

## **FEATURES OF HOTEL SERVICES AND ADDITIONAL SERVICES**

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**Abstract:** This article describes the place and role of additional services and their characteristics in the development of the hospitality industry.

**Keywords:** additional services, hospitality industry, reception department, service desk.

**Introduction.** The following minimum set of basic services that ensure the provision of basic hotel services should be provided for the implementation of the tourist service process in hotels:

- booking;
- service provision;
- acceptance and settlement part;
- operation of the fund of rooms

In hotels of different types and capacities, the number of services may be less or more as mentioned above. Their tasks may also be different. For example, in large hotels, service services and booking are independent structural units. In small and medium-sized enterprises, placement and customer service are performed by separate reception staff. This also applies to marketing, engineering-exploitation, finance-accounting, commercial services.

Reservation service. It performs the following tasks:

- accepting orders for hotel seats and processing them;
- preparation of necessary documents: daily schedule of arrivals (weekly, monthly, quarterly, yearly), movement cards of the room fund.

Usually, more than half of the hotel's customers make room reservations before arrival. Reservations are made by telephone through commercial representatives of the hotel (travel agents, tour operators), as well as using mail, telex, fax, e-mail, global reservation system (GDS).

Hotel companies very often use guaranteed reservation service in their activities. This increases the responsibility of the hotel to maintain empty rooms for guests for a certain period of time. In turn, the guest undertakes to pay for the reserved room even if it is not used.

A guaranteed reservation is usually provided by an advance payment for the accommodation service. It is done in the following ways:

- full payment for the service in advance;
- the hotel opens a certain deposit to the guest's bank account, which is usually in the amount of payment for one night of stay;
- advance deposit, the customer intends to pay a certain amount of money (in the cost of one day's stay) before arrival;
- guarantee of tourist agents. In this case, it is a reservation guarantee and is considered a travel agency. He undertakes to cover the expenses in case of cancellation of the reservation;

- tourist voucher, which proves that the travel agency has been paid in advance for the accommodation of the client.

In an attempt to reduce the damage caused by no-shows after booking, the hotel is forced to "double" or "overbook". That is, it receives more orders compared to the number of available rooms (5, 8, 10%). But such an approach should be well-directed and calculated. If the hotel is not able to fulfill the orders received, it allows the risk of losing customers, customers with unfulfilled reservations will end their business relationship with the travel company.

Maintenance service. From the point of view of guests, service is the most important thing in a hotel. Employees of this service are in constant contact with customers and perform all tasks related to them.

The service desk is managed by a manager. He is subordinated to porters, porters, elevator operators, porters, porters, drivers (rental car and guest car porters).

The first important task about the hotel in the customer's imagination is a special responsibility of the service staff. Usually guests are first greeted at the entrance of the hotel by Swiss doormen. They should greet the guests and help them get out of the cars. Schweizers need to have detailed information about hotel services, hotel events (conferences, banquets), hotel location, and its surroundings.

Inviolable porters are responsible for escorting guests to their rooms and delivering their luggage. It is recommended that they talk to the guests during their arrival. Of course, it is especially important to provide information about the services available in the hotel; the presence of restaurants, cafes, bars, laundry dry cleaning, swimming pools, gyms, etc., it is necessary to tell about their working mode.

Upon arrival in the room, the receptionist should first help the guest to settle down and at the same time check that everything is in order. What works (radio, TV, lighting, air conditioners, telephones, mini bar, etc.) should be checked.

Many important services are provided to guests by special staff. They can be seen sitting at individual tables in hotel lobbies or directly on the floors. These people, called concierges, were not hotel servants until a certain time. They were considered independent entrepreneurs to purchase the right to provide services to hotel customers. More typical concierge services include:

- buying and delivering theater tickets to guests;
- placing an order for a table in a city restaurant;
- ordering and delivery of railway, bus, air tickets, providing information about domestic, intercity, international transport;
- booking a place for a doctor's appointment, cosmetic salon, hairdressing salon;
- providing information about the operation of stores, exhibitions, museums, local attractions;
- emergency assistance (for example, calling a doctor, notary, lawyer);
- execution of completely personal tasks of the client (visa registration, shopping, etc.).

Reception service and account book section. The reception service is often called the "heart" or "nerve center" of the hotel. With this service, guests are more in touch, they ask for services and information during their stay at the hotel.

An important function of the reception service is to greet guests and complete the necessary formalities for their accommodation. Receptionist (porter) is the first employee of the hotel who stands at the entrance after the waiter and is the first person in contact with the guests. How to welcome guests, how to greet them, how to quickly complete formalities (booking, filling out forms, checking advance payment) largely depends on him. Based on this, the guest will have the brightest idea about the hotel. In this regard, the following requirements are imposed on the reception service:

- The reception service should be located directly near the entrance to the hotel; if the hotel lobby occupies a large area, the dynamic character of the interior should be directed to the place where the reception service is located so that the guest can be targeted;

- The place where the employee is standing should be clean of papers and unnecessary items;
- Receptionist must have a perfect appearance and behave modestly. It is necessary to speak with guests only while standing. They should not be kept waiting. It should not be forgotten that there is no more important job for an employee than to properly welcome guests.

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