

Chapter 4 Outline

Reservations and Sales
 The Role of the Sales Department in Reservations
 The Reservation Sales Planning Process
Types of Reservations
 Guaranteed Reservations
 Non-Guaranteed Reservations
Reservation Inquiries
 Distribution Channels
 Distribution Channel Revenues
Group Reservations
 Group Reservation Issues
Reservation Availability
 Reservation Systems
Reservation Records
Reservation Confirmation/Cancellation
 Confirmation/Cancellation Numbers
 Modifying Non-Guaranteed Reservations
 Canceling a Reservation
Reservation Reports
 Expected Arrival and Departure Lists
 Processing Deposits
 Reservations Histories
Other Reservation Considerations
 Legal Implications
 Waiting Lists
 Promotional Packages
 Potential Reservation Problems
 E-commerce
Summary

Competencies

1. Discuss the sales dimension of the reservations process, outline the different types of reservations, and describe reservation inquiries and their distribution channels. (pp. 141–154)
2. Describe the process of taking group reservations and discuss group reservation issues. (pp. 154–158)
3. Identify the tools managers use to track and control reservations availability, and discuss the reservation record. (pp. 158–163)
4. Describe policies and procedures surrounding the confirmation, modification, and cancellation of different types of reservations. (pp. 163–166)
5. Explain the function of typical reservation reports, and summarize other reservation considerations. (pp. 166–175)