, whether as simple as getting the wrong drink, a complaint at a hotel restaurant or a complaint related to housekeeping. First, listen to the guest's concern, be sympathetic and do whatever one can to fix the problem immediately. Next, train the employees not to blame or make excuses but respond to the guest. Finally, take advantage of the experience to improve the products or services.

**Various guest complaints-**

**Service-related complaints -** They frequently relate to hotel services. The visitor might have a problem with hotel services and might become unhappy. It can cover many issues, including protracted wait times for services, a lack of luggage assistance, messy rooms, missed wake-up calls, food that is either cold or poorly prepared or being ignored when asking for more supplies. The front desk receives more service-related complaints when the hotel operates at or close to full occupancy.

**Attitudinal complaints -** The attitudes and behaviour of the hotel staff are frequently linked to behavioural issues. In every hotel, a conflict between an employee and a customer starts, which prompts complaints from the customer. When impolite hotel staff members feel uncomfortable, or if a guest overhears staff conversations or hears complaints from hotel staff, they may express an attitude complaint. The guest's complaints and issues should be heard by managers and supervisors, who should also take action. To maintain positive guest relations, this may be especially important.

**Mechanical Complaints -** Mechanical issues are those with the hotel's equipment. The majority of customer complaints involved broken hotel equipment. A/C, lighting, electricity, furniture, vending

machines, ice makers, door locks, plumbing, television, and other issues are frequently addressed. Mechanical complaints might be handled more infrequently if a front office log book and maintenance work orders are used effectively.

**Examples of guest complaints due to mechanical reasons:**

- Air conditioner
- The vending machine
- The lights are not working
- The TV is not working
- Unusual complaints

Unusual issues are those the hotel has no control over, like the environment, traffic, or transportation. A guest may occasionally expect the front desk staff to address unusual complaints or, at the very least, listen to them. However, the hotel is powerless to take any action. Sometimes visitors make unreasonable or impossible requests, such as lamenting the lack of a swimming pool, accessibility to public transportation, inclement weather, etc.

In most cases, hotels have little or no influence over the facts surrounding unusual complaints. Front office management should therefore inform front desk staff that, on occasion, visitors may complain about things staff cannot address. Through such training, staff members will be more equipped to handle unusual circumstances using effective guest relations strategies and steer clear of potentially tricky situations.

**Room related complaints**

Any guest complaints related to the room are categorised into grievances associated with rooms. For example, old mattresses, a lousy view, a noisy room, subpar linen, or even poor lighting in the room can all contribute to this problem. Nowadays, most reservations are made online, and customers expect to see a picture. Therefore, reservations should also correspond to the room given to them.

**Examples of guest complaints related to rooms:**

- Noisy room
- The view is not good

## 4.1.3.1 Steps to Deal with Guest Complaints

**Step 1**  Listen – concern – empathy.

**Step 2**  Isolate the guest

**Step 3**  Stay calm – Do not argue

**Step 4**  Show personal interest

**Step 5**  Give undivided attention – Concentrate on the problem – Do not blame – Do not Insult

**Step 6**  Take notes

Step 7     Offer choices – No false promises & do not exceed the authority

Step 8     Plan corrective actions – Be specific – Set duration

Step 9     Monitor the progress

Step 10    Follow up

- Pay the visitor the full and undivided attention as he/she listen to them

- If possible, put the guest in a separate room so the rest of the guests will not be affected

- Maintain composure and do not engage in debate with the visitor

- Maintain an awareness of the guest's sense of self-worth and demonstrate a genuine interest in the issue. Make frequent use of the guest's name, and treat their complaint with the utmost gravity

- Pay the complete and undivided attention to the guest

- Focus on the issue at hand, and do not point the finger at blame or insult the visitor

- Taking the time to jot down the points saves time, particularly if another person needs to be involved. Additionally, the visitor will slow down to offer assistance in writing. Finally, the fact that the staff is concerned enough to write down the problem is another thing that gives the guest a sense of security

- Inform the guest of the various options that are available to them. Nevertheless, do not promise the unachievable, and do not go beyond the scope of the authority

- Determine a rough timeframe within which the corrective actions must be completed. Be as specific as possible, but do not grossly underestimate the amount of time necessary to find a solution to the problem

- Keep an eye on how the corrective action is coming along

- In continuation: Even if another staff member handled the guest's complaint, he/she should still follow up with them to ensure that their issue was satisfactorily resolved. Describe the entire occurrence, including the steps taken and the outcome of the incident

**Suggestions for effectively addressing the concerns raised by hotel guests**

Even though problems with the guest experience are unavoidable, the staff should respond to complaints promptly, appropriately, and transparently to guarantee complete guest satisfaction. The following are some helpful suggestions for best practices in resolving issues that may arise with hotel guests:

1. Act quickly - When a guest comes to one of the team members with a complaint, do not hesitate. Tap right into the guest conflict resolution strategy and involve any necessary staff members to get the ball rolling on a resolution.

2. Show compassion to guests - Remove any notion that a guest complaint is a contest between the hotel and the individual who is dissatisfied with their stay. Instead, when a complaint is brought to the hotel's attention, the staff should listen to the guests, be friendly, and attempt to understand the issue from the perspective of the guest who brought it. Suppose we can avoid taking these complaints personally and instead focus on finding a solution to the

problem. In that case, it will be to everyone's benefit.

3.  Say, "I am sorry" - There are few things in this world more comforting than a sincere apology. Therefore, when a guest complaint arises, all team members who become involved should apologise directly to the guest sincerely and politely.

4.  Avoid arguments - It is essential for team members not to take the guests' complaints or their attitudes toward their issues personally. This thinking can lead to disagreements, which frequently centre on more essential issues. When we bypass the initial problem-solving steps and go straight to the resolution strategy, we spare the hotel any additional headaches.

5.  Offer room upgrades & Free hotel perks - If he or she cannot resolve the issue the guest is experiencing, the best way to console the guest may be to provide premium perks in the form of room upgrades or other discounts, depending on the policies of the hotel. The staff members need to apologise to the customer and explain that they cannot solve the problem at this time. However, they should continue demonstrating that they are committed to making the customer happy and giving them a satisfying travel experience.

6.  Follow up with guests - While working through the hotel's strategy for resolving conflicts with its guests, team members should make sure that the guests are aware of what solution is being implemented and should keep them updated regarding the overall resolution of the problem. In addition, make an effort to ensure that their viewpoints are considered and that their satisfaction as a guest is a top priority for both the individual and the team.

## 4.1.4 Measure Guest Satisfaction by Their Feedback

Acquiring a guest's viewpoint on a hotel, its offerings, or its overall experience is what has meant to be described by the marketing term "guest feedback." A successful hotel knows how to keep guests coming back. That has best done by understanding the guests and giving them what they want.

How does the hotel start understanding its guests? One of the meekest and most standard ways is through guest feedback. The different methods of acquiring guest feedback are present and making sense of it to create a more successful business.

How to get feedback from the guests:-

- Ask them

- Be the guest

- Focus groups

- Questionnaires and surveys

- Usage statistics

- The front-line staff

**Why guest feedback is essential in business.**

1.  Guest feedback helps improve products and services

2.  Guest feedback helps measure guest satisfaction

3.  Collecting guest feedback shows that one values their opinions

4.  Guest feedback helps create the best guest experience

5.  Guest feedback helps to improve guest retention

6.  Guest feedback is a reliable source of information for another guest

Guest feedback gives the data that helps make business decisions

**Guest Feedback Form**

### Guest Feedback form

*Getting things right for you is an essential part of what we do- and we do like to hear your feedback about your stay with us.*

| | Excellent | Good | Fair | Poor |
|---|---|---|---|---|
| Front O ffice Staff | ☐ | ☐ | ☐ | ☐ |
| Restaurant  Ambiance | ☐ | ☐ | ☐ | ☐ |
| Restaurant   - Food | ☐ | ☐ | ☐ | ☐ |
| Restaurant  Staff | ☐ | ☐ | ☐ | ☐ |
| Travel Desk | ☐ | ☐ | ☐ | ☐ |
| House Keeping | ☐ | ☐ | ☐ | ☐ |
| Door Man | ☐ | ☐ | ☐ | ☐ |
| Cleanliness  of the Room | ☐ | ☐ | ☐ | ☐ |
| Spa | ☐ | ☐ | ☐ | ☐ |
| Fitness Center | ☐ | ☐ | ☐ | ☐ |
| Business Center | ☐ | ☐ | ☐ | ☐ |
| Overall hotel rating | ☐ | ☐ | ☐ | ☐ |

Any other comments?  ……………………………………………………………………………………………………………………
……………………………………………………………………………………………………………………………………………………
……………………………………………………………………………………………………………………………………………………
……………………………………………………………………………………………………………………………………………………
……………………………………………………………………………………………………………………………………………………
……………………………………………………………………………………………………………………………………………………
……………………………………………………………………………………………………………………………………………………

Room No…………………………….
Name …………………………………

**Terms of use**: This sample format is intended to be used as a reference to setup your hotel, You are not authorized to re publish, re-distribute / upload it to any other website ( Eg: docstoc, scribd, Gazhoo, Drive etc. )

*Fig 4.1.3 Guest Feedback Form*

## UNIT 4.2: Sensitisation Towards Different Age Groups, Gender and Persons with Disabilities

## Unit Objectives

**At the end of this module, the participant will be able to:**

1. Explain the importance of gender and age sensitivity
2. Discuss gender and age-specific requirements of the guests
3. Discuss the specific needs of People with Disabilities
4. Discuss the importance of reporting Sexual harassment at the workplace
5. Discuss ways of escalating problems, reporting workplace issues, and receiving feedback from the superiors

## 4.2.1 Discrimination

Discrimination is the unfair or unfavourable treatment of individuals or groups based on traits like race, gender, age, or sexual orientation. To make sense of the world, the human brain naturally classifies objects. For instance, he/sheng kids quickly pick up on the distinction between boys and girls. As a result, discrimination frequently results from mistrust and misunderstanding.

Discrimination comes in a variety of forms. Depending on where they are from, their colour, ethnicity, and what they do, these can include hurtful remarks about someone's race, foul deeds, stereotyping of people and how they behave, prejudice, and even hatred.

Additionally, it involves more than just abusive, harassing, or intimidating behaviour; it also involves deeds and attitudes. The most significant thing to remember is that NO discrimination is appropriate, not even when done in jest. Unfortunately, sometimes people unintentionally say discriminatory things without even realising it.

**Profession:** India has many different job sectors, just like any other country. Each role is vital as everyone needs each other's support to complete the job. However, does everyone respect everyone correspondingly?

Examples:

- Some people feel superior to certain professions and therefore have a low opinion of them.
- Some people change their behaviour after discovering their profession and position.

Customer vs service provider: "The guest is always right." However, some people take that claim too far and use it as justification to act arrogantly superior in any situation involving this relationship, creating a scene in public.

Examples:

- I am the guest; he/she does what I tell he/she to do!

- If he/she does not do what I say, I will report he/she to consumer protection!

**Men vs women:** India is a progressive nation. Even though men make up approximately 52% of the population and women approximately 48 %, women are encouraged to participate in all fields. As a result, many women are in Influential positions within different industries and organisations. Nevertheless, unfortunately, there are still some common discriminatory phrases one may hear!

Examples:

- I am sure there is a woman behind me in that slow car!

- The duties of a woman are to take care of the family, cook and have children.

**Race and nationality:** India is a multiethnic nation with various nationalities. This beautiful nation is home to citizens from about 100 different nations. Even though most people in a multicultural society are tolerant and accepting of other races and nationalities, there are still many instances of both intentional and unintentional racial discrimination.

Examples:

- That driver is moving so quickly and recklessly. I am confident he is (nationality).

- Considering how rude and misbehaving he is, the driver of the land cruiser that is tailgating me on the highway must be (nationality).

**Religious belief:** India is a secular nation, but it does not discriminate against people based on their religious beliefs. There are numerous religious facilities, and everyone is free to practise their religion. Nevertheless, some people are prejudiced and maltreat others because of their religion.

Examples:

- Some employers prefer not to employ individuals from a particular group.

- He/she is mistaken; my religion alone is correct!

- In India, why are he/she celebrating Christmas?

**Disability and special needs**

India believes in giving everyone the same opportunities, which is true of special needs people. India strives to make the country accessible for those with special needs. It has laws to ensure they are not discriminated against in the workplace. Nevertheless, one may still find some examples of discrimination against those with special needs.



*Fig 4.3.1 Disability and special needs*

**Specific needs of people with disabilities:**

Entrance - Creating an entrance that is accessible to people with disabilities should be the first step in improving the accessibility of the hotel for people with disabilities. This requirement can be satisfied by constructing a ramp leading up to the entrance and expanding the width of the doorframe (90cm wide minimum). In addition, doors that open themselves automatically can grant the guests a greater sense of independence.

Wheelchair-accessible ramped stairs/elevators - Check to see that all of the hotel rooms and the rooms designated for people with disabilities can be entered using a wheelchair. Imagine that to reach the various levels of the property; he/she must use the stairs. If this is the case, the hotel may become more accessible to people with disabilities by installing an elevator or stairlift. In addition, install ramps so guests can easily access the hotel's balconies, gardens, and other outdoor areas.

Washroom - Install higher-level toilets or toilets with grab rails. If he/she cannot lower the bathroom sink, provide shower and bath seats and an emergency cord in the bathroom. The bathroom/Shower cubical must have at least 150 cm circulation space inside to let the guests on wheelchairs turn around.

Parking - Make hotel parking space handicap accessible with a ramp or lift and mark the hotel's most comfortable parking spaces as 'reserved for disabled guests. Place hangers, iron, extra pillows and blankets on the lowered closet bar, shelf, or counter in accessible rooms. Offer room service menu, hotel directory and TV channel guide in accessible formats.
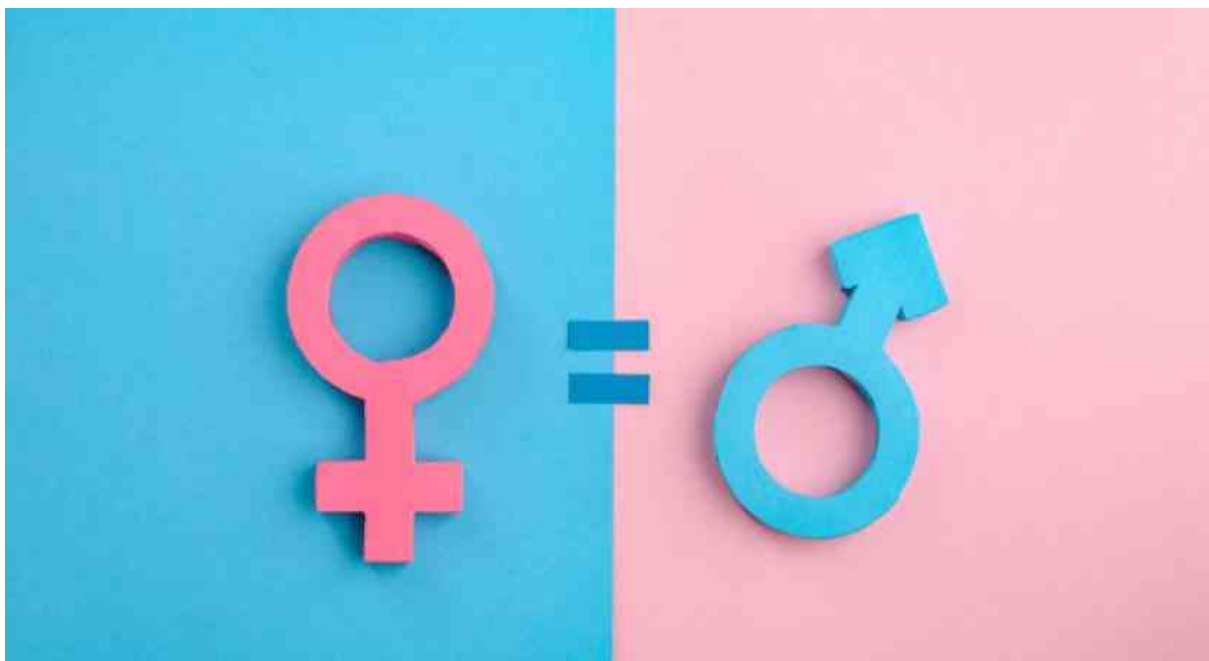
**Importance of gender sensitisation**



*Fig 4.3.2 Importance of gender sensitisation*

One crucial element for a person's healthy growth is gender sensitisation. An individual may fail to understand the requirements of the other gender and, in particular severe circumstances, even themselves, if they are not sensitive to the demands of that gender. Since the dawn of time, people have recognised and felt the necessity for this sensitivity in virtually every aspect of human existence worldwide. Nevertheless, there has been a lot larger need to deal with this delicate subject personally and professionally.

Because representation matters, gender sensitisation is crucial. Including a person or community in representation promotes equality and gives the once excluded group a sense of belonging. Organisations require the correct mix of talent that is unconstrained by gender for a performance-oriented solid culture. Organisations only have to make the changes that matter today because they

will not be able to hide tomorrow in a world where responsibility is more important than ever.

Every employee in a company wants to develop personally and professionally while working there. A hostile work environment not only hinders that but also makes it worse. Gender sensitisation is essential because it makes employees feel appreciated and cared for in the workplace. Lastly, organisations have an ethical obligation to alter the existing structures by defying earlier conventions to advance society.

Organisations that do not prioritise gender sensitisation have cultures in which discrimination and inequality are accepted as norms. Increased turnover, absenteeism, etc., result from normalising this work culture. A similar policy encourages the idea that one gender is superior to the other. The idea of gender sensitivity is a strategy to lessen the obstacles brought on by prejudice and discrimination based on gender. Respect for one another, regardless of gender, results from fostering the correct gender-sensitive atmosphere.

The impact of acceptance on a person's life is enormous. An organisation is rewarded when it accepts a person for who they are. For example, a highly motivated team member is frequently the outcome of one's increased confidence due to inclusion and acceptance, which aids a company in realising its vision.

## 4.3.2 Sexual Orientation and Discrimination

The International Day Against Homophobia, Biphobia, and Transphobia is observed on May 17. It aspires to organise global events highlighting breaches of LGBT rights and spark interest in LGBT rights action worldwide.

Saying YES to inclusion, respect, and support for the LGBTQIA+ community on this day will help to build a world where everyone can feel safe and welcome. Sexualism, another name for sexual orientation discrimination, is based on sexual orientation or sexual behaviour.

## 4.3.3 Terminology

1. Sexual orientation: It has to do with the people one is attracted to and wants to date. Gay, lesbian, straight, bisexual, and asexual is different sexual orientations.

2. Homosexuality: Romantic attraction, sexual attraction, or sexual behaviour between people of the same sex or gender is referred to as homosexuality. Homosexuality is a sexual preference defined as "an enduring pattern of emotional, romantic, or sexual attractions" to individuals of the same sex.


*Fig 4.3.3 Importance of gender sensitisation*

3. Coming out is the process by which a person who identifies as LGBTQ works to accept their sexual orientation or gender identity and shares it openly with other people. This process can take a great deal of time and effort. It takes bravery to come out, and each person's

experience will be different and highly personal. Coming out can elicit many emotions, from worry and panic to happiness and a sense of release.

4. Homophobia: A variety of unfavourable beliefs and behaviours toward homosexuality or those perceived as lesbian, gay, bisexual, or transgender are collectively referred to as homophobia (LGBT). When speaking about lesbians and gay people, homophobic individuals may use derogatory terminology and slurs.

5. LGBTIQA+: It is an evolving acronym for lesbian, gay, bisexual, transgender, intersex, queer/questioning, and asexual. People use many other terms (non-binary and pansexual) to describe their experiences of their gender, sexuality and physiological sex characteristics.



*Fig 5.3.4 PRIDE month*

6. PRIDE month: Pride Month is a celebration that lasts for the entire month of people who recognise themselves as lesbian, gay, bisexual, transgender, and queer, as well as the history, culture, and contributions of these individuals and their communities. Pride Month is also known as LGBTQ History Month. The LGBTQ+ community in India is doing exceptionally well. Indians participate in the parades and other celebrations on Pride Day despite the generally conservative atmosphere that prevails during Pride Month. Pride Month is an annual festivity that takes place in June. Despite the more conservative climate during Pride Month, many people still celebrate Pride Month with parades and other events. The month of June is designated annually as Pride Month.



*Fig 4.3.5 Say no to discrimination*

## 4.3.4 Gender Equality

People of all genders should have equal opportunities, rights, and responsibilities. Violence against women and girls is avoided through gender equality. It is necessary for the health of the economy. Women and men are valued correspondingly in societies which are safer and healthier.

When women, men, girls, and boys have equal rights, conditions, and opportunities, as well as the power to direct their own lives and contribute to the advancement of society, gender equality has been achieved. It concerns the fair distribution of resources, influence, and power.

- Eliminate all forms of prejudice against women and girls over the world

- Eliminate all types of violence, including exploitation, against women and girls

- Put an end to all practices and traditions that may harm women's and girls' physical, mental, and sexual health

- Appreciate and value women's domestic work. Encourage women and girls to have equal access to the political, economic, and public spheres and equal opportunity to be heard

- Women's rights to sexual and reproductive health must be safeguarded.

- Encourage policies and legislation that promote gender equality, such as providing women equal access to land and other kinds of property, financial services, inheritance, and natural resources

## 4.3.5 Effectively Handling Problems and Issues Reported by the Subordinates

1. Identify the issue: The issue can be many different things, like a team member concern, miscommunication, a technical glitch or the lack of proper equipment. However, it is essential to understand precisely the issue so that he/she can form a plan to resolve it as quickly and effectively as possible.

2. Understand the impact: Once he/she has identified the issue, explore it to understand its impact on the system. Depending on what the issue is, it could have varying levels of consequences.

3. Prioritise problem-solving: Depending on the issue, it may slightly hinder or completely stop productivity in the workplace. Therefore, during this step of the issue, it is essential to measure the challenge and determine how much time and energy he/she will need to resolve it.

4. Determine potential solutions: Depending on the severity of the issue, consider gathering a team of leaders and thinkers in the workplace to help he/she come up with potential solutions. It is best to develop several options for resolving the issue so that he/she can choose a plan that's best suited for the specific problem. Not only does deliberating with the team allow he/she to rely on varying levels of experience and knowledge, but it may also help he/she build relationships within the workplace and strengthen the team's problem-solving skills.

5. Take action to solve the issue: Once he/she has identified the issue and considered potential solutions, he/she can take action to work toward a resolution. Though there are many forms of issues management in different industries and organisations, the process always aims to quickly and effectively solve the current issue with a minimal slowdown in productivity.

6. Gather information and review: Once he/she and the team have solved the problem and productivity in the workplace returns to normal, creating a comprehensive issue report is beneficial. Creating reports like these after issue management takes place allows he/she to develop plans to avoid similar issues in the future.

**Problems being escalated, workplace problems being reported, and superiors providing feedback on the situation**

When there is a problem at work, it is considered to have been escalated when upper management is contacted instead of those directly involved. It requires making the appropriate individuals aware of the context to resolve a troublesome circumstance successfully. In most cases, escalation is necessary when there is a problem that the current staff working on the problem is unable to resolve and needs assistance from those who have more authority and resources.

**How to effectively escalate a problem at work**

1. Acknowledge the problem

2. Try to find a solution

3. Collect evidence

4. Figure out whom to escalate to

5. Explain the issue

6. Take the issue to a higher authority

Whether an issue arises among team members or guests, sometimes the severity of the circumstance requires an escalation to management. Understanding how to approach an escalation can help he/she better find a solution when conflicts arise

**Receiving feedback from superiors and its importance**

- The most significant thing one can do to get the most out of each feedback session is to listen.

- Pay close attention while keeping an open mind.

- Make every effort to avoid interrupting the person who is providing feedback.

- Refrain from taking an argumentative or defensive stance.

Even though he/she may believe that the other person's evaluation is flawed, allowing them the opportunity to fully explain their views fosters the lively, transparent, and productive environment needed for honest criticism. The feedback meetings will also be improved by creating a calm and non-threatening setting for the manager, colleague, or client.

For employees to continue developing, constructive criticism is essential. Feedback explains expectations, aids in error-learning, and boosts self-assurance. Giving someone positive feedback is simple; he/she can just tell them they did a great job or offer congratulations.

When it comes to giving feedback, practice makes perfect, as with anything else. Regular and spontaneous feedback is necessary. A formal meeting is appropriate for more serious matters or a conversation as part of a performance review. However, including feedback in regular interactions with staff members is a terrific approach to forging connections and fostering a climate where individuals feel at ease providing and receiving feedback.

People have the chance to view themselves differently, thanks to feedback. They can better understand how others see them and how their behaviour and working methods affect the other team members. The ability to recognise how they can be better able to foster trust and inspire improved performance from their team can be particularly revealing for leaders.

# Exercise

**True False question.**

**Question 1.** A good listener deliberately efforts to give other speakers a chance to express their thoughts and views.

    a. True

    b. False

**Question 2.** Remove any notion that a guest complaint is a contest between the hotel and the individual who is dissatisfied with their stay.

    a. True

    b. False

**Select the best alternative from the given options (MCQs)**

**Question 3.** Which among the given option is not a part of active listening?

    a. Focus

    b. Respect

    c. Acknowledge

    d. Sympathy

**Question 4.** Does utilitarianism come under which of the following?

    a. Ethical decision

    b. Listening skills

    c. Effective communication

    d. None of the above

**Question 5.** Focus the complete attention on the unhappy guest and allow the guest to express his complaint without which of the following?

    a. Interruption.

    b. Focus

    c. Attention

    d. Empathy

**Question 6.** A process of being fair to men and women is

    a. Gender Integration

    b. Gender Equity

    c.    Gender Stereotypes

    d.    Gender discrimination

**Question 7.** Which of the following is the cause of gender inequality?

    a.    Poverty

    b.    Illiteracy

    c.    Patriarchy

    d.    All of the above

**Fill in the blanks questions**

**Question 8.** Gender equality is achieved when having equal rights, conditions and opportunities.

    a.    women, men, girls and boys

    b.    women and boys

    c.    men and girls

    d.    girls and boys

**Question 9.** Homophobia includes a range of undesirable attitudes and feelings toward others.

    a.    homosexuality

    b.    women

    c.    humans

    d.    girls and boys

**Question 10.** Sexual orientation discrimination is also known as being based on sexual orientation or sexual behaviour.

    a.    sexualism

    b.    homophobia

    c.    LGBTIQA+

    d.    None of the above

# Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Scan the QR codes to watch the related videos

**Communication Skills**

**Gender Sensitization Issues and Challenges**

# 5. Organisational Confidentiality and Guest's Privacy

Unit 5.1 – Maintain the confidentiality of the organisation

Unit 5.2 – Maintain the privacy of guest information

# Key Learning Outcomes 💡

**At the end of this module, the participant will be able to:**

1. Maintaining the confidentiality of the organisation
2. Describe the privacy of guest information
3. Discuss Intellectual Property Rights (IPR) and Its Importance

## UNIT 5.1: Maintain the Confidentiality of the Organization

### Unit Objectives ◎

**At the end of this module, the participant will be able to:**

1. Explain the procedures to report the infringement of IPR to the concerned person

### 5.1.1. Intellectual Property Rights (IPR) and its Importance

**Intellectual property (IP)** refers to creations of the intellect for which a monopoly is assigned to designated owners by law.

Intellectual property rights (IPRs) are the protections granted to the creators of IP. They include trademarks, copyright, patents, industrial design rights, and in some jurisdictions, trade secrets.

Artistic works, including music, literature, discoveries, inventions, words, phrases, symbols, and designs, can all be protected as intellectual property.

**Why intellectual property rights?**



*Fig 5.1.1 IPR*

There are numerous fundamental reasons why intellectual property rights have been acknowledged and accepted globally. The following are some of the ins and outs of why we should accept these rights:

- To provide an incentive to the individual for the production of new ideas.
- granting the creators and inventors the respect and acknowledgement they deserve
- Making sure that intellectual property is compensated monetarily
- ensuring the accessibility of products that are authentic and unaltered in any way

The Intellectual Property (IP) sector significantly contributes to the nation's economies and the states. The successful protection of patents, trademarks, and other intellectual property rights is essential to the operation of dozens of sectors across our economy. On the other hand, customers use intellectual property to ensure that they purchase products that are guaranteed to be safe. Because of this, many people believe that intellectual property rights should be safeguarded in the United States and internationally.

- Jobs with good salaries are made possible and sustained by intellectual property.
- The growth of the economy and the level of competition are both driven by intellectual property.
- Consumers and their families are safeguarded by intellectual property rights that are robust and strictly enforced.
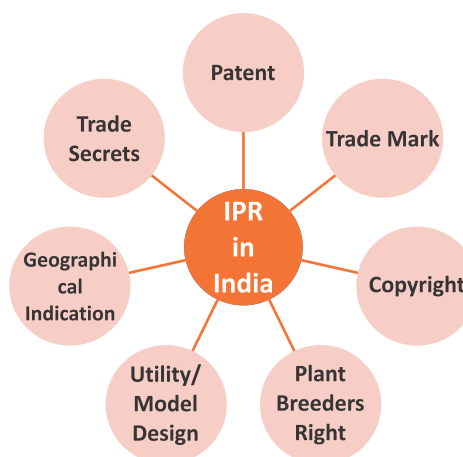
- Intellectual property protection facilitates the development of innovative responses to global problems.

The defence of an entrepreneur's intellectual property rights incentivises and acknowledges their risk-taking.

The protection of the intellectual property is a non-partisan issue that a diverse group of efficient interests supports. This is the unifying theme that connects these various and essential points. These rights are supported by all manufacturing industry segments, including small and large businesses, organisations representing workers and consumers, and other types of business associations.
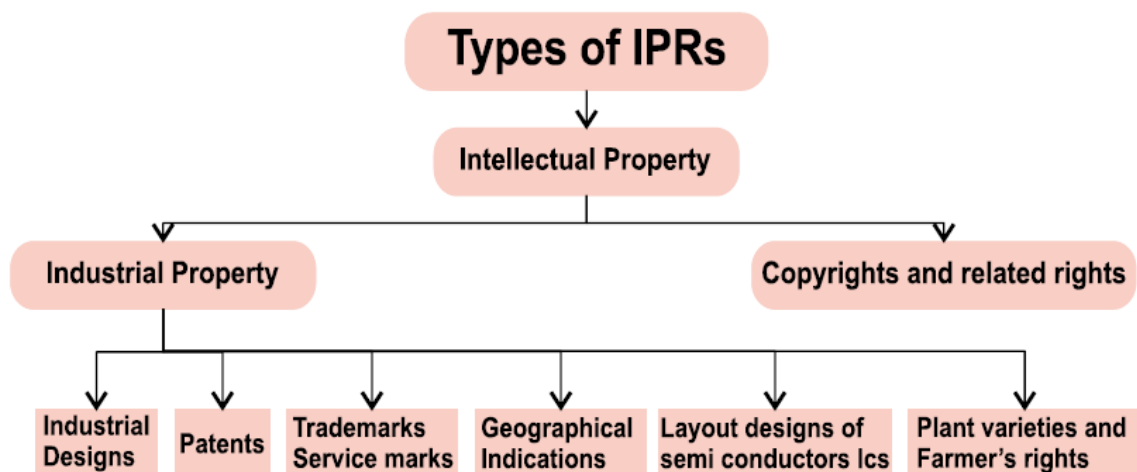


*Fig 5.1.2 IPR Types*

- **Patents:-** A patent is a type of right granted by the government to an inventor. In exchange for public disclosure, the owner can exclude others from making, using, selling, offering, and importing an invention for a limited time. Patents are granted in exchange for the inventor making their invention known to the public. An invention is a product or process that provides a solution to a predetermined issue in technology. In general, it needs to satisfy three primary requirements: it needs to be new, it needs to be something that is not obvious, and it needs to have an industrial application.

- **Copyright:-** A copyright confers exclusive ownership rights on the creator of original work, typically for a predetermined period. The concept of copyright can be applied to a wide variety of "works," which can be creative, intellectual, or artistic expressions. Ideas and information are not safeguarded by copyright; only the form or manner in which something is expressed is.

- **Industrial Design Rights:-** An industrial design right, also referred to as a "design right" or a design patent, is a form of intellectual property that safeguards the aesthetic qualities of non-purely functional items. Developing a shape, configuration, or composition of pattern or colour, or a combination of pattern and colour, in a three-dimensional form with aesthetic value, is the definition of an industrial design. Patterns in two or three dimensions utilised in the manufacturing process to create a product, industrial good, or handicraft are examples of industrial designs.

- **Plant varieties:** It provides legal protection of a plant variety to a breeder.

- **Trademarks:** A sign, design, or expression easily recognisable and differentiates the goods or services of one particular trader from those of other traders who provide equivalent goods or services is known as a trademark.

- **Trade dress:-** Trade dress is a legal term of art that generally refers to visual aspects of a product's or packaging's design, or even the architecture of a building, that consumers can use to identify the product's source.

- **Trade secrets:-** A trade secret is a method, procedure, design, tool, pattern, or collection of information that is not widely recognised or readily ascertainable and that a company uses to gain an advantage over customers or competitors.

Copyright infringement occurs when a work protected by copyright law is used without the owner's permission. This violates certain exclusive rights granted to the copyright owner, such as the right to copy, allot, display, or perform the protected work and the right to create derivative works. The creator of the work, the publisher, or any other company to which the copyright has been assigned is typically the owner of the copyright to work. Copyright owners frequently resort to various legal and technological deterrents to prevent and punish infringements of their rights.



*Fig 5.1.3 Copyright Infringement*

Infringements on intellectual property can take place when: Infringing on someone else's intellectual property can be done inadvertently or on purpose to gain some benefit. The following are some of the most frequently committed infractions:

1. Breach of patent, trademark, or copyright rights

2. Copying of copyrights or trademarks

3. Misappropriating trade secrets

**How is this done? Here are just a few examples:**

Utilising a product, name, or logo already granted a patent generates financial gain by deceiving third parties into believing that their product, name, or logo is identical to the patented one. For example, making unauthorised copies of works of media (such as music or movies) and selling or otherwise distributing those copies for financial gain. By producing goods per the specifications outlined in a patent without first obtaining a licence from the patent's owner. By conducting corporate espionage to learn the trade secrets of others, including competitors. By manufacturing merchandise or providing a service under the false impression that these have been granted a patent when, in reality, they have not been granted one and are instead copies of the patent granted to someone else.

**What intellectual property dispute remedies exist?**

1. Confiscation of assets that were used in the production of products in violation of the patent

2. In instances of unauthorised use of trademarks, orders to desist are issued.

3. Damages in the form of money paid to compensate for losses

# UNIT 5.2: Maintain the Privacy of Guest Information

## Unit Objectives

**At the end of this module, the participant will be able to:**

1. Discuss the usage, storage and disposal procedures of confidential information as per specification

2. Explain the significance of maintaining organisational confidentiality and guest privacy in the hospitality industry

3. Discuss the Intellectual Property issues and policies affecting the organisation and guest privacy

## 5.2.1 Respect Guest's Copyright

Imagine that someone owns a small hotel or motel. One weekend, a group booking arrives and checks in. While taking their IDs and license-plate information, they discover they are visiting town to attend a political conference the following day. If someone is a conservative, imagine tea parties or NRA members. If someone is a liberal, think of them as occupy wall street protesters or anti-war activists. Now imagine that an hour, a day, or two weeks later, a police officer shows up demanding to see all the information one collected from those guests. He has neither a warrant nor evidence that the guests committed a crime. Should one be compelled to turn over their information as a hotel or motel owner?

At various times, the Hotel/Restaurant will be obliged to ask, as a guest, for information about one and members of the family, such as:

- Contact details (for example, last name, first name, telephone number, email)

- Particulars about an individual (for example, date of birth, nationality)

- Information relating to the children (for example, first name, date of birth, age) (for example, first name, date of birth age)

- The number of the credit card (for transaction and reservation purposes)

- The membership number for the hotel's loyalty programme or another partner programme (for example, the airline loyalty programme) (for example, the airline loyalty program)

- The dates of both arrival and departure

- The preferences and interests (for instance, smoking or non-smoking room, preferred floor, type of bedding, type of newspapers/magazines, sports, and cultural interests) of the guest(s).

- The inquiries and feedback received either during or after a guest's stay at one of our establishments

The hospitality business provides food, accommodation, and entertainment to a wide range of guests. As a result, the hotel staff will deal with confidential patron information daily. As a result, they may learn things about them that should be kept secret. Although there are no explicit regulations governing confidentiality in the hotel industry, the hotel's contracts and rules should clarify to the guests what level of privacy they can anticipate.

All information regarding the guest that the staff has heard, seen, or seen should be confidential.

Therefore, hotels must pay close attention to keeping their sta ffinconspicuous to secure their guest's privacy.

Failure to protect and secure sensitive information may result in losing business or clients. However,it also opens the door to confidential information for illicit purposes such as fraud. Therefore, confidentiality is essential since it aids in the development of trust.

**Strategies to keep the hotel and the guests safe from a data breach**

- Conducting security audits regularly
- Putting in place security measures
- Educating the hotel staff
- The hotel should be aware of with whom it is doing business.
- Securely destroying confidential information.

**Usage, storage and disposal procedures of confidential information**

**Safeguarding financial information -**Hospitality organisations routinely swipe guests' credit cards. As a result, other sensitive financial data may be obtained, such as a guest's bank account information. If the hotel mistakenly divulges this information, the hotel may be held legally accountable for these actions, resulting in expensive lawsuits. So the hotel will need to take precautions like password-protecting guest information and encrypting data sent across the hotel's network and common-sense measures like not repeating a guest's credit card number before another guest.

**Technology glitches -** Restaurants and hotels routinely provide wireless Internet access, but it might come with certain risks. Anyone can access the system if the connection is not password protected. Computer-savvy network users can even access another user's data without a password. Ensure that the hotel's guests are aware of the dangers and inform them of any specific actions the hotelhas taken to protect the guests' privacy, such as encrypting data or utilising a secure connection.

**Creating a clear policy -** Guests can learn about the level of privacy they can expect from the hotel's confidentiality policy. It also creates sta ffrules, and a well-written policy might shield the hotel from legal action. Make sure the guest confidentiality policies are straightforward to read and understand. If the sells client data to a third party, inform guests ahead of time and consider including an opt-out option.

**Contractual glitches -** When a guest signs a contract with the hotel, it is no longer a proposition or suggestion but legally binding. Suppose the hotel guarantees a guest a certain level of confidentiality. If the hotel fails to keep that promise, the hotel has broken the contract and may be sued.

**Confidentiality exceptions -** Confidentiality is at a premium in hotels since people sleep, eat, and occasionally live there. According to the law, hotel guests have a "reasonable expectation of privacy" in hotel rooms.

It is also decisive to remember that, while the IP system can help firms compete more successfully, failing to respect the IP rights of others can be costly. As a result, it is critical to avoid using a trademark already registered by someone else, avoid utilising other people's materials, and avoid illegally accessing other firms' confidential information when choosing a brand.

**Protecting confidential company information**

Keeping information private and secret is critical to one's success and ability to compete. It is also necessary to validate that the company's trade secrets are protected under the laws of the state or the federal government. These laws mandate that all e fforts, no matter how small or insignificant, must be made to protect the confidentiality of a company's proprietary information. As a result, the following procedures ought to be taken into consideration.

General safeguarding. Only individuals who have confirmed their commitment to maintaining the information's secrecy should be granted access to it; in other words, the general public should not be able to see any of the company's confidential data in any form. Protecting trade secrets should take up a reasonable amount of time and effort.

Protection of information that is stored electronically. Only individuals legally obligated to maintain the information's confidentiality should be allowed access to computer systems that store confidential data. This restriction should be strictly enforced. For example, the logins and passwords used by employees should never be disclosed to anyone else.

A distribution that is strictly controlled. When possible, the dissemination of confidential information should be limited to individuals with a valid business and need to be aware of its existence.

**Disposing of confidential information**

Throughout the disposal process, any official records, convenience copies, or transitory information that contains confidential information must be disposed of to maintain the confidentiality of the information being destroyed.

Never put confidential information in the trash, in recycling bins that are not locked, or in any other container that does not provide sufficient protection for a record until after it has been completely thrown away or otherwise rendered unrecoverable.

Methods to destroy or dispose of information that is considered confidential –

The destruction of hard copies of confidential documents can be accomplished appropriately and efficiently by shredding the documents. This is an efficient solution if you are just doing some light "spring cleaning" in the office and do not have many documents to destroy.

If you can make sensitive information unreadable, then using a shredder is the appropriate action. In addition, the shredder should make it impossible for anyone to piece back together the shredded paper to access confidential information. Unfortunately, as a result, many people who use shredders will mix up the shredded paper to ensure that it cannot be pieced back together by anyone.

1. **Cutting Up the Documents**

    Cutting up documents can be an effective method of document destruction when there are only a few documents or a single file to get rid of. However, this requires some scissors that are made for heavy-duty work and sometimes. As a consequence of this, the majority of people only slice up a few documents at a time.

    When you cut up a confidential document, you need to make sure that none of the sensitive information can be read after it has been cut up in order to circumvent anything, such as

the name of the client, their diagnoses, information about their cases, their social security number, or bank information.

To qualify as having been destroyed, the items in question must not be capable of being reconstructed in any way, just as is the case with shredding. After they have been shredded, documents can be disposed of efficiently by placing them in various containers designated for recycling.

2. **Soft Copy of the Information**

   Eliminate all digital information that includes anything that could be considered confidential. This information is probably the most susceptible to being stolen. If a company has a robust IT department, those employees can usually assist with doing this at regular intervals. For example, they may do this once every few months. A competent information technology department will be able to encrypt data so that even the most skilled cybercriminals will be unable to access it.

**Significance of maintaining organisational confidentiality and guest's privacy**

- **Respect the guest room privacy –** Respecting the guest room privacy is a hotelkeeper's fundamental duty in executing the guest's privacy protection, same includes a guest's right to enjoy the room without interference, undesirable guests, and hotel staff intrusion.

- **False name registration –** Even though the guest, in all laws, by the registration, must report his actual personal data (name, address), sometimes it is necessary, for the protection of guest privacy, to allow the guest's registration under the false name.

- **Non-receiving sure guests or persons –** For the protection of guest's privacy, the hotelkeeper has the right not to accept or expel some guests or persons from the same hotel duty applies to:

  – Not allowing the person to enter the guest room without the guest's consent

  – Not accepting or expelling guests who might disturb the privacy of other guests.

- **Discretion of the hotel staff -** The hotel staff can most often breach the privacy of hotel guests. Therefore, the discretion of the hotel-keepers staff, in the context of the guest's privacy protection, is a special hotelkeeper's obligation. It consists of:

  – Careful entrance of the hotel staff into the guest room,

  – Prohibiting disclosure of information or data about the guest, and

  – Keeping the guest's secrets.

- **The intrusion of staff in the guest room –** The hardest violations of the guest's privacy are the intrusions of staff into the room. Preventing such intrusions using tags indicating that the guest is in the room and does not want to be disturbed represents common practice worldwide.

- **The release of individuals in the guest room –** The hotelkeeper will violate the guest's privacy if he allows the entrance of any person without the guest's explicit permission into his room.

- **Recording, wiretapping or spying –** The hotelkeeper will violate the guest's privacy if he, in any way, makes unauthorised records, spies or wiretaps the guest in the hotel. Such violation of privacy is usually challenging to detect. When it is discovered, the guest feels very uncomfortable and frustrated.

**Giving third parties information about the guest –** Giving third parties personal information (name, address, room number, credit card number) about a guest violates the guest's privacy. In addition, it exposes the hotel to non-proprietary harm liability. The protection of guests' privacy is a recent development in tourist legislation. However, the hotelkeeper must preserve the guest's safety, amenity, comfort, reputation, and personality during the guest's stay.

Patents, copyright, industrial design rights, trademarks, plant variety rights, trade dress, and in some jurisdictions, trade secrets are all examples of intellectual property rights. Trade secrets may also be protected in some jurisdictions. In addition, there are more specialised or derived varieties of sui generis exclusive rights, such as database rights, circuit design rights (also known as mask work rights), and supplementary protection certificates for pharmaceutical products (after a patent has expired).

# Exercise ✎

**True False type questions**

**Question 1.** The hotelkeeper will violate the guest's privacy if he allows the entrance of any person without the guest's explicit permission into his room.

    a.    True

    b.    False

**Question 2.** An industrial design right is called a "design right" or design patent. It protects the visual design of items that are not purely practical.

    a.    True

    b.    False

**Question 3.** A trademark is a recognisable sign, design or expression that distinguishes the products or services of a particular trader from the similar products or services of other traders.

    a.    True

    b.    False

**Question 4.** Enforcers of safety Rules are ineffective if they are not followed or enforced.

    a.    True

    b.    False

**Question 5.** Throughout the disposal process, any official records, convenience copies, or transitory information that contains confidential information must be disposed of to maintain the confidentiality of the information being destroyed.

    a.    True

    b.    False

**Question 6.** A patent is a type of right granted by the government to an inventor. In exchange for public disclosure, the owner can exclude others from making, using, selling, offering, and importing an invention for a limited time

    a.    True

    b.    False

**Select the best alternative from the given options (MCQs)**

**Question 7.** What is required to be included in every one of the invoices?

    a.    Everything has a very high price tag.

    b.    No discount is provided

    c.    Guest signature is present

    d.    All of the above

**Question 8.** Which is NOT legal jargon? A legal term of art refers to a product's visual appearance, packaging, or building design that indicates its source to consumers. Which is NOT legal jargon?

    a. Copy right

    b. Trade secret

    c. Trade dress

    d. Trade mark

**Fill in the blanks questions**

**Question 9.** A computer-savvy network user can access another user's data even without_____.

    a. password

    b. code

    c. knowledge of technology

    d. All of the above

**Question 10.** _____is the use of works that are protected by copyright law without permission, infringing certain exclusive rights granted to the copyright holder. These exclusive rights comprise the right to duplicate, distribute, display, or perform the protected work and the right to create derivative works.

    a. Trademarks

    b. Trade secrets

    c. Knowledge

    d. Copyright infringement

## Notes

_____

_____

_____

_____

_____

_____

_____

_____

## Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Scan the QR codes to watch the related videos

**Intellectual Property Rights (IPR)**

**Copyright Infringement**

# 6. Basic Health and Safety Standard

Unit 6.1 - Maintain health, hygiene, and safety practices at the workplace

Unit 6.2 - Apply precautionary health measures

Unit 6.3 - Employ effective waste management

**THSC**

TOURISM & HOSPITALITY
SKILL COUNCIL

# Key Learning Outcomes

**At the end of this module, participants will be able to:**

1. Maintain health, hygiene, and safety practices at the workplace.

2. Apply precautionary health measures.

3. Employ effective waste management.

## UNIT 6.1: Maintain Health, Hygiene, and Safety Practices at the Workplace

## Unit Objectives ◎

**At the end of this module, participants will be able to:**

1. Discuss the concept and importance of personal and workplace hygiene.

2. Discuss best practices to maintain personal hygiene.

3. Explain the ways to clean and sanitize the workplace and related equipment.

## 6.1.1 Importance of Personal and Workplace Hygiene

Hygiene is an essential aspect of any person's existence. The value of hygiene is best understood because hygiene is advocated in practically every religion on the planet. On the other hand, the advantages of hygiene are not confined to a person's physical structure; it also impacts some psychological behaviours. For example, it creates self-confidence, boosts morale, and uplifts self-esteem.

The importance of cleanliness and personal hygiene cannot be overstated. Cleanliness and personal cleanliness are usually emphasised in firm workplace standards. Employees represent the facility where they work; thus, dressing professionally is not enough. Professionals need to exhibit other traits, such as flawless hygiene. Not just for its name's sake but also for the health and safety of its guests, guests, and employees, every workplace must be clean. Implementing cleanliness regulations that all parties must follow is one of the best strategies to ensure excellent workplace hygiene. In addition, workplace hygiene is critical since it backs to a healthy labour force. Happy and productive personnel is in well-being. Employees are less prone to become unwell in a healthy environment.

## 6.1.2 Why is Personal and Workplace Hygiene Important?

**Every stakeholder stays happier**

The work environment has a significant impact on an employee's job happiness. Happy and fulfilled workers are more productive and motivated to accomplish their tasks well. People do not change employment if they are happy with their current job. Instead, they stick with a facility that treats them well, resulting in lower employee turnover. Keeping the office tidy is one way to keep the employees interested.

✔ Hairs should be properly tucked inside the cap

✔ No earring or necklace/chains

✔ No outer pockets

✔ Wear neat and clean clothes

✔ No wrist watch/rings

✔ Cover all wounds

✔ Nails should be short and clean

✔ Torn clothes should be repaired or replaced

✔ Wear clogs and safety shoes

✘ Hairs coming outside the cap

✘ Earring and necklace/chains

✘ Outer pockets and contents

✘ Dirty clothes

✘ Wrist watch/rings

✘ Open and bleeding wounds

✘ Long and painted nails

✘ Torn clothes

✘ Bare foot/slippers

*Fig 6.1.1 Personal Hygiene*



**Managed Washroom Service**

**Odour Control**

**Intensive Biological Treatment**

*Fig 6.1.2 Hygiene-1*

**Facility's Image Improves**

Employees are not the only ones who roam the corridors. Clients, vendors, and investors have all been known to drop by. The last thing one wants is for them to be turned o ffby a cluttered, disorganised, and unclean office. "First impressions are lasting impressions," as the adage goes, poor workplace hygiene can give the facility a lousy first image. Not to mention the fact that language travels at the speed of light. If a client or supplier notices that the workplace is disorganised, they are unlikely to take it seriously. Instead, validate that the cleanliness and hygiene of the workplace reflect the facility's fundamental values and that people only have beautiful things to say about it. On the other side, if the workplace is unsanitary, a key guest may become ill, causing even more trouble for the facility's image.

**Helps to stay healthier**

Employee absenteeism rises in an unsanitary workplace, costing the facility a significant amount of money. Expect more and more employees to call in sick if the facility has poor sanitation. One may prevent hazardous viruses and bacteria from spreading across the office, provide a safe and healthy work setting, and decrease health risks for everybody by implementing basic work hygiene. This includes ensuring sanitary washrooms have hand-washing stations, supplies, and feminine hygiene units.



*Fig 6.1.3 Hygiene-2*

**It will prevent bacteria and viruses from spreading**

Maintaining basic cleanliness standards in the office will reduce the transmission of disease-carrying germs and viruses that can thrive in common facilities like office kitchens and washrooms. Apart from establishing cleaning standards for everybody to follow, it is also a decent idea to educate everybody on keeping the office clean and treating shared facilities with respect. Many workers are unaware that their workstations are frequent bacteria and germs, particularly their desks. A typical office desk has 400 times the germs as a toilet seat! Assist them in maintaining a sanitary work environment at all times. An unsanitary workplace full of microorganisms implies that everyone in the office is at risk of contracting a sickness. They can also share it with their families and friends. It can even cause a mini-epidemic if dealing with a highly contagious condition.

**Workplace hygiene reduces slips, trips and falls**

Suppose the workplace is being cleaned regularly. In that case, there is a very slim chance of accidents resulting in injured employees. However, a filthy office increases the chance of accidents such as slips, trips, and falls. To prevent injuries, ensure the workplace floors are cleaned regularly. In addition, appropriate mats are provided in locations where slips, trips, and falls are most probable.

- Wet-area mats will reduce slipping incidents by containing the liquid beneath them and acting as a barrier between the slippery floor and feet

- Anti-fatigue mats deliver a healthier surface for standing for the employees. This means that standing for extended periods will be less taxing on their legs, joints, and back. Fatigued individuals are more likely to trip and fall

- Dust control mats reduce the quantity of dust, filth and germs outdoors. In addition, a good mat helps by not allowing dust and dirt to turn the entrance into a slippery area



*Fig 6.1.4 Various kinds of mat*

**Best Practices to maintain personal hygiene**

The method one cares for the body is referred to as personal hygiene. This regimen includes bathing, washing, brushing, and other hygiene practices. Every day, millions of bacteria and viruses from the outside world come into touch with them. They can cling to the skin for a long time and sometimes make it unwell. Personal hygiene habits can help one and others around one stay healthy. They can also make one feel more confident.

**Toilet hygiene**

Wash the hands after using the bathroom. First, scrub with soap for 20 to 30 seconds, getting between the fingers, behind the hands, and under the nails. Then, after rinsing with warm water, wipe with a clean towel to dry. One can use an alcohol-based hand sanitiser instead of running water or soap if one does not have either. Choose one with a minimum of 60% alcohol content.

**Shower hygiene**

Showering regularly is a personal choice. However, the mainstream people will benefit from a rinse every other day. Showering with soap cleans the skin by removing dead skin cells, bacteria, and oils. Hair should be washed twice a week at the very least. Shampooing the hair and scalp removes build-up and protects the skin from irritants like oily residues.

**Nail hygiene**

Trim the nails frequently to keep them short and clean. Then, brush under them with a nail brush or washcloth to rinse build-up, dirt, and germs. Tidying the nails helps prevent the spreading of germs into the mouth and other body openings. One should also avoid biting the nails.



1 Clean Your Hair
2 Take Care of Your Teeth
3 Take Shower at least once a day
4 Use Perfume Daily
5 Clean Your Hand
6 Maintain Proper Restroom Hygiene
7 Enrol in the Personal Hygiene in the Workplace Course

*Fig 6.1.5 Ways of hygiene*

**Teeth hygiene**

Good dental hygiene is about more than just pearly white teeth. Caring for the teeth and gums is an intelligent way to prevent gum diseases and cavities. Brush at least twice a day for 2 minutes. Aim to brush after one wakes up and before bed if one can brush after every meal. Floss between the teeth daily, and ask the dentist about using an antibacterial mouthwash. These two steps can help prevent tooth decay and eliminate pockets where bacteria and germs can build up.

**Sickness hygiene**

If one is not feeling well, one should keep spreading germs to others. This comprises covering the mouth and nose when sneezing, wiping down shared surfaces with an antibacterial wipe, and not sharing gears or electronics. Also, throw away any filthy tissues right away.

**Hands hygiene**

Germs on the hands are easily communicated to the body through the mouth, nose, eyes, and ears. Hand-washing instructions:

- Before, during, and after handling  food
- Before and after eating food
- Before and after caring for someone at home who is sick with vomiting or diarrhoea
- Before and after treating a cut or wound
- After using the toilet
- After changing diapers or cleaning up a child who has used the toilet
- After blowing the nose, coughing, or sneezing
- After touching an animal, animal feed, or animal waste
- After handling pet food or pet treats
- After touching garbage

## 6.1.3 Personal Hygiene and Grooming Standards

**Personal hygiene -** Personal hygiene can be defined as keeping one's external body clean and groomed. Failure to maintain a high level of hygiene can have various consequences. Not only is there a higher chance of contracting an infection or illness, but there are also several social and psychological consequences.

**(A) Bathing**

Shower with warm water and soap every day. When the weather is warm, one might consider showering twice a day. Bathing daily is indispensable for optimal personal hygiene because:

- Bathing with soap and warm water daily helps avoid body odour by killing the bacteria that create it

- Athletes' Feet' skin infections can be prevented by gently cleaning and drying the afflicted regions daily
- Shampoo and condition the hair a minimum once a week to clean the scalp and avoid head lice
- Get home after a long day or being caught in a sudden downpour and take a warm shower with soap to remove any hazardous bacteria from the body

## How to bathe correctly?

Bathing is instead a gentle approach to cleaning the body. However, ensuring that he/she clean the entire body in the shower while having a bath is essential.

**If one is taking a bath, here is how to do it step by step:**

**Step 1.** Bring the water to the appropriate temperature. This does not imply that the shower should be scalding hot. Dermatologists advocate taking a shower in lukewarm or barely warm water.

**Step 2.** Rinse the skin briefly to moisten it before applying soap.

**Step 3.** Using the hands or a washcloth, apply bar soap or body wash to the body. Beginning at the neck and shoulders, go down the length of the body. Do not forget to use soap and water to clean the legs and between the toes.

**Step 4.** Rinse off any soap residue with a small quantity of additional water to prevent the skin from becoming dry and scaly from soap residue.

**Step 5.** If shampooing the hair, dispense a quarter-sized amount of shampoo into the palm. Focus on the scalp and nape of the neck. Applying shampoo directly to the ends of the hair is unnecessary since it will penetrate and cleanse the entire length of the hair as it is rinsed out.

**Step 6.** Next, apply conditioner to the strands to soften them. Beginning with a small amount in the palm, distribute the product evenly through the hair, paying particular attention to the ends.

**Step 7.** Change to lukewarm or chilly water for the final hair and body rinse. This will help seal conditioner into the hair follicles, stimulate blood flow, and provide a revitalising boost while stepping out of the shower.
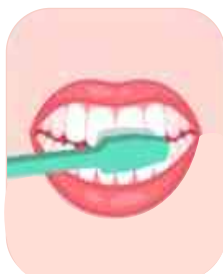
### (B) Nails trimming

Nail grooming is a simple but crucial form of self-care. Short, well-kept nails are nice-looking and less likely to harbour dirt and bacteria, which can lead to infection. Furthermore, proper nail clipping techniques can prevent frequent problems such as hangnails and ingrown toenails. Although nail cutting appears to be a simple process, there are a few procedures one should take to ensure a healthy trim.
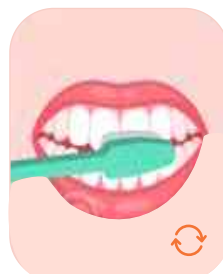
**(C) Brushing the teeth**

Brushing the teeth is most likely an activity one is already aware of how to do. After all, don't we all learn how to wash our teeth when we are young? Nevertheless, one might be amazed at many misunderstandings about how to wash the teeth effectively. Some people may have been taught something incorrectly as children. In other circumstances, mistakes crept in overtime. Therefore, knowing how to wash the teeth properly, in any event, is essential. The ten steps are listed below.
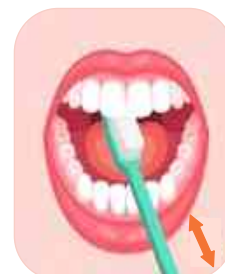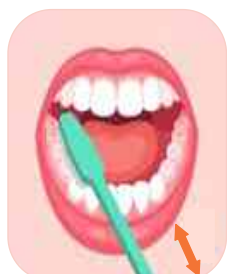


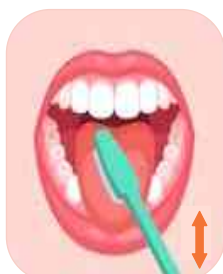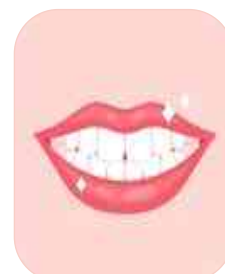| USE A SMALL AMOUNT OF TOOTH PASTE | BRUSH THE OUTER SURFACE USING UP AND DOWN STROKES | BRUSH THE OUTER SURFACE USING UP CIRCULAR MOTION | BRUSH THE OUTER SURFACE USING UP CIRCULAR MOTION |
|---|---|---|---|
| BRUSH THE CHEWING SURFACE USING BACK AND FORTH STROKES | BRUSH THE SURFACE OF the TONGUE | RINSE OUT THE MOUTH USING WATER | BRUSH THE TEETH TWICE A DAY |

*Fig 6.1.6 Oral Hygiene*

## Steps to Clean Teeth

**Step 1**    **Use the right toothbrush** - A soft-bristled toothbrush is the safest option for most people. Medium- and hard-bristled brushes may cause damage to the gums, root surface, and protective tooth enamel depending on how destructively one brushes the teeth and the strength of the teeth. Natural bristle toothbrushes should not be used since they can harbour bacteria. A tiny brush head is required to reach all of the teeth. Select a toothbrush with a grip that is comfortable in hand.

**Step 2**    **Replace old toothbrushes** - A perfect toothbrush will not last long. After only a few months of use, a toothbrush will need to be discarded. Keep an eye out for symptoms that the bristles are starting to fray. It is time to replace the toothbrush if the bristles are frayed and no longer stand straight.

**Step 3**    **Brush twice a day** - rushing once a day is far superior to not brushing at all, but twice a day is recommended. Food can turn into plaque in as little as eight hours, meaning brushing the teeth only once a day will result in much plaque on the teeth.

**Step 4**    **Use the Right Toothpaste** - One must use fluoride-containing toothpaste. Fluoride is a mineral that helps to eliminate plaque and improve tooth enamel. Toothpaste brands come in various flavours and features, such as whitening, desensitisation, and tartar control. Choose a brand that corresponds to the preferences.

| Step 5 | **Use the correct technique** - Apply a pea-sized amount of toothpaste first. Brushing the teeth in little circular motions rather than across them is recommended. Next, brush the front teeth at a 45° angle with the toothbrush. By extending the mouth wide and angling the toothbrush toward the gum line, one can clean the insides of the teeth. |
|---|---|
| Step 6 | **Be gentle** - Brushing the teeth forcefully does not imply that one is cleaning the teeth better. Brushing too hard might harm tooth enamel and gums. Brushes that become worn out soon signify that one is cleaning the teeth too aggressively. |
| Step 7 | **Brush for long enough** - Brushing the teeth too rapidly is a typical mistake, as it can be tedious. Instead, slowly work the way around the mouth, giving each area a minimum of ten seconds. Brushing the teeth ought to take about three minutes in total. |
| Step 8 | **Brush the tongue** - Yes, the toothbrush has a purpose other than brushing the teeth. Bacteria that form on the tongue are challenging to get rid of. Brushing is required because mouthwash is ineffective. Brush the entire tongue with new toothpaste, reaching as far into the mouth as one feels comfortable. |
| Step 9 | **Rinse the toothbrush** - the toothbrush will be covered in bacteria when one has finished brushing. If one does not clean the brush, the bacteria will be reintroduced the next time one washes the teeth. Leave it aside to dry after rinsing the toothbrush under the tap for a few seconds. |
| Step 10 | **Use floss** - Flossing is the part of tooth care that is frequently overlooked. Commit sure and do not make this error. Brushing the teeth is beneficial, but it cannot accomplish the job totally on its own. Small bits of food get lodged between the teeth, and the only way to get them out is to floss. In any case, once a day, floss between all of the teeth. |

Brushing the teeth is necessary for good oral hygiene. However, tooth complications can be expensive as well as uncomfortable. In addition, brushing the teeth is the only means of getting rid of the germs that make up plaque, which can originate cavities and gum disease if left untreated. Because of the importance of teeth brushing, it is a good idea to double-check that one is brushing the teeth properly.

**(C) Hand Wash**

How to appropriately wash the hands

What is the best technique to wash the hands? It is critical to keep hands clean in the current scenario with coronavirus (Covid-19) and now that flu season has returned. This process will take one back to the basics if one is unfamiliar with the 12 procedures to follow when hand washing!

Always remember that even if the hands appear clean, they might still harbour deadly pathogens. Therefore, washing hands is one of the utmost efficient strategies to avoid getting sick and transmitting germs to others.

Understanding how often and when one should wash hands is critical. Hands should be washed with soap and water at all times:

- Before one leaves the house (to keep people safe from any bacteria one may have)
- When one arrives at the destination, look around (to get rid of nasty bacteria one could have picked up from public transport, etc.)

- It would help if one did this both before and after consuming or preparing food

- One should clean the house both before and after

- Cough or sneeze after one has blown the nose

- Cleaning cuts or wounds before and after

- After one has used the restroom

- After one has fed or handled a pet

## How to wash your hands

The accurate way to wash the hands, according to the World Health Organization (WHO)

| | | | |
|---|---|---|---|
| Wet hands with water | Apply enough hand wash/soap to cover the hands | Rub hands palm to palm | Lather between fingers |
| Scrub between fingers | Rub the back of the fingers on the opposing palms | Clean thumbs | Wash fingernails and fingertips |
| Rub each wrist with opposite hand | Rinse hands with water | Dry with a single use towel | the hands are clean |

*Fig 6.1.7 Hand washing Steps*

## 6.1.4 Grooming

Grooming is maintaining a nice, tidy, and clean appearance. The way one dresses and grooms sends a statement of confidence and intelligence. Personal grooming has become an essential part of our everyday routine. A well-dressed person stands out from the crowd. Learn how to care for the skin properly and use makeup to enhance the appearance. Make a favourable impression in social interactions by grooming the self properly.

Personal grooming entails taking proper care of the body. Washing one's hands, brushing one's teeth, combing one's hair, clipping one's nails, shaving, wearing clean clothing, and showering are all necessary for one's health. In addition, personal grooming entails caring for the body in a sanitary

manner. Washing hands, brushing teeth, combing hair, cutting nails, shaving, wearing clean clothing, and showering are crucial aspects of maintaining personal health.

**Personal grooming habits - guidelines on attire & personal grooming**

1. **Corporate attire for men**

**(A). Shirts**

- The shirt should be well washed and ironed
- Avoid wearing loud colours (any dark colour - e.g. black. dark blue, dark grey) to work' White/Light colour shirts with dark pants are preferable
- Do not wear casuals; this is open to interpretation - as what is causal for me, not casual for the other
- The shirt collar and cuffs should be buttoned at all times during office hours
- Ensure the shirt is tucked in neatly, giving a bright appearance. Loosely tucked-in shirts give a very shabby appearance
- Never roll or push up the shirt sleeves during working hours
- Do not stu ffthe shirt pocket with bulky or heavy objects

**(B). Trousers**

- The trousers should be well washed and ironed
- Formal Navy blue/ Dark Brown / Black/ Grey trousers are allowed. Light coloured trousers are not considered formal attire
- They should be well-fitting and of an appropriate length - not too short so that socks can be seen when standing or too long so that they fall/fold over the shoes
- Do not stuff the trouser pockets with bulky or heavy objects

**(C). Shoes**

- Black leather shoes with laces are preferred. During monsoons, one could wear shoes of another material, but necessarily black and with laces
- Do not wear floaters or sneakers
- Keep the shoes well-polished and clean at all times

**(D). Socks**

- Make sure they are of an appropriate length (more than 4 inches) from the ankle
- Take care not to reveal bare skin when one is sifting or bending
- One should wear clean socks every day. Make sure the socks do not smell
- Ensure that the elastic at the top of the socks is firm and not loose so that the sock falls down

**(E). Tie**

- Wearing the corporate tie is a must- when provided
- The tip of the tie should touch the top of the trouser waistband and should be adjusted to suit the height
- The tie should not be too short or long
- Ensure the collar button is closed when wearing a tie
- The tie should not be worn too loose or too tight
- People with wide necks can pull off a big knot, while those with slender necks look better with more minor knots
- The narrow blade of the tie should always be well secured behind the main blade

**(F). Tying a tie**

Matching the proper knot with the right occasion and shirt collar is vital for a well-executed finishing touch. A fist-sized power knot will not look well with the slim-fit shirt and blazer. On the other hand, a flair man has more than one go-to knot. Fortunately, the three knots listed here can handle practically any sartorial situation.
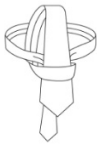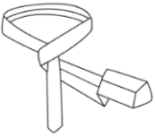
## Steps

| Step 1. | Step 2 |
|---|---|
| Place the tie around the neck. Make sure the wide end is about 1/3 longer than the narrow end. | Cross the wide end over the narrow end. |
| **Step 3** | **Step 4** |
| Loop the wide end back underneath the narrow end. | Bring the wide end over the narrow end once more. |
| **Step 5** | **Step 6** |
| He/she will have to loop now to knot the tie. Hold the front of the loop he/she has created with the index finger and thumb, and bring the wide end up behind through the neck loop. | Pass the wide end down through the loop in front. To tighten, pull the widened of the tie downwards and slide the knot up towards the neck. |

*Fig 7.1.8 Tying a tie Steps*

**(G). Belt**

- A black belt is an integral part of the corporate attire and must be worn every day

- The belt should always match the colour of the shoes

- The breadth of the belt must be 1 inch to 1.5 inches, and the buckle size should be 2 to 2.5 inches in length and 1.5 inches to 2 inches in breadth

- Ensure that the belt and buckle are of the right shape and size and not too dull, worn out or lacking in sheen

2. **Grooming and hygiene for men**

**(A). Hair**

- The hair should always be neatly combed

- Avoid fancy hairstyles, long hair or straightened hair

- Hair colour/streaking is not recommended if necessary. It should be in natural colours only (black or dark brown)

- Avoid excessive hair oil or use of hair sprays and gels with a strong odour

- The hair length should be appropriate -it should not fall over the ears or the shirt collar

**(B). Facial hair**

- Moustache: Always keep the moustache neat and well-trimmed. The length must not extend past the corner of the mouth. The outline of the upper lip must be visible pencil trim, or any styles are not considered part of the professional dress code

- Beard: One is expected to shave before coming to work every day. In case one requires maintaining a beard, make sure it is well-trimmed. For Sikhs, when using a net, make sure it is beautiful and the colour matches the turban

- Sideburns: Always keep the length of the sideburns stopping between the top of the ear or up to the middle of the ear

**(C). Hands and nails**

- Hands and nails to be maintained clean at all times

- In case of dry hands. Use a hand lotion

- Keep a hand cleanser / wet tissue

- Nails to be clean and trimmed regularly

- Nails on all fingers should not exceed 1 mm

**(D). Accessories**

Minimal accessories should be worn to ensure they do not deviate from the attire or corporate image. Some suggestions to help in selecting the accessories:

- Chain: If one wears a chain or pendant, make sure it is not visible. At most, one single chain is permitted (even if it is not visible)

- Rings: Wear not more than two rings. One on each hand. It could be a band with or without gemstones

- Earrings/studs / other piercing: Not allowed

- Bangles/bracelets: One may wear a single "Kada, or bracelets per religious customs and avoid wearing flashy bracelets

- Watches: Watches should be simple and intelligent. Black leather or steel straps are recommended. Avoid large and flashy dials or watches of fancy colours and designs

- Spectacles: Spectacle frames should be formal and smart and suit the face cur. Avoid flashy or fashionable frames

- Tattoos: Strictly not permitted. If existing, it should not be visible

3. **Corporate attire for women**

Women can choose Between Western and Indian Attire Western attire

**(A). Shirt**

- The shirt should be well-washed and ironed.

- The shirt collar and cuffs should be buttoned during office hours

- Never roll or push up the shirt sleeves

- The shirt should not be tucked into the trousers

- Wear shirts that fit right

- White / Light colour full sleeve shirts are acceptable

**(B). Trousers**

- The trousers should be well washed and ironed

- Formal navy blue / Dark Brown / Black / Grey trousers are allowed

- Trousers should have flat front and side pockets

- They should be well-fitting and of an appropriate length - not too short so that socks can be seen when standing or too long so that they fall/fold over the shoes

**(C). Indian attire**

- Saris should be worn with style and comfort. Sari should be well ironed and draped neatly

- Always pin up the sari so that one can carry out the work with ease

- The pallu should always be pleated over the shoulder and should never be left loose

- The length of the sari should be longer to show only the tip of the toes

- Do not use bright or chunky jewellery

### (D). Salwar kameez

- The salwar kameez should be well ironed and stitched
- It should be of a comfortable fitting
- Simple salwars / churidars are recommended. Should also mention dupattas - when they are supposed to be worn/not worn

### (E). Dupatta

- Dupatta should be neatly folded and pinned across the shoulders

### (F). Footwear

- Shoes should be black
- They should be well maintained and polished at all times
- Close-toed footwear is recommended to be worn with western attire and salwar kameez
- Open shoes/sandals may be worn with the sari
- Heels should be no lower than 1 inch and no higher than 2.5 inches, preferably block heels
- Avoid pointed-toe shoes, boots and high heels
- Stockings/ socks, if required to be worn, must be only of skin colour

### (G). Accessories

- Chain: If one wears a chain / mangalsutra and pendant, make sure it is not visible. At most, one single chain is permitted. Avoid trendy necklaces containing large stones etc.
- Earrings: Earrings should be simple and small. Wear a single pair of earrings. Silver, gold or pearl studs are recommended. In the case of multiple piercings, only small studs are permitted. Long dangling earrings or matching colours are not permitted
- Rings: Wear not more than two rings, one on each hand. It could be a band with or without gemstones. Rings should be simple in design and size. Avoid wearing artificial rings as it gives a casual appearance
- Bangles / Bracelets: Bangles look good only with saris or salwar-kameez. Avoid wearing flashy bracelets or coloured bangles. Two bangles or one bracelet, in gold or silver, is acceptable. Ensure the bangles/bracelets do not make noise
- Payals / anklets: Maybe worn based on individual preference. payals and anklets go well with Indian attire and must not be worn in western attire. To be worn on both feet. They should not be heavy and jingling or noisy
- Nose-ring: Studs may be worn as per individual preference. One small and straightforward diamond or gold stud is permitted. Nose rings should not be flashy or attract too much attention
- Toe Rings: May be worn based on individual preference. It should not be flashy or fancy. To be worn only if necessary and not as a fashion statement

- Other piercing: Not permitted

- Spectacles: Spectacle frames should be formal and smart and suit the face cut. Avoid flashy or fashionable frames. In case if wearing contact lenses, ensure they are comfortable. They do not cause any harm or irritation to the eyes. Coloured contact lenses are not permitted.

- Tattoos: Strictly not permitted. If existing, it should strictly not be visible

- Watches: Watches should be simple and intelligent. Leather or steel straps are recommended. Avoid large and flashy dials or watches of fancy colours and designs

4. **Grooming and hygiene for women**

**(A). Hair care & hair style**

- Neatly tied hair goes very well with any corporate attire.

- For well-maintained hair, it is essential to have it trimmed every six to eight weeks

- Long hair to be pulled back at all times - in a single plait

- Short hair to be neatly held back with clips and bands

- Hair should not be falling over the eyes and face

- Avoid using excessive hair oil or use of hair sprays and odour

**(B). Hair colour**

- Streaking and hair colouring is not recommended

- If required, colouring should be done in natural colours or at most one or two shades lighter/ darker than the natural colour

**(C). Hair accessories**

- All hair accessories to be black only and small/ medium in size

- There are fancy or flashy accessories (clips, clamps, rubber bands) of different colours, sizes and designs not recommended

- Use of gajra / flowers in the hair is strictly not recommended

**(D). Hands and nails**

- Hands to be maintained clean

- In case of dry hands, keep hand lotion

- Keep a hand cleanser /wet tissue always

- Nails to be cleaned and trimmed regularly and painted

- Long nails should not be more than 3 mm above the fingertip

- Long nails to be filed/shaped and painted at all times

### (E). Makeup

- Basic makeup is a must for office wear
- Makeup should give a natural appearance. Stick to colour shades of brown or light pink
- Do not use shiny eyes or facial make-up
- Use makeup of good brands to avoid skin allergies and rashes
- Employees need to look best at all times during work hours. It is suggested that one re-applies the makeup and do the hair at regular intervals during a day

### (F). Eye shadow

- To give an enhanced look to the eyes, by applying it in between the eyebrow and eyelashes
- Use only those shades which are recommended to be used in the industry

### (G). Eyeliner

- It is applied to highlight and enhance the eyes
- Only black liner is recommended
- Eyeliner should be of medium thickness

### (H). Lipstick

- To add colour and radiance to the face. It should be applied evenly without blotting
- For office use. One is allowed to wear only shades of brown, depending on the complexion

### (I). Bindi

- Bindi goes well with sari or salwar-kameez
- Do not wear bindi with western attire
- Regular round medium-size maroon bindiis permitted. Avoid fancy, flashy, multi-coloured and large size bindis

### (J). Sindoor

- Small sindoor, maroon in colour is recommended

### (K).Nail polish

- Nails should be painted at all times
- Use of natural colours and light colours is recommended
- Nails should be painted at regular intervals to avoid chipping
- Avoid bright colours and nail art

**Dos & Don'ts**

- Corporate attire should be worn only on duty
- No alterations or variations of the corporate attire in fabric or design are permitted unless specifically authorised
- Employees must keep their corporate attire in good condition
- The corporate attire must be worn in its entirety and must be clean
- The corporate attire will at all times be the property of the facility

**The male professionals need to:**

- Shave daily/Trim moustache or beard
- Comb hair properly
- Wear crisp, wrinkle-free shirts and well-fit trousers
- Wear a mild perfume
- Trim nails

**The female professionals need to:**

- Make sure your hair is pulled back in a nice ponytail or bun.
- Wear flats to work Contradicts previous page information which says that women can wear heels
- Wear minimal and light make-up
- Get rid of facial hair
- Smell good
- Clean the hands' feet and take care of the finger as transparent nail paint
- Minimal accessories should be worn to ensure that they do not deviate from the attire or corporate image
- It is recommended that the outfit is of a subdued colour.

**Do's and Don'ts**

a. **Smile:** - A warm smile always helps the consumer to open up. It makes the guest feel important and comfortable knowing someone genuinely cares about their needs.

b. **Listen:** - Active listening is key to success in hospitality. When one actively listens to a guest, one can understand what they need, demonstrate that one hears them, and proactively address the situation. By solving a problem for them, one can make them happy, cultivate loyalty, and win praise.

c. **Stand straight**: - While standing, the body should be upright, chest, abdomen, eyes   flat as the mouth Wiebe face smiling the arms hang down naturally or in the body before the cross on the right and the left in order to maintain the provision of services

d. **Friendly and polite:** - When one is friendly and polite, truly sincere in trying to understand

and care about the guests, the guests will likely behave positively toward one in the same way. Even when guests become angry, they calm down and begin to respond kindly when they encounter proper courtesy.

e.   **Helpful:** - By helping our guests succeed–identifying and eliminating problems, helping them address new opportunities, or helping them grow and advance, we achieve our goals. Absent this, it pushes a rope up a very steep hill.

f.   **Sound sleep:** - It is no secret that sleep plays an essential role in good physical and mental health. Sleep deprivation can leave one feeling irritable and exhausted in the short term. However, it can also have serious long-term health consequences as well. A lack of sleep has been related to several adverse health outcomes, including depression, heart disease, and type 2 diabetes.

g.   **Visit a dentist every six months:** - Regular dental checkups are essential for maintaining healthy teeth and gums. The American Dental Association recommends a visit to the dentist at least once a year, but making an appointment once in six months prevents a host of oral-related problems.

**Don'ts**

1.   **Chewing gums:** - Smacking and blowing gum bubbles is a distraction in the workplace. Making smacking sounds or other obnoxious noises that disturb people is not acceptable.

Gum chewing like this is the same as eating food with the mouth open. The facility partners and guests are likely to have high expectations and expect the brand to give it their full attention and devotion (and its employees). Employees who work with such guests chew gum, making them worry about paying attention. It provides the appearance that the workers are unfocused and uncommitted. When dealing with clients who have urgent requests or inquiries, sta ffwho chew gum appear relaxed rather than serious, which may cause problems. People who engage with someone can hear and see the gum in the mouth while talking. They should not have to; talking with a mouth full of food is like talking. It is revolting.

Furthermore, gum-chewing at work can result in many stamped-in discarded gums on the carpet, behind desks, and walls, quickly becoming problematic for businesses and deleting the workplace atmosphere. Chewing gum is a no-no in guest service; remember that an organisation's personnel always represent the brand. Gum chewing when talking with clients is considered unprofessional and unpleasant. It gives an unfavourable impression of the facility.

2.   **Chewing tobacco: -** Chewing tobacco is not a safer alternative to smoke and poses significant health risks, including addiction. When one thinks about the dangers of tobacco, the mind probably jumps to cigarette smoke. However, while smoking tobacco is dangerous, ingesting it in other ways, like chewing it, can be equally harmful.

- Do not look at the phone during meetings; do not put the phone on the lap; concentrate on the person who requires the attention, such as a guest, client, co-worker, or boss

- Keep the phone out of sight and the calls confidential

- When one is at work, do not get into phone fights

- Turn off the device

3.  **Fold arms:** - Stand upright, do not fold the arms in front of the guest

4.  **Fold sleeves:** - Long-sleeved shirts worn with an intelligent business dress/uniform must not at any time be 'rolled up' from the cuff. Except for certain duties

5.  **Smoking**: - Smoking causes foul odours, smelly breath, stained teeth, chronic coughing, yellow fingernails etc., all of which can be detrimental to workability and professional appearance.

6.  **Picking teeth, nose, or ears**: - Picking the nose, ears, teeth, scratching the body parts, picking at the feet, and so on may be sometimes required. On the other hand, the lazy person cannot take care of this business in a private location, such as a bathroom. While it may feel fantastic to the perpetrator, it is revolting to see. Furthermore, scratching repeatedly will aggravate the situation and result in more itches that need to be rubbed. It is a terrible habit that must be broken if one wishes to be respected.

7.  **Burping loudly**: - Burping is not considered impolite in and of itself. However, it is impolite to announce that one is burping with that sound and scent to everyone nearby. In a nutshell, it is a loud burp in a public area.

8.  **Rearranging**: - Rearranging hair or clothes in guest contact areas should be avoided at all times.

## UNIT 6.2: Apply Precautionary Health Measures

## Unit Objectives ⌖

**At the end of this module, the participant will be able to:**

1. Describe the standard operating procedure for handling tools, materials, and equipment.

2. State the importance of safety management programs.

3. Outline the purpose and usage of various Personal Protective Equipment (PPE) required at the workplace.

4. Explain the importance of preventive health check-ups organized by the facility.

5. Describe the causes of risks and potential hazards in the workplace and ways to prevent them.

6. Identify different safety warning signs and labels at the workplace.

7. Discuss ways to identify hazards at the workplace.

8. List the components of the first-aid kit.

9. Explain the procedure to report accidents and other health-related issues as per SOP.

## 6.2.1 Personal Protective Equipment (PPE) is Compulsory at the Workplace

PPEs are used to guard people against harm. Reduce exposure to hazards that could lead to severe industrial injuries and illnesses.

These injuries and diseases can be caused by chemical, radioactive, physical, electrical, mechanical, and other job hazards. Gloves, safety glasses, shoes, earplugs or muffs, hard helmets, respirators, coveralls, vests, and full bodysuits are examples of personal protection equipment.

1. **Safety for the Head**

   Helmets provide safety and can help avert head wounds. Choose a tough helmet that is suitable for the job. Many attractive designs are available these days, with extra features like an adjustable inner harness and comfy sweatbands.


*Fig 6.2.1 Safety Helme*

2. **Protect the Eyes**

   The eyes are the most multifaceted and delicate organs in our bodies. Unfortunately, over 600 people have injured their eyes at work worldwide. These wounds could be avoided using a decent pair of safety glasses. If Has anyone ever been exposed to infrared or bright light? Then welding goggles or a shield are the best options for safety!


*Fig 6.2.2 Safety Goggle*

3. **Hearing Protection**

   Does anyone have to work in an atmosphere with much noise? In that situation, it is critical to think about hearing protection. Earplugs are more pleasant, but earmuffs are more practical in the shopfloor since they can be put on and taken off fast

*Fig 6.2.3 Noise Protection*

4. **Maintain a Good Respiration**

   Wearing a mask at work is not a luxury, especially when working with hazardous products. For example, 15% of EU employees inhale vapours, smoke, powder, or dust. Dust masks protect from fine dust and other potentially harmful particles. Use a full-face mask if the ingredients are harmful. This clings to the face, keeping harmful particles from the nose and mouth.

*Fig 6.2.4 Respiratory mask*

5. **Wear the Correct Gloves to Protect the Hands.**

   Hands and fingers frequently hurt; thus, proper protection is essential. Depending on the industry, one can choose from different gloves for various purposes. :

   • Protection from vibration.

   • Protection from severe cuts caused by sensitive materials.

*Fig 6.2.5 Safety boot*

   • Protection from the cold or heat protection against bacterial hazards.

   • Defence against diluted chemical splashes.

6. **Protection for the Feet**

   The feet, too, require robust protection. Heavyweight protection is best provided by safety shoes (types Sb, S1, S2, or S3) and boots (types S4 or S5). An antiskid sole comes in handy when working in a wet environment, especially when one considers that tripping or sliding accounts for 17.2% of all industrial accidents. A shoe claw should be used in slick circumstances like snow and ice. Unique socks can provide extra comfort.

*Fig 6.2.6 Visibility jacket*

7. **Wear the Proper Job Attire**

   It is vital to avoid mistakes in a crowded workshop. That is why having sufficient visibility at work is critical: a high-visibility jacket and pants made of a durable fabric can help prevent accidents. However, there are many variants for different applications, like several versions for varied hand protection.

## 6.2.2 Safety Management Programs

A safety management program aims to reduce dangers before they cause catastrophic incidents.

Ten steps are the establishment of an effective safety management program:

1. Examine work methods and work environments for potential safety concerns

2. Inform department heads about the types of hazards and how to avoid them

3. Put together a safety committee

4. Keep detailed safety records

5. Conduct in-house safety checks regularly

6. Teach employees about the need for safety awareness

7. Encourage employees to be safety mindful

8. Carry out a thorough examination and investigation of all incidents and injuries

9. Maintain a safety management system and track follow-ups

10. Evaluate the efficacy of the safety management system

**3 Es of safety**

Employee safety can be ensured by adhering to the three Es of safety: safety education, safety engineering, and enforcement of safety rules.

**Safety education**

Sta ffmust be trained to think and act safely for safety programmes and policies to be effective. The best time to begin training employees about safety is during their onboarding process. As a result, they are well-versed in the establishment's safety laws and standards before beginning their work. Employees should be reinvigorated to develop innovative ways to incorporate safety into the facility's operations. The best ideas should be implemented and recognised.

The following should be ensured during training:

- Teaching safe practices while emphasising possible dangerous areas and how to avoid them

- Demonstrating how to operate the safety equipment that has been put in the facility. Also, where and how to use first-aid supplies

- Instilling in people the ability to recognise danger warnings in their environment

- Instructing employees on the legal ramifications of failing to follow safety procedures

**Safety engineering**

Safety engineering entails incorporating safety features into the establishment's structure, such as equipment, furnishings, fixtures, and their proper placement within the area. The equipment used by housekeeping personnel should be chosen with safety in mind.

**Safety enforcement**

Enforcers of safety Rules are ineffective if they are not followed or enforced. Knowing about safety themes and procedures is not enough; motivating people to put what they have learned into practice is even more crucial. Because it does not come naturally to all employees, it must be enforced through rules and practice.

**Occupational safety and hazards standards**

Enforcers of safety Rules are ineffective if they are not followed or enforced. Knowing about safety themes and procedures is not enough; motivating people to put what they have learned into practice is even more crucial. Because it does not come naturally to all employees, it must be enforced through rules and practice.

**Common hazards**

People may think working in a comfortable, climate-controlled office is safe and hazard-free. However, there are many risks to safety and health. Slips and trips are the most prevalent office mishap, resulting in the most injuries. In addition, other office hazards include sprains and strains, poor workstation ergonomics, indoor air-quality issues, insufficient or excessive illumination, noise, electrical hazards, and random acts of violence.

Slips, trips, and falls are frequently caused by unattended spills, wet floors, exposed wires, unstable work surfaces, uneven floors, loose rugs, and crowded places. Outdoor slip risks are created by inclement weather conditions such as rain, snow, and ice on external steps, ramps, walkways, and entry and departure areas. Electrical and telephone cords should be secured and not stretched across aisles or walkways. Carpets should not be frayed or buckled.

**Ergonomic Injuries** - Many hours a day are spent seated at a desk, working on a computer, resulting in ergonomic strains and other posture and repetitive movement ailments. Unfortunately, these kinds of dangers are often challenging to spot.

- With the body straight, place the chair, keyboard, and monitor
- Maintain a neutral, relaxed posture
- Adjust the chair to provide sturdy back support when one sits up straight
- Allow the arms to dangle freely at the shoulders
- While typing, keep the elbows at a 90-degree angle

Utilize an adjustable keyboard tray to properly place the keyboard and mouse (usually lower than the desk surface). Keep the mouse adjacent to the keyboard and as close to the body as possible to avoid reaching. The feet are firmly planted on the ground by adjusting the chair's height.

**Eye strain** - Spending a considerable chunk of the workday at a computer might create eyestrain. As a result, workers' eyes may get dry and inflamed, and they have difficulty focusing.

Eye strain can be reduced by placing monitors slightly below eye level, reducing screen glare, and increasing the computer font size.

**Indoor air quality** - Occupational asthma and other respiratory illnesses, chemical sensitivities, and allergies have all increased due to poor indoor air quality. Proper ventilation, heating, and air conditioning system maintenance, cleaning, and filtration can considerably enhance the air quality in the office. In addition, respiratory irritants, infections, and diseases will be reduced due to this.

**Safety awareness and accident prevention**

At all establishments, a continuous programme of safety awareness should be implemented. All institutions' management should know the regulations governing safe working conditions. It should be worried about its employees' safety. To enhance awareness regarding safety, all employees should get periodic training. Every employee should be aware of the potential dangers in their departments.

All department managers must ensure that staff follow safe work practices, instantly remedy unsafe conditions, and take the appropriate time to complete tasks to avoid accidents caused by haste. All housekeeping personnel should follow a detailed list of safety standards developed by the executive housekeeper.

**Elementary procedures for the prevention of accidents**

Accidents can be avoided by following the principles listed below

- When using any cleaning equipment, always follow the manufacturer's recommendations
- After distributing cleaning chemicals, promptly and securely replace the caps
- Cleaning agents should be labelled
- Maintain a clean and dry floor
- While cleaning, place caution signs throughout the area
- Before touching plugs, sockets, or electrical fittings, make sure the hands are parched
- Mark any equipment that is not working as 'out of order.'
- Carefully dispose of trash
- Never put cigarette butts or sharp objects in the trash bag carried by the room staff
- Carefully open and close doors
- Carefully clean up any broken glass

**Measures to be taken in case of an accident**

When a hotel guest or employee has an accident, the following protocol should be followed:

- Check if the victim requires any assistance with the help of another person
- Notify the appropriate manager as soon as possible
- Then, if he/she is trained to do so, either administer first aid or seek assistance from trained personnel
- If necessary, transport the person to a hospital right away. If the injury is severe, an ambulance should be summoned. Until the ambulance arrives, take all essential first-aid steps
- Fill out the accident report form and provide it to the appropriate manager.

**Different Safety Warning Signs and Labels at the Workplace**

A visible instruction from a safety sign gives a clear indication. As a result, it lessens the likelihood of accidents among employees and non-employees, creating a safer working environment.



*Fig 6.2.7 Safety Warning Signs*

These types of signs represent one of three hazard levels:

1.  **Danger Signs** – Identify any urgent dangers that, if not averted, could result in severe harm or even death. Warning placard for corrosive materials

2. **Warning Signs** – Indicate a hazard level between caution and danger, indicating a risk that could make upshot in severe injury or death if not avoided.

3. **Caution Signs** – Indicating potentially dangerous scenarios that, if avoided, could result in a minor to severe injury, this level of risk represents the lowest possible level of danger.

   Of course, safety signs encompass far more than hazard levels. The industrial safety signs listed below outline the primary function of different signs. However, they note that they are not necessarily mutually exclusive. Sometimes, certain symbols or messages can be used on other sign types, creating a dual-purpose sign. Other safety sign types include:

   Biological Hazard Signs – Identifies objects (tools, equipment, and containers) that are contaminated with "viable hazardous agents" that offer risk or prospective harm to a person's well-being and can be used to indicate the actual presence of a biohazard or the potential presence of a biohazard.

4. **Notice Signs** – Used to convey general information about a piece of equipment, a building, a location, or a machine. These warning indicators are linked to activities not directly related to personal injury.

5. **General Safety Signs** – Important safety instructions and procedures, such as regulations and practices for first aid, cleanliness, housekeeping and medical equipment, are communicated using this method.

6. **Fire Safety Signs** – As previously mentioned, industrial safety signs are frequently used to mark the location of emergency equipment, such as fire extinguishers. These signs do not provide instructions for using safety equipment; instead, they identify the location of emergency equipment so that life- saving equipment is readily available in the event of a crisis.

7. **Admittance Signs** – Declare who has permission to enter certain places or sites. Admittance signs are frequently used alongside other signs; for example, an admittance message could be placed on a warning, caution sign, or any other type.

8. **Safety Symbols** – While safety symbols can be used on their own (if they are sufficient to convey the message), they are frequently combined with other sign kinds to offer a visual representation of a hotel's written content and notifications. These symbols cover everything from essential or banned behaviours to repercussions and directions and the impacts of interacting with hazards such as chemical exposure. Furthermore, safety symbols can visually depict a sequence of occurrences.

9. **Surround shapes** – Hazard alerting, obligatory activities, prohibition, and information are all included in the surrounding shapes. This is because they are often used to quickly convey a safety sign's primary purpose. At the same time, other elements provide more detail regarding the specific messages. For example, the shape's prohibition is required for signs that communicate prohibited actions. Most people recognise this shape as a circle (red or black) with a diagonal slash.

*Fig 6.2.8 Safety Warning Labels in Premises*

## 6.2.3 Firefighting and Fire Prevention

1. **The fire triangle**

    a. **The fire triangle** - The fire triangle (also recognized as the combustion triangle) is a scientific idea that applies to everyone. Knowing how fires sustain themselves is vital background information in scenarios where one may need to employ fire safety equipment. This chapter will cover the fire triangle and the lesser-known fire tetrahedron to help the candidates understand what keeps a fire going. The fire triangle consists of the three elements required to start and maintain a fire. Heat, fuel, and oxygen are the three components of a fire triangle. The fire triangle will collapse, and the flames will be quenched if only one of these components is removed.



*Fig 6.2.9 Fire Triangle*

    Let us have a look at each of these components:

    i. **Heat -** For ignition to occur, a heat source is required, and different materials have varying 'flashpoints,' or the lowest temperature at which they ignite. Unfortunately, combustion reactions generate heat as they burn, raising the temperature of the fuel even further. Water can cool the heat produced by some types of fire.

    ii. **Fuel -** There cannot be a fire if nothing is to burn. Paper, oil, wood, and fabrics are flammable items in homes and businesses. Any of these can be used to start a fire. Some materials are more prone to burning than others. Because fuels are

the most challenging side of the fire triangle to remove, it is best to store them properly to avoid creating a fire hazard.

iii. **Oxygen -** Because oxygen (an oxidising agent) combines with the burning fuel to release heat and CO2, it is required to keep the combustion reaction going. Because oxygen makes up 21% of the atmosphere, plenty is available to start a fire if the other two components are present.

Suffocation is caused by fire blankets and sure fire extinguishers, which remove or dispense the oxygen side of the triangle, producing suffocation and stopping the combustion reaction.

b. **Fire triangle facts**

- The oxygen in the normal air is 21%

- Fuel may contain oxygen

- Fuel can be solid, liquid, or gaseous

These flames are fueled by rubbish, wood, paper, or other common flammable materials

- Class A - Trash, wood, paper, and other common combustible materials fuel these fires

- Class B - These are fires with flammable or combustible liquids as their cause

- Class C - These are fires concerning electrical apparatus

- Class D - These are fires with certain flammable metals as the fuel source.

c. **Fire safety is essential**

If fire hazards are identified and reduced, fires can be avoided. The following are some dangerous practices that could result in a fire:

- Guests who smoke in their beds

- The facility does not provide sand urns or enough proper ashtrays in the rooms or public areas

- Lamps with high-wattage bulbs

- Leaving the doors to the linen chute open

- Keeping rags and towels with cleaning polish residue on them

- When electrical appliances are not in use, they are not unplugged

- Using electrical equipment or sockets that are defective

Each establishment must perform fire drills regularly and ensure that all employees attend to know what to do in the occurrence of a fire.

**Fire warning systems**

These can be manually operated devices powered by electricity, automatic fire detection systems, or a combination of both. The following are the typical components of such systems:

**Fire alarms**



*Fig 6.2.10 Fire Alarms*

Smoke, heat, sprinkler systems, and pull stations can trigger these alarms. The most prevalent fire alarms use pull stations in corridors and near elevators to activate them. The pull alarms are red and have a glass panel that must be broken to activate the alert.

Whether small, medium-sized, or large, the organisation needs an effective alarm system that conforms to fire and safety requirements. Fire alarms provide an early warning of a fire before it spreads out of control, saving lives and property.

**Sprinklers**

Most facility places have them, notably in corridors and rooms. They are suspended from the ceiling and spray water when the temperature increases above a specific point.

When a fire breaks out, the air swiftly heats up, rising towards the ceiling and activating the sprinkler system. The device is made from a glass bulb filled with a glycerin liquid that swells when exposed to high temperatures. The liquid expands, shattering the glass and triggering the sprinkler connected to a water supply. Pressurised water surges when heat is detected in the pipe system, drowning the the flames and preventing re-ignition.



*Fig 6.2.11 Sprinkler*

A fire pillar hydrant is an essential feature of any fire protection system since it connects to a water source in an emergency. It is a column-shaped structure that distributes pressurized water to firefighters during the fire- fighting procedure. Fire pillar hydrants must be available and evenly spaced in public spaces to draw the required water. Although they may not be used for a long time, they must be tested regularly to ensure their effectiveness in the event of a fire. Then, if necessary, firefighters unscrew the valve cover with a wrench, and water runs into the hose, battling the flames.



*Fig 6.2.13 Fire pillar hydrant*

**Fire hose cabinets**

The fire reel hose cabinet is a steel box that stores needed fire equipment in public places and buildings. It is made to keep the fire hose rack assembly, fire extinguisher, and fire hose reel safe from vandalism and trash. Thanks to its high-quality steel, ease of installation, and modest footprint, the fire hose cabinet is a must-have in every building or organisation.

*Fig 6.2.14 Fire hose cabinets*

**Water fire extinguisher**

Water-Fire Extinguishers are the most cost-efficient and effective approach to combat Class A fires caused by solid items such as paper, wood, and other materials. A water extinguisher works by spraying a jet of water at the firebase, cooling the flames and preventing re-ignition.

**Beam detector**

*Fig 6.2.15 Water fire extinguisher*

A Beam Detector is a smoke detection device that uses a projected light beam to detect smoke. The optical beam detector does not detect smoke until it reaches the ceiling-mounted device. The detector is linked to a security system. The warning sounds when the device detects a break in the light beams. The beam detector is used in high-ceilinged areas like movie theatres, basketball arenas, and other venues.

**Smoke detectors**

*Fig 6.2.16 Beam Detector*

Smoke is what sets them off. Photoelectric and ionisation detectors are the two types of smoke detectors available. When smoke blocks of light emanate from the detector, photoelectric detectors sound an alarm. The alarm sounds in ionisation smoke detectors when the detector detects a change in electrical conductivity between plates.

**What to do in case of fire emergency**

*Fig 6.2.17 Smoke Detector*

a. **When someone notices a fire**

1. Turn on the nearest fire alarm right away.

2. If feasible, use appropriate equipment to extinguish the fire, remembering to aim the extinguishers at the flames' root. If there is a danger of personal injury, do not attempt to put out a fire.

3. All windows should be closed, and all electrical appliances, including fans and lights, should be turned off.

4. Shut the door to the affected area and get directions from the immediate supervisor.

5. Follow the fire-escape route directions.

6. The route to the nearest fire escape should be planned and displayed in each guestroom in a prominent location where guests will most likely notice it.

7. For a roll call, report to the departmental fire representative. The housekeeper on duty should double-check the list of on-duty personnel (in the form of duty rosters) to ensure that everyone is present.

8.   Remain at the assembling location until otherwise instructed.

9.   Do not use the lifts at all.

**b.   When someone hears a fire alarm**

Someone must respond quickly if they hear a fire alarm. Never assume it is a false alarm; the longer he/she waits after hearing a fire alarm, the less time he/she will have to get the self and the loved ones out of the building. Even if it is a simulated drill at work or a location he/she visits, he/she must participate enthusiastically. In the occurrence of an emergency, this knowledge could save a life.

**Decide immediately**

In the event of a fire alarm, he/she must quickly decide whether to evacuate the premises or remain within. The choice could be life-changing, and it is primarily determined by the situation in which one finds one's self. Most of the time, escaping a fire-damaged structure is the best option. However, if he/she has not safely departed the building or if the exit is blocked, he/she must be prepared to combat the consequences of fire, such as smoke andflames, until specialists rescue him/her.

- Could someone not attempt to put it out in the event of a massive fire?

- Make a beeline for the assembling place

- Elevators should not be used

- If one has time, close doors and windows

- Do not attempt to re-enter the burned-out structure

- It is critical to be aware of a building's fire exits

**To survive a building fire:**

- If anyone gets caught in the smoke, he/she must get down and crawl while taking tiny breaths via the nose. Near the  floor, cleaner, cooler air will circulate. "Get low and go!" as the saying goes.

- Feel the door knob or handle before opening: Feel the door knob or handle before opening any doors. Do not open the door if it is hot outside. If it is chilly outside, open the door slightly; if it is hot or there is much smoke, shut the door and stay in the room. Please contact the campus police and let them know where he/she is.

- If the nearest escape is blocked by fire, heat, or smoke, move to a different exit. When evacuating from higherfloors, always use exit stairs rather than an elevator. Elevator shafts can block smoke, or the electricity may go out, trapping one inside. If the stairwell doors are closed, they will keep the fire and smoke out and protect him/her until he/she gets outside.

**If someone gets trapped:**

- Keep the doors shut and seal any gaps or vents if smoke gets in. If there is no smoke outside and one is in a room, open the windows slightly at the top and bottom if possible. This allows heat and smoke to outflow from the top while allowing fresh air to enter from the bottom.

- Help is needed: To draw the attention of the fire department, hang an article out the window (a bed sheet, jacket, or shirt). Then, call emergency and report that campus police if a phone is available. Give the fire department the room number and exact location to get help.

- If all exits from a floor are impassable, return to the room, close the door and seal the breaches, open the windows if it is safe, and ask for aid or phone the fire department. Try to maintain the composure until the fire department arrives to get saved.

**If someone is on fire:**

- Rolling suffocates the fire by stopping, dropping, and rolling. Stop, drop, and roll wherever he/she is if the clothing catches fire. Cover the face with the hands to protect the self from more burns. Cool burns by immediately running cool (not cold) water over them for 5-10 minutes. Ointments should not be used. Notify medical personnel as soon as possible.

**Prevention/protect the self**

- Participate in fire drills: Fire drills are held once a semester in residence halls to familiarize the residents with the sound of the building's fire alarm system, emergency exits that he/she may not use regularly, and the location of the building's rally point. Knowing where additional exits are is critical if the primary escape is blocked before an emergency. Everyone should be aware of two options.

c. **After a fire emergency**

- Call 108

- Provide first assistance as necessary; cool and cover burns to prevent further injury or infection

- Notify the friends and relatives that one is safe

- People and animals that have been critically injured or burned should be taken to a medical or veterinary facility as soon as possible

- Stay out of fire-damaged properties until the local fire department says it is safe to get back in

- Secure the property and prevent further damage

- Collect damage information

- Clean, undamaged items and move to safety

- Remove smoke and soot throughout the building

d. **P.A.S.S. the fire extinguisher**

Most fires can be quickly put out with portable equipment in the early stages, but only if they are readily available and the user knows how to use them. The reaction time from the moment the fire is discovered is critical. A minor, easily controlled fire will grow in size and severity if time is wasted looking for a suitable fire extinguisher and reading the operating instructions. The fire will spread out of control, endangering both people and property.

*Fig 6.2.18 PASS acronym*

Using a fire extinguisher can be daunting, particularly if unfamiliar with using one properly. Fortunately, there is an anagram to help one remember the four simple steps.

- Pull: - Pull the pin. There is a tiny pin that stops the fire extinguisher from mistakenly being utilized; what one has to perform is pull it out and proceed on to the next step.

- Aim: - Aim the nozzle of the fire extinguisher low at the base of the fire.

- Squeeze: - Squeeze the trigger where the pin was pushed out. Remember to squeeze it slowly and evenly to get the most out of it.

- Swipe: - Swipe from side to side to cover all areas the fire may have spread to.

Move the fire extinguisher backwards and forward comprehensively until the fire is entirely out. Operate the extinguisher from a safe distance, such as a few feet away, and then go closer to the fire as it begins to fade. Read the instructions on the fire extinguisher carefully because different fire extinguishers advocate operating them from different distances. Remember to aim for the fire's base, not the flames

### e. Fire-fighting equipment

Firefighting equipment should be operated by staff who have been trained. Simple firefighting equipment like buckets of sand and water, fire blankets, hose reels to more complicated fire extinguishers are available. Water buckets should be regularly checked for adequate water levels, while sand buckets should be kept dry. In a fire involving electricity, water should not be utilised.

**Fire extinguishers can be of numerous types:**

**Dry powder** is usually designed to be used in various situations with various fires. They use compressed, non-flammable gas as a propellant and incorporate an extinguishing agent.

**Dry chemical foam** is mainly used on flammable liquids, oils, and fats but can also be used for other things.

**Halon/vaporising liquid** includes gas or flammable liquid that prevents chemical reactions when burned fuels. Because there is no residue to clean up, this type of extinguisher is frequently employed to safeguard valuable electrical equipment. The range of halon extinguishers is usually 4-6 feet. The first application of halon should be made to the fire's base, and it should be continued even after the flames have died out.

The **BCF** (bromochlorodifluoromethane) extinguishers are now banned as chlorofluorocarbons harm the protective ozone layer.

**Water-gas or soda-acid extinguishers** only use on Class A (wood or paper) fires since they contain water and compressed gas.

**Carbon dioxide** class Band C (liquids and electrical) fires are the most effective with CO2-based extinguishers. However, these extinguishers are only helpful from a distance of 3-8 feet since the gas disperses quickly.

**The carbon dioxide** is kept in the extinguisher as a compressed liquid, cooling the surrounding air when released. Ice will often form around the 'horn' via which the gas is ejected from the extinguisher as it cools. Continue to apply the agent even if the fire appears out because it may re-ignite.

## 6.2.4 Importance of Preventive Health Check-ups Organized by the Organization


*Fig 6.2.19 Preventive Health Check-up*

- A frequent check-up can be used to determine one's overall health

- The chance of experiencing chronic medical disorders is reduced when potentially life-threatening health conditions or diseases are detected early

- Increases chances for treatment and cure. Regular check-ups help doctors diagnose the disease early, making the treatment more effective

- Reduced risks and complications by constantly monitoring existing medical disorders — A regular blood sugar and cholesterol test, for example, can inform one how likely one is to develop diabetes or high cholesterol in the future

- Overtime reduces healthcare costs as, through timely check-ups, one can avoid costly medical services

- Prevent health problems - a regular blood sugar and cholesterol check, for example, can inform one whether one is at risk of acquiring diabetes or having high cholesterol in the future. Additionally, specialists recommend reducing the sugar intake if one has diabetes or is

on the verge of becoming diabetic. As an outcome, one might be able to take control of the health

- Lower healthcare costs — Getting the health checked regularly can help one save money in the long term. Preventive health screenings can also lower the chance of surgery and other chronic medical disorders

- Abolishes disease progression - cancer is a disease that can be difficult to diagnose if caught late. A routine physical examination can assist doctors in diagnosing a condition before it becomes life-threatening; by checking the body and health regularly, one can be confident of how healthy he/she is. In addition, taking preventive medical advice and following the doctor's recommendations can also help one live longer.

- Depending on age, gender, family history, and overall health, one may need regular check-ups with particular tests. Nonetheless, a preventive health check-up reveals that he/she is healthy, providing one with peace of mind.

## 6.2.5 Causes of Risks and Potential Hazards in the Workplace and Ways to Prevent Them

Accidents are unplanned occurrences that result in injuries, illness, death, and loss of property and production. While it is incredible to prevent all accidents, some plans, preparations, and activities can help to limit the number of them.

**Common workplace hazards**

A clean workplace is essential for a safe working environment; accidents and injuries are avoided, and productivity is enhanced when appropriate housekeeping is practised daily. In addition, these processes will help maximize the use of limited space, minimize material storage, save energy expenses, and limit property damage.

The term "workplace safety" relates to preventing hazards, accidents, and other undesirable



Fig 6.2.20 Preventive Health Check-up

consequences at work. It results from several regulations, practices, and safety measures that aim to reduce risks, mishaps, and other types of harm in the workplace.

Most of the time, workplace safety directly impacts the efficiency and health of the staff, and these factors directly impact the calibre of the output of the company. Therefore, companies must work to create a secure atmosphere that presents all workers with a manageable amount of risk. Additionally, workers must be fast to spot circumstances and conditions that could endanger their safety or expose them to unacceptable risk levels.

1. **Working at a height and falling objects**

   Falls from considerable heights are among the most common and dangerous job injuries. Those who work on roofs and in high places for construction or maintenance are the most vulnerable. In a similar vein, falling objects and tools constitute a significant risk. This can result in serious, life-altering injuries.

**How to Prevent Falling Injuries:**

- If at all possible, avoid working at a height

- Vandals or public members may gain unauthorized access to ladders, scaffolding, and the site. Work at height, safety equipment must always be in place, and qualified workers should be taught how to utilize it

- Ensure that equipment is inspected and recertified regularly

- As with other labour assignments, ensure a thorough risk assessment is completed and updated regularly. As a result, the working at height policy is up to date

- Strictly enforce safety guidelines and ensure the staffhas received the training to work safely at heights

2.  **Machinery malfunction**

    Accidents involving machinery and tools are possible for workers in transportation or construction that depend on their utilization.

    These mishaps are frequently the result of using subpar tools, having inadequate expertise, using defective products, or failing to take the necessary safety steps. Accidents involving equipment and machinery at work frequently include:

    - A burn brought on by a malfunctioning a heater

    - Falls from unstable scaffolding or malfunctioning ladders

    - Cuts caused by damaged or sharp tool edges

    - Injuries brought on by using the incorrect tool

    - Working in the factory without earmuffs caused hearing loss

    - Amputations or lacerations brought on by the operation of machinery without safety feature crush injuries brought on by tangled-up machinery

    - Injury from incorrect work equipment use, as well as the ever-present risk of machine malfunction, can be severe and even fatal

    - How to prevent machinery malfunction injuries:

    - Encourage employees to report any indicators of machine failure

    - Maximize efficiency; never encourage workers to use machines that are not working or are working badly

    - Has the person who worked had the machinery repaired or replaced as necessary?

    - Implement procedures for checking the condition of the machines regularly. These inspections can help avoid mishaps caused by malfunctions before they put the staff in danger

3.  **Electrical**

    The three main categories of electrical mishaps are electrical burns, electrical fires, and electrical shocks. Electrical shocks happen when the body comes in touch with electricity and the current flows through the body; in extreme circumstances, this can cause heart or

respiratory failure. Electrical burns are frequently the result of electrical shocks, which can happen either inside or externally. Uninsulated wiring or damaged circuits might catch fire when they come into contact with flammable office supplies like cotton and wood shavings.

Employees are immediately at risk for electrical mishaps if they must use faulty extension cords or work in areas where exposed power lines are expected. Such exposure can cause minor to severe damage, particularly burns, cardiac arrest, and in many circumstances, even death (electrocution).

The following situations can also result in electrical accidents:

• Inconspicuous outlets in the work area

• Unsafe installation or equipment

• Not wearing personal protection equipment

• Inadequate management of work activities

• The electrical wire that is not shielded

• Inadequate training

• Not separating circuits before working

• Live wires and defective equipment can cause electric shocks that can be fatal without warning

Therefore, the need to implement suitable preventive measures is underscored by the urgency and severity of electrical dangers.

**How to prevent electrical injuries:**

Electrical equipment that is not maintained correctly might catch fire, resulting in varying degrees of burns and even death. Fire is a concern that can occur in nearly any workplace, so fire extinguishers should be readily available and maintained regularly.

4. **Confined spaces**

Working in confined areas can be hot and uncomfortable and deprive the worker of oxygen. Furthermore, working with fume-emitting materials in locations without enough ventilation can be dangerous.

**How to prevent injuries in confined spaces:**

• Work in tight locations should be limited as much as feasible

• If it is inevitable, take extreme measures and give skilled and equipped employees access to handle the environment

• Even if it means making more extraordinary modifications to the way a worker works, it is always best to arrange operations to prevent the necessity for work in enclosed places

5.  **Physical**

    •   Uneven surfaces and congested workspaces can cause slips, stumbles, cuts, and other physical injuries

    •   These are the most prevalent and, in most cases, the least dangerous work-related dangers.

    •   Nonetheless, the risk of more catastrophic injury is always present. Furthermore, it puts the team's older and disabled members at higher risk.

    •   How to prevent physical injuries:

    •   Ensure that the workroom is clean and orderly: no spills, loose cables, or dim illumination, for example

    •   Encourage a work environment where employees are encouraged to be organised and clean up after themselves at all times. Making the office clean, for example, is not only about establishing a neat and professional culture; it is also about keeping everybody as safe as possible

6.  **Ergonomic**

    Although tourism firms are naturally labour-intensive, they are not yet adequately aware of the benefits of ergonomics. In order for employees to work in a more comfortable atmosphere and be more productive, the notion of ergonomics must be included and implemented in this labour-intensive industry Due to repetitive tasks and unnatural postures, sprains, bodily redness, and wear can build up over me due to repetitive tasks and awkward postures. Employee morale can be severely harmed as a result of them. Furthermore, persons who suffer from these conditions will link their agony to their jobs.

    By taking precautions and putting safety first, the injuries can be prevented brought on by these ergonomic risks

    Ergonomic risks at work that should catch the attention.

•   Repetitive motions

    •   Poor posture

    •   Forceful motions

    •   Stationary positions

    •   Direct pressure

    •   Excessive vibration

    •   Extreme temperatures

    •   Improper lighting

    •   Frequent lifting

    •   Excessive noise

    **How to prevent ergonomic injuries:**

    •   Integrate ergonomic ideas into the core of the business, such as providing training and lectures on appropriate posture to prevent strains and bodily pains

- Encourage the use of ergonomic tools such as chairs and adjustable computer equipment
- Invest in training the employees to take beer physical care of themselves

7. **Chemical**

Cleaning products, solvents, carbon monoxide, gasoline, and other industrial chemicals exposed and inadequately controlled can cause skin irritation, burns, eye damage, and blindness

**How to prevent chemical injuries:**

- Only authorised and trained staff should handle these compounds with caution
- If possible, keep chemicals in areas where they can only be accessed and used by authorised individuals wearing the appropriate PPE
- Properly dispose of no-longer-needed chemicals and maintain equipment that can give chemicals under certain conditions

8. **Biological**

Agents that spread illnesses to humans, such as insect bites, body fluids, bacteria, and viruses, might pose biological dangers. Because of the ongoing epidemic, safety managers should be concerned about bug bites, bodily fluids, bacteria, and viruses.

**How to prevent physical injuries:**

- Ensure that all of the staff have received their immunisations
- Clean and disinfect the environment and securely dispose of biological waste and other biohazards

9. **Noise**

Hearing loss or damage can result from prolonged exposure to loud noises produced by heavy machinery or other loud sounds.

**How to prevent noise injuries:**

- Hearing protection is essential in airports, amusement parks, construction sites, and industrial-level companies.

**How to handle accidents at work**

Adequate orientation and training programme is required for employees, who must also learn how to uphold workplace safety at all times. In addition, the employer should make it standard practice to provide all members of the firm with required safety training and workshops that cover various aspects of workplace safety. Employees should receive safety training at work that focuses on educating them about various workplace risks and how to spot, report, and prevent them. Before using any equipment at work, employees should receive sufficient training. They should also follow other safety procedures to reduce accident risks. Include methods for handling emergencies like fire outbreaks and workplace violence in the workplace safety policy. The safety policy for the company must be periodically reviewed, and each employee needs a copy of the document for future use.

**Incident Report**

Establish an efficient system for recording and handling reports of various workplace mishaps. Employees are responsible for immediately informing management of workplace accidents so that they can conduct an appropriate investigation and take any other necessary action.

**Other exemplary procedures include:**

- Centralize storage areas for similar materials (seasonal equipment: salt, salt spreaders, shovels, snow blowers or cleaning equipment: disinfectants, vacuums, trash carts, etc.)

- Primarily, tools and equipment associated with a given routine job should be stored in or near the work area

- Do not pack materials and equipment into cramped mechanical rooms, fan rooms, or shared spaces. Please make arrangements with the supervisor to store the materials elsewhere if there is insufficient space to move around in the area where they are stored

- Avoid excessive accumulation of items by keeping an inventory of all tools, equipment, chemicals, furniture, etc. (quantity and location of storage)

- When stacking or storing goods, ensure they are piled securely and with a clearance of 18 inches below sprinkler heads

- After completing a task, tidy up and organize the work area so that the next person may begin in a clean environment. After using any tools, machines, or equipment, thoroughly clean them

## 6.2.6 Standard Safety Procedures

**Emergency measures**

During an emergency, one must follow specific measures to tackle the situation in an organized manner. These measures are:

- Do not panic

- Respond to the senior immediately or escalate the matter to the concerned person

- Prepare against the emergency by keeping a fire bucket and a water source handy

- Evacuate the work area

**After the emergency, one must:**

- Report the situation to a senior or the concerned authority

- Undertake recovery measures

**Evacuation**

The only reasons for leaving a building due to an earthquake are as follows:
- The building is on fire
- There is structural damage to the building (for example, newly cracked or buckling walls)
- There is a gas leak

**Following emergency procedures:**

Always keep in mind the following when carrying out emergency procedures:

- Provide the individuals who are involved in the situation with directions that are crystal clear, succinct, and accurate. These instructions should include what he or she wants them to do, where they should go, etc.

- Carry out the responsibilities in the emergency procedure with composure and precision.

- Ensure everyone's well-being, including one's own, including keeping oneself secure

- Observe the protocols that have been established for reporting the situation.

**Contacting the emergency services:**

The emergency strategy should include procedures for contacting the emergency services, including:

- How to contact the emergency services - for example, location of the nearest telephone, who should make the call, and the relevant telephone number to call

- What information to give the emergency services - for example, precise details of the location, incident, number of casualties, the extent of injuries, etc.?

**Components of the First-aid Kit**

A well-stocked first-aid kit in the home is essential for dealing with minor accidents and injuries. Keep the first aid kit locked and out of reach of youngsters in a cold, dry location.

A basic first aid kit may contain:

- Plasters in a varied range of sizes and shapes

- Sterile gauze dressings in sizes small, medium, and large

-  sterile eye dressings

- Triangular bandages

- Crêpe rolled bandages

- Safety pins

- Disposable sterile gloves

- Tweezers

- Scissors

- Alcohol-free cleansing wipes

- Sticky tape

- Thermometer (preferably digital)

- Bug bite and sting relief creams or sprays, such as hydrocortisone or calendula cream or spray

- Antiseptic cream

- Antihistamine cream or tablets of distilled water for washing wounds medications such as paracetamol (or infant paracetamol for children), aspirin (not to be administered to children under the age of 16), or ibuprofen antihistamine cream or tablets
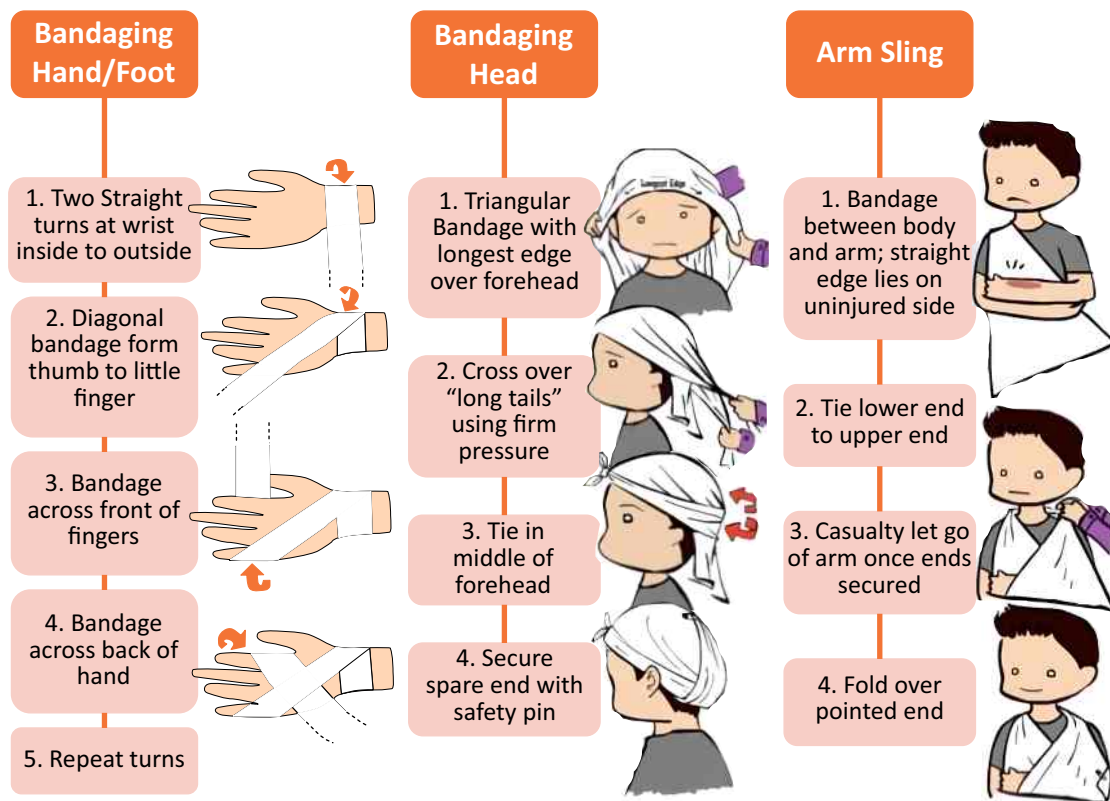
**Bandaging Hand/Foot**

1. Two Straight turns at wrist inside to outside

2. Diagonal bandage form thumb to little finger

3. Bandage across front of fingers

4. Bandage across back of hand

5. Repeat turns

**Bandaging Head**

1. Triangular Bandage with longest edge over forehead

2. Cross over "long tails" using firm pressure

3. Tie in middle of forehead

4. Secure spare end with safety pin

**Arm Sling**

1. Bandage between body and arm; straight edge lies on uninjured side

2. Tie lower end to upper end

3. Casualty let go of arm once ends secured

4. Fold over pointed end

*Fig 6.2.21 First aid*

Keeping a simple first aid guidebook or instruction booklet in the first aid box is also a good impression. Medicines should be checked frequently to ensure that they are still usable.

The term "basic first aid" refers to the initial process of assessing and responding to the requirements of someone who has been harmed or is experiencing physiological discomfort due to choking, a heart attack, allergic responses, narcotics, or any other type of medical emergency. A person can swiftly ascertain their physical condition and the appropriate course of treatment if they have a basic understanding of first aid.

Of course, one should always seek professional medical help as soon as possible. However, following correct first aid procedures can be the difference between life and death.

**Other exemplary procedures include:**

- Centralize storage areas for similar materials (seasonal equipment: salt, salt spreaders, shovels, snow blowers or cleaning equipment: disinfectants, vacuums, trash carts, etc.)

- Primarily, tools and equipment associated with a given routine job should be stored in or near the work area

- Do not pack materials and equipment into cramped mechanical rooms, fan rooms, or shared spaces. Please make arrangements with the supervisor to store the materials elsewhere if

there is insufficient space to move around in the area where they are stored

- Avoid excessive accumulation of items by keeping an inventory of all tools, equipment, chemicals, furniture, etc. (quantity and location of storage)

- When stacking or storing goods, ensure they are piled securely and with a clearance of 18 inches below sprinkler heads

- After completing a task, tidy up and organize the work area so that the next person may begin in a clean environment. After using any tools, machines, or equipment, thoroughly clean them

## UNIT 6.3: Employ Effective Waste Management

## Unit Objectives ◎

**At the end of this module, the participant will be able to:**

1.  Employ effective waste management techniques.

## 6.3.1 Introduction to Waste Management

Throughout the past few years, diff erent definitions of trash have been presented. The idea that waste is any substance deemed undesirable by the entity that produced it is a theme that runs across these definitions. For instance, the undesired elements could be by-products of a production process, such as fly ash from a furnace. Similarly, unwanted materials could also be wasted. Alternately, they could be products whose value has been depleted from the point of view of the current holder. For instance, a newspaper that has been read, a package that has been opened and emptied of its contents, or an apple that has been eaten to the core are all comparable in the sense that they have lost their original, inherent value from the point of view of the consumer.

**What is waste management?**

The process of collecting, sorting, recycling, and monitoring garbage is all part of waste management, which can be characterised as "waste management" or "waste management activities."

The term "waste" in the context of waste management refers to unwanted or useless material produced due to human activity and can take various forms. In addition, every type of trash—liquid, solid, or gas—requires a different approach to disposal and management of the waste it generates.

In addition to the state of the matter, there are numerous varieties of trash, such as that generated in households, businesses, laboratories, and factories. In addition, certain forms of trash, such as radioactive and chemical waste, can risk the health of humans and the environment. These different kinds of trash are referred to as hazardous waste.

The goal of waste management is to lessen the negative impact that discarded materials have on the natural environment and the health of individuals. The disposal of municipal solid waste, which various sources can produce, including households, businesses, and factories, constitutes a significant portion of waste management.

## 6.3.2 Elements of Waste Management

1.  **Waste generation -** Waste generation involves identifying if materials are no longer usable and can be used for systematic disposal.

2.  **Onsite handling, storage and processing -** After waste generation, activities facilitate more accessible waste collection, such as using dust bins and putting them where most waste is generated.

3.  **Collection of waste -** The collection of waste is another part of the waste management

process. This may entail, for instance, the positioning of garbage collection bins, the collection of waste by vehicles, and the supervision of the transportation of those vehicles to the proper site to have their contents emptied.

4. **Waste transfer and transport -** The process of transferring and transporting waste is included in waste management. The primary emphasis is placed on all the processes that must take place to transport garbage from the more decentralised collection points to the more prominent regional disposal facilities. The availability of trash transport vehicles is essential for the transportation process.

5. **Waste processing and recovery -** This part involves the facilities, techniques, and equipment needed to recover and recycle materials from the waste process. This part also improves the effectiveness of waste management's other elements and activities.

6. **Waste disposal -** The ultimate step in waste management is the disposal of waste, which incorporates all of the operations necessary for the organised disposal of garbage. One will learn about the many techniques for getting rid of waste in the next section.

**Methods of waste disposal:**

This part will read about some of the most used waste disposal methods within waste management.

1. **Landfills -** Putting rubbish in landfills is currently one of the most common ways people dispose of their waste in today's society. In this method, garbage is disposed of by burying it in the ground. This technique can be seen in widespread use in the southern hemisphere and effectively removes offensive odours. This strategy also decreases the risks to one's health and the threats posed by other hazards generated by rubbish lying on the streets. Nonetheless, employing the landfill method as a type of trash management requires some room; however, this approach is being used less frequently as a form of waste management due to a lack of space in some locations. Additionally, burying waste can result in the production of methane as well as other gases that are created by the landfill process. These gases have the potential to cause damage to the environment. They have the potential to pollute the air and water, as well as have an impact on the health of both people and animals. Because of these drawbacks, some regions have begun reevaluating their reliance on landfills for garbage management.

2. **Incineration -** Incineration, also known as combustion, is one more way to dispose of waste that is utilised in waste management. The procedure known as incineration involves the burning of municipal solid trash at very high temperatures. During this process, waste is converted into gaseous products and other materials that are left over. The volume of garbage that is produced can be reduced by as much as 30 per cent by the use of incineration as opposed to the use of landfills as a disposal option. This cuts down on the amount of space required for trash storage and provides an alternative to landfills. This is the primary reason there is a high incineration prevalence in regions with a shortage of room for landfills.

3. **Plasma gasification -** Plasma gasification is an additional method for the treatment of waste. Plasma is a type of gas that is electrically charged. Syngas can be produced from either solid or liquid waste by using this approach, which involves the utilisation of plasma. The trash is first heated to melt and then converted into gas.

4. Plasma gasification is mainly used to dispose of commercial, industrial, and hazardous waste. The initial investment and operational costs are relatively high compared to other methods, such as landfills. However, the advantages of this method of waste disposal are that it creates renewable energy and results in less harmful emissions.

5. **Composting -** Composting is a strategy for managing trash that is also a natural process that accelerates the decomposition of organic materials. These materials include scraps from the kitchen as well as plant and yard waste. Microorganisms are essential for the procedure. For these microorganisms to flourish, it is necessary to cultivate a habitat that satisfies specific criteria, such as having the right amount of oxygen, temperature, and moisture. This process results in nutrient-dense soil, which can then be used to cultivate plants, trees, and crops. Composting is a practice that is frequently utilised in organic farming. The disposal of garbage by composting is an approach that is only somewhat hazardous. The management of garbage on a household level is a straightforward application for it. However, it is a natural process that takes some time, and much room is needed for this procedure, just like in landfills. Therefore, this may be considered a negative.

6. **Recycling and recovery -** The process of recycling can be described as the transformation of garbage into new products. The goal of recycling is to cut down on energy consumption, reduce the production of new raw materials, and protect natural resources. Additionally, it lessens the need for landfills, which in turn lowers the levels of pollution in the air and the water and the emissions of various types of toxic gases. Recycling is part of resource recovery. The extraction of natural sources is minimized, and designing a product or material focuses on sustainability, durability, reuse, and recycling.

**The 6 R's in waste management**

1. **Refuse in waste management -** Refusing entails denying offers for free stuff that would result in instant waste and preventing waste from occurring in the first place from the very beginning. People are encouraged to seek out reusable alternatives to wasteful materials such as single-use plastics and are recommended to turn down free items such as coupons, flyers, and magazines. Additionally, people are taught to decline free stuff such as coupons. This is something that can also be implemented into the business plan of a facility. For instance, one solution would be to refrain from purchasing non-recyclable products and to tell merchants that superfluous packing will not be accepted.

2. **Reduce waste management -** When someone reduces spending, they cut back on the number of things they buy and become more in tune with their requirements and desires. This goes along with refusing to do something. Investing in products of the highest quality can also be helpful because these items will have a longer lifespan, cutting down on the total amount of time spent on product maintenance and acquisition. As part of the maintenance of the items and materials, they are responsible for extending their lifespan.

3. **Reuse or repair in waste management -** It is recommended that households and businesses consider the possibility of reusing or repairing anything before they dispose of it and purchase a new version. This can occur with several items, including clothing and furniture. In addition, companies should encourage their staff members to reuse products, which will cut down on the quantity of waste produced and save money. It is also possible to reuse items by donating them to charity or selling them on the market rather than tossing them away. He/she can also recycle another person's belongings by purchasing old goods.

4. **Rot in waste management -** Rot stands for composing, which is also a way of reducing waste. As I have mentioned before, composing takes time and space, so there are alternative ways of composing. In some cities, there are composting drop-o ffspots or even pick-up services.

5. **Recycle in waste management -** Recycling is an option that might be pursued as a last resort. Recycling is the most environmentally beneficial option for getting rid of waste; therefore, he

or she should do it if they have to toss something away. When recycling on a residential or commercial scale, it is necessary to discard diff erent types of materials in diff erent trash cans, such as cardboard, plastics, glass, and aluminium.

6. **Repurpose in waste management -** In order to reduce the amount of waste produced, a second R, repurposing, is also utilised. Repurposing, also known as upcycling, uses a single item for several applications. This does call for some creative thinking on the part. One example of this might be recycling old printer paper into scrap paper or reusing cardboard boxes from earlier deliveries to organise and store additional supplies.

# 6.3.3 Sources of Waste

We must keep our environment clean to lead healthy and comfortable lives. But, unfortunately, waste is an unavoidable component of civilization because people, factories, processes, and animals contribute daily to its production.

Did he/she realise that there are five different categories of rubbish? We do not usually consider the things we toss away. However, the reader of this article will learn about the various kinds of trash.

1. **Liquid waste -** When we talk about liquid waste, we refer to anything thrown away, including grease, oil, sludges, wash water, waste detergents, and unclean water. They pose a threat to the quality of our environment. They are found in various settings, including households and commercial establishments. To give it its more common name, wastewater refers to any waste that takes the form of a liquid.

   i. There are two types of liquid waste: waste from non-point sources and waste from point sources. Wastes that are produced in factories are referred to as point sources. In contrast, wastes produced naturally in our environment are non-point sources.

   ii. How is it that waste liquid gets removed? The following are the three strategies that can be utilised to eliminate liquid wastes from wherever they are located:

   iii. The process of holding liquid waste in barrels or tanks so that it can be removed from our environment is called containment. Keeping liquid waste contained eliminates the risk of spilling it into our natural habitat.

   iv. When it comes to treatment, none of the liquid wastes should be thrown away. Instead, they can be cleaned up and used again by him/her. In the UK, for instance, organic waste is often composted before being used to produce fertilisers at several stations.

   v. Elimination: If there is no possible treatment for liquid waste, it must be eliminated from the environment.

2. **Solid waste -** Garbage, sludge, and refuse found in industrial and commercial settings are all examples of solid waste. The following are the five most common forms of solid waste:

   i. Glass and Ceramics: Many businesses recycle glass and ceramics regularly. The catch is that he or she needs to dispose of them appropriately.

   ii. Plastic waste is containers in businesses and homes, including jars, bottles, and bags. Plastics do not break down in natural processes, most of which cannot be recycled. Therefore, never combine waste made of plastic with other types of trash. Instead,

organise them before he/she throws them away.

iii. Rubbish made of paper includes newspapers, cardboard, other paper items, and all packaging materials. The paper can be recycled.

iv. Tins and Metals: Because tins and metals are commonly used in producing food containers and other household items, it is not difficult for someone to come across these materials in houses. After using a metal, he/she should bring it to a scrap yard or recycling depot because most metals may be recycled. In addition, she or he had to get a skip and use it to transport the rubbish.

3. **Organic waste -** Waste from rotting meat, gardens, and kitchens are examples of organic waste. This kind of garbage is frequently discovered in people's houses. The action of microorganisms over time causes things to rot and transform into manure. This process takes place over time. Nevertheless, exercise extreme caution; he or she must not get rid of them in just any location of their choosing.  Because methane is produced during the decomposition of organic garbage, this type of waste cannot be disposed of with other waste. Instead, obtain a green bin and appropriately dispose of this waste.

4. **Recyclable waste** - All discarded items like metals, furniture, and organic waste that can be recycled fall under this category. Not all items are recyclable, so he/she has to be careful when putting things into the recycle bin. If he/she is not sure whether an item is recyclable or not, then check the item's packaging.

5. **Hazardou**s **waste** - Combustible, corrosive, poisonous, and reactive materials are examples of hazardous waste. In a word, they are wastes that are either already present or potentially present a severe environmental risk.

**Ways of disposing of hazardous waste**

The following are the four methods for getting rid of hazardous waste:

- Recycling: While most hazardous wastes cannot be recycled, a handful can be used to make new products. For instance, circuit boards and lead-acid batteries can bind to other types of contaminants, which can then be employed in constructing pavement fillers. When hazardous wastes are turned into new goods, there is a corresponding decrease in chemical levels.

- Incineration and destruction are two more methods for getting rid of hazardous waste. One option is to burn or burn up the waste. The amount of hazardous trash can be reduced through incineration, which also has the potential to generate energy that can be used in the process.

- Pyrolysis: Pyrolysis is an excellent method for eliminating hazardous waste in an inert environment while the arc is heated to a very high temperature. This method is utilised to avoid the hazards associated with combustion. When dealing with PCBs, organic waste, and pesticides, it is recommended to do so.

- Dumping waste into a landfill: a landfill is a type of waste management facility where the trash can be dumped. Facilities for the treatment of land are not the same as landfills.

**In conclusion**

Understanding the types of waste around he/she is critical to dealing with them. To reduce environmental pollution, he/she should take the proper steps to correctly dispose of the types of waste we discussed in this article.

**Sources of waste**

The categories of industrial, commercial, household and agricultural waste are broad categories that can be used to classify sources of trash.

**Industrial waste**

These wastes are produced in industrial settings, such as factories. In addition, most industries dispose of their trash in waterways, which contributes significantly to the pollution problem. Take, for instance, plastic and glass.



*Fig 6.3.1 Sources of Wastes*

**Commercial waste**

Schools, colleges, businesses, and offices are all familiar places that generate commercial garbage. Take, for instance, paper and plastic.

**Domestic waste**

The other household wastes collected during cooking and cleaning are domestic wastes. Examples: leaves, vegetable peels and excreta.

**Agricultural waste**

The many different types of trash that are created in the agriculture industry are together referred to as "agricultural wastes." Waste from animals and the husk of weeds are two examples.

## 6.3.4 Types of Waste



*Fig 6.3.2 Types of Wastes*

1. **Biodegradable waste -** These are the remnants from our kitchen, including discarded food items and debris from the garden. Waste that can be broken down through biological processes is also known as wet waste. Composting this will result in the production of manure. Wastes that are biodegradable break down into their parts independently over a period that varies with the material.

2. **Non-biodegradable waste -** Wastes such as old newspapers, shattered glass, and plastics are

included in this category. Dry waste refers to waste that microorganisms cannot break down. Therefore, dry wastes have the potential to be recycled and repurposed. However, wastes that are not biodegradable do not disintegrate on their own and contribute a considerable amount to pollution.

3. **Recycling of waste -** Recycling waste items is significant since it transforms trash or discarded products into new or more useful ones. Reducing air, water, and land pollutants benefit from recycling efforts. Additionally, it consumes less energy. Paper, plastic, and glass are just some of the materials that can be recycled. Recycling not only helps preserve natural resources but also contributes to energy preservation. Recycling helps protect the environment by reducing air, water, and soil pollutants.

**Decomposition of biodegradable waste**

With various techniques, biodegradable waste can be broken down and transformed into organic matter.

1. **Composting -** With various techniques, biodegradable waste can be broken down and transformed into organic matter.

2. **Vermicomposting -** With various techniques, biodegradable waste can be broken down and transformed into organic matter.

3. **Chemical waste -** Chemical wastes are potentially hazardous byproducts of industrial processes. Therefore, there is a possibility that hazardous chemical wastes exist. Chemical waste that is toxic, corrosive, ignitable, and reactive can exist in solid, liquid, or gaseous forms.

# 6.3.5 Employ Effective Waste Management

**Importance of waste management in facilities and hotels**

Garbage management in hotels and institutions is vital as waste disposal becomes harder. The business agrees. Prudent utilisation of raw materials saves money. Selling old resources and reusing and recycling valuable commodities might create more cash. Consequently, reducing garbage reduces disposal costs. It can start with:

- Soap, shampoo, and refillable conditioner dispensers
- Instead of disposable goods, use washable ones.
- Filters vs plastic bottles
- Reusing supplies, packaging
- Paper reduction
- LED lighting



●Reduce  ●Reduce  ●Reduce  ●Reduce

*Fig 6.3.3 4R's of Waste Management*

**Disposal of waste**

Managing waste in hotels and commercial properties is a significant issue and is not adequately

treated. Therefore, hotel industries and commercial facilities must develop a complete framework that helps optimise each waste.



*Fig 6.3.4 Segregation of Wastes*

**Two departments handle waste in the hotel**

- Housekeeping - they collect waste/trash from all hotel's public areas, i.e. guest rooms, public toilets, other departments like FO, restaurants, etc. Housekeeping has a fixed schedule to remove garbage from all these areas

- Kitchen stewarding - They exclusively handle kitchen waste. Housekeeping is not involved in this area. There is 90% food waste from the preparation area and dish wash and pot wash areas here

There is no fixed time to remove garbage from the kitchen; this must be cleared whenever the garbage is complete. The same stewarding sta ffis also responsible for clearing food waste from the washing area. The collected garbage is disposed of at the hotel or facility's garbage room, which can be segregated into wet and dry, paper and plastic, etc., depending on the hotel's or commercial property's policy.

- Mainly housekeeping disposes of dry garbage and stewarding disposes of wet garbage

- As per the country's law, this garbage/waste will be collected by waste management trucks

- Garbage sorting is the responsibility of those who dispose of it. (HK & Kitchen stewarding)

- The kitchen stewarding department manages the garbage room, which comes under the production department

# Exercise

**True False type questions**

Question 1.     Waste generation involves identifying if materials are no longer usable and can be used for systematic disposal.

        a.     True

        b.     False

Question 2.     Enforcers of safety Rules are ineffective if they are not followed or enforced. (A).

        a.     True

        b.     False

Question 3.     A visible instruction from a safety sign lessens the likelihood of accidents for employees and non-employees, creating a safer working environment.

        a.     True

        b.     False

Question 4.     All Windows should be closed, and all electrical appliances, including fans and lights, should be turned Off.

        a.     True

        b.     False

Question 5.     Employee safety can be ensured by adhering to the three Es of safety: safety education, engineering, and safety programs.

        a.     True

        b.     False

**Select the best alternative from the given options (MCQs)**

Question 6.     Which among the given choices are basic dues that will assure health and hygiene at the workplace?

        a.     Regularly empty the trash cans

        b.     Clean washrooms regularly

        c.     Go for movies

        d.     Take leaves regularly

Question 7.     Which will he/she use to reduce the quantity of dust outdoors?

a.     Wet area mats

b.     Dust control mats

c.     Curtains

d.     Vacuum cleaner

Question 8.     What should be avoided to reduce the chances of Ingrowing Toenails?

a.     Trim Straight

b.     Trim diagonally

c.     Do not trim

d.     Do not use a nail filer

Question 9.     When should one wash their hands to keep them clean?

a.     Before he/she leaves the house

b.     When he/she arrives at the destination

c.     Before and after consuming or preparing food

d.     All of the above

Question 10.   Why are etiquettes needed?

a.     It makes he/she a cultured individual

b.     It teaches he/she how to talk, walk, and behave in society.

c.     It teaches he/she to use the mobile

d.     A and B

## Notes

_____

_____

_____

_____

_____

_____

_____

_____

## Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Scan the QR codes to watch the related videos

**Waste- Types and Classification**

Importance and Methods of Protecting People and Assets

Introduction to Fundamental Concepts of Fire Safety

# Annexure-I

| Chapter No. | Unit No. | Topic Name | Page No. | Link to QR Code | QR Code |
|---|---|---|---|---|---|
| Chapter -1 Introduction to Front Office Management and Front Office Trainee | UNIT 1.1 An Overview of Skill India Mission | 1.1.1 Skill India Program Objectives, Features and Advantages | 30 | https://www.youtube.com/watch?v=y7CxAa7KicM | Role of Government in skill development |
| Chapter -1 Introduction to Front Office Management and Front Office Trainee | UNIT 1.2 An Overview of Hospitality Industry | Unit 1.2 An Overview of Hospitality Industry | 30 | https://www.youtube.com/watch?v=rddPE20dDrs | Introduction to Hospitality Industry |
| Chapter -2 Perform Meet and Greet Operations | UNIT 2.1 Handle Guest Bookings and Prepare for Meeting the Guests | 2.1.1.1 Appropriate Practices to Receive Guests' Calls | 99 | https://www.youtube.com/watch?v=0HJ2MUIlNaA | Conversation between Guest and Receptionist |
| Chapter -2 Perform Meet and Greet Operations | UNIT 2.2 Enhance Guests' Experiences | 2.2.2.4 Arranging Pick-up Vehicle for the Guest | 99 | https://www.youtube.com/watch?v=pytQ2hYm3cs | Airport Pick-up & Transfer to Hotel |
| Chapter - 3 Escort Tourists on Organized Trips | UNIT 3.2 Accompany and Ensure the Safety of Tourists | 3.2.9 Handling Tourist Complaints | 131 | https://www.youtube.com/watch?v=b3x9RJ-kRDg | How to Handle Customer Complaints in Hospitality |
| Chapter - 4 Communicate Effectively and Maintain Service Standards | UNIT 4.1 Maintain Effective Communication and Service Standard | Unit 4.1.1 Effective communication | 154 | https://youtu.be/X3Fz_Gu5WUE?t=112 | Communication Skills |

| | | | | | |
|---|---|---|---|---|---|
| Chapter - 4 Communicate Effectively and Maintain Service Standards | UNIT 4.3 Sensitization Towards Different Age Groups, Gender and Persons With Disabilities | 4.3.1 Sexual Orientation and Discrimination | 154 | https://www.youtube.com/watch?v=-FCEBe5VNcA |  Gender Sensitization Issues and Challenges |
| . Chapter- 5 Organizational Confidentiality and Guest's Privacy | UNIT 5.1 Intellectual Property Rights (IPR) and its Importance | 5.1.1 Intellectual Property Rights (IPR) and its Importance | 168 | https://youtu.be/avSdoMz6OuA?t=85 |  Intellectual Property Rights IPR) - Introduction, Definition, Types, Examples |
| . Chapter- 5 Organizational Confidentiality and Guest's Privacy | UNIT 5.2 Privacy of Guest Information | 5.2.1 Procedures to Report the Infringement of IPR to the Concerned Person | 168 | https://www.youtube.com/watch?v=1C42q3UL26o |  Copyright infringement |
| Chapter - 6 Basic Health and Safety Standard | UNIT 6.2 Apply Precautionary Health Measures | UNIT 6.2 Apply Precautionary Health Measures | 224 | https://www.youtube.com/watch?v=j2NtUQa_yB4 |  Importance and Methods of Protecting People and Assets |
| Chapter - 6 Basic Health and Safety Standard | UNIT 6.2 Apply Precautionary Health Measures | 6.2.4 Firefighting and its Prevention | 224 | https://www.youtube.com/watch?v=sM8yiOzXaNE |  Introduction to Fundamental Concepts of Fire Safety |
| Chapter - 6 Basic Health and Safety Standard | UNIT 6.3 Employ Effective Waste Management | 6.3.3 Types of Waste | 224 | https://www.youtube.com/watch?v=PIr2jpscZ7w |  Waste-Types and Classification |

Scan/Click this QR code to access eBook

THSC

**TOURISM & HOSPITALITY SKILL COUNCIL**

**Address:** Tourism & Hospitality Skill Council
404/407, 4th floor, Mercantile House, K.G. Marg, Connaught Place,
New Delhi 110001,
**Email:** info@thsc.in
**Web:** https://www.thsc.in/
**Phone:** 011-41608056/57/74
**CIN No.:** 00000000

Price: `

978-1-111-22222-45-7