

SOCIAL AND PERSONAL SERVICES

Hotel Reception



WorldSkills Occupational Standards

WorldSkills Occupational Standards (WSOS)

Occupation description and WSOS

The name of the occupation is

Hotel Reception

Description of the associated work role(s) or occupation(s)

Globalization, social and demographic changes, and the evolution in transport are decisive factors in driving a rapid growth in the tourism industry and travel for business. Travel and tourism therefore plays an important role in social and economic growth throughout the world.

Hotels of many types, sizes and ownership are an essential part in this industry, providing accommodation and associated services to guests from across the globe. They may be part of international hotel chains which market their services on consistency and familiarity for the frequent or regular guest. Alternatively, they may promote distinct characteristics based on their locality, history, architecture, and targeted clientele. Quality and price generally go together; for reserving accommodation, an international rating system of stars can provide a reasonable indication of what might be expected within the range of prices associated with a locality.

The role of Hotel Receptionist is key to every hotel establishment. At the hotel's reception area guests receive their first impression of the hotel and therefore of their probable hotel experience. This is where the primary communication with the hotel staff is established. The quality, courtesy and promptness of service can make a great difference, positively or negatively, to the guest's relationship with the hotel and their satisfaction during their stay. This in turn affects the hotel's reputation and repeat business.

The Hotel Receptionist works mainly in the hotel's front office. Hotel receptionists need to use a wide range of skills continuously. These may include knowledge of local and general tourism information, good verbal and written English, computer literacy, good manners and conduct and grooming, excellent communication and social skills, problem solving, competence with figures and cash handling, and the application of procedures for reservations, reception, guest services and check out.

If the Hotel Receptionist possesses these skills and uses them well, the scope for promotion and mobility is great. This is a truly international and global occupation in an open and fluid part of the service sector.

General notes on the WSOS

The WSOS specifies the knowledge, understanding, and specific skills that underpin international best practice in technical and vocational performance. It should reflect a shared global understanding of what the associated work role(s) or occupation(s) represent for industry and business (www.worldskills.org/WSOS).

The skill competition is intended to reflect international best practice as described by the WSOS, and to the extent that it is able to. The Standard is therefore a guide to the required training and preparation for the skill competition.

In the skill competition the assessment of knowledge and understanding will take place through the assessment of performance. There will only be separate tests of knowledge and understanding where there is an overwhelming reason for these.

The Standard is divided into distinct sections with headings and reference numbers added.

Each section is assigned a percentage of the total marks to indicate its relative importance within the Standards. This is often referred to as the “weighting”. The sum of all the percentage marks is 100. The weightings determine the distribution of marks within the Marking Scheme.

Through the Test Project, the Marking Scheme will assess only those skills that are set out in the Standards Specification. They will reflect the Standards as comprehensively as possible within the constraints of the skill competition.

The Marking Scheme will follow the allocation of marks within the Standards to the extent practically possible. A variation of up to five percent is allowed, provided that this does not distort the weightings assigned by the Standards.

WorldSkills Occupational Standards

Section	Relative importance (%)
1 Work organization and self-management	15

The individual needs to know and understand:

- The services and facilities offered by hotels and their tariffs
- Legal requirements of hotels regarding check-in, health and safety, discrimination, guests' property, guests' behaviour, service of alcohol, sale of goods and services, data protection
- The rules in the event of an evacuation of hotels and the systems of first point of call for emergency services
- The facilities available for guests with disabilities
- The structure, role and requirements of front office operations within the hotel industry
- Reporting structures, shift patterns and types of staff
- The management of the guest cycle
- The types of customer likely to use the hotel.

The individual shall be able to:

- Deal effectively with guest related unexpected situations
- Maintain health and safety for guests, colleagues, and visitors
- Identify oneself with one's organization and its goals
- Hand over to the next shift ensuring that all information is passed on
- Prioritize work effectively
- Ensure that the reception area is well presented in terms of appearance, signage, cleanliness
- Apply rules and guidance relating to guests' security
- Maintain guests' privacy
- Apply all legislation relating to the sale and service of goods and services within hotels

2 Communication, customer care, and interpersonal skills	36
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The individual needs to know and understand:

- The importance of effective communications with guests
 - Procedures and guidance for communicating with guests
 - Barriers to effective communication and how to overcome them
 - Hotels' policies regarding uniform and personal appearance
 - The importance of personal presentation
 - The importance of hotel reception areas in creating a first impression
 - The use of correct titles and protocols
 - The links between hotel reception functions and other departments
- The role of reception as the hub for communications between departments

Section	Relative importance (%)
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The individual shall be able to:

- Welcome, attend to and communicate with all guests depending on guest type and/or situation, including those with disabilities and communication difficulties
- Provide accurate and comprehensive information about hotels' services and facilities
- Maintain good professional relations and communications with colleagues and suppliers
- Receive and deliver information from/to colleagues and suppliers
- Communicate effectively and in a timely manner with other departments within hotels
- Maintain good professional relations and communications with guests
- Receive and deliver information from/to guests
- Make and receive telephone calls and e-mails
- Attend guests during stay and ensure their satisfaction
- Maintain excellent personal presentation, abiding by the rules of the establishment regarding uniform and personal appearance
- Be aware of and react appropriately to non-verbal communications such as body language and gestures
- Apply listening techniques effectively
- Engage in appropriate and professional conversation
- Demonstrate self-confidence in dialogue
- Demonstrate tact and diplomacy
- Effectively resolve conflicts
- Respond to special requests

3	Hotel reservation procedures	3
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The individual needs to know and understand:

- Room allocation procedures including density charts, conventional charts, software solutions
- The place of central reservations within a hotel chain
- Software systems used to record hotel reservations
- The types and range of tariffs
- The status of provisional, confirmed, and guaranteed bookings
- Policies regarding deposits and procedures for taking a deposit at the point of booking
- Release times for rooms
- Hotels' policies regarding overbooking
- All documentation used within hotels relating to reservations
- Hotels' policies regarding yield management
- Policies relating to the use of agents or brokers

Section	Relative importance (%)
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The individual shall be able to:

- Take individual reservations in person, over the telephone, by e-mail, booking platforms or letters
- Take group reservations by telephone, e-mail, booking platforms or letters
- Take reservations via approved agents or brokers and record appropriately
- Accept walk-in bookings based on room availability, agreeing tariff and payment according to hotels' policies
- Request and take deposits according to hotels' policies
- Allocate rooms according to hotels' policies and procedures
- Record requests for additional services or sales to ensure delivery and appropriate charging

4	Checking-in procedures	3
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The individual needs to know and understand:

- Legal requirements regarding documentation and records for national and international hotel guests
- Electronic and manual systems for checking in guests
- Procedures and protocols for issuing keys
- Different types of traditional and electronic room keys
- Registration requirements
- the function and updating of guests' histories
- Usual guest requests such as early morning calls, newspapers, breakfast, room service
- Automated check-in procedures
- Procedures for dealing with guests' luggage, belongings, and car parking
- Group check-in procedures
- Overbooking policies

The individual shall be able to:

- Check in guests according to hotels' policies and procedures
- Maintain all necessary documentation and information relating to guests
- Issue room keys to guests
- Provide directions to allocated rooms and information about hotel services and facilities
- Request and take instructions for additional services and sales
- Ensure payment to prepare for smooth check-outs
- Advise on transferring guests' luggage to rooms and organise transfers according to hotels' policies
- Prepare and deal efficiently with arrivals of groups
- Handle efficiently overbooking and book-out situations

Section	Relative importance (%)
5 Administration and back office procedures	8

The individual needs to know and understand:

- Various types of guest recording and accounting systems including manual (tabular ledger) and computerized systems
- Types of account
- Posting charges to the guests' bills such as restaurant charges, room service, bar, paid outs
- Credit control systems
- Bad debts and how hotels manage them
- How to interpret data including guest histories, mailing lists, databases, accounts,
- Room statistics: room and sleeper occupancy, average room rates, room yield, gross operating profit
- How to access data, and improve revenue, promotions, discounts, forecasts, trends, strategies
- General office and administrative procedures and processes including filing, word processing, databases, photocopying, and maintenance of records
- The importance and means of security relating to handling and recording cash and cash equivalents

The individual shall be able to:

- Use computers and usual office software
- File documents and data physically and electronically
- Handle and account for cash and cash equivalents
- Manage currency exchange as required
- Conduct general office and administrative procedures such as filing, word processing, databases, photocopying, and maintenance of records
- Calculate currency exchanges and transactions with appropriate commission according to hotels' policies
- Post charges to guests' accounts accurately
- Maintain credit systems in line with hotels' policy
- Create and record any guest related document (confirmations, letters, etc.)

Section	Relative importance (%)
6 Sales promotion	14

The individual needs to know and understand:

- The range and purpose of promotional activities used by hotels and hotel groups
- The role of the hotel receptionist in promoting and maximizing sales and profit
- The role of the hotel receptionist in promoting repeat bookings
- The impact of visual displays and promotional material
- The role and benefits of loyalty programmes
- How to promote hotels online
- The role of yield management and online distribution
- The different partners and third parties used to generate sales, and their respective roles

The individual shall be able to:

- Promote and sell hotel services and facilities to guests when making reservations, on arrival and during their stay
- Maximize sales, room occupancy, room charges in line with hotels' policies and yield management
- Book additional services such as taxis, flowers, and theatre tickets on behalf of guests
- Create effective promotional displays in reception areas
- Respond to hotel or hotel group advertising and promotional activities
- Manage price resistance
- Promote and sell loyalty programmes, recognize members and ensure they receive the appropriate benefits

7 Managing complaints	8
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The individual needs to know and understand:

- Hotels' complaints procedures
- The scope for flexibility and conformity to the procedures
- Basic techniques for investigation and analysis
- The limits of personal authority
- Principles underlying conflict management

Section	Relative importance (%)
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The individual shall be able to:

- Demonstrate foresight in anticipating potential problems and complaints
- Put complainants at ease, including moving to appropriate locations as required
- Listen to complaints attentively, taking notes as required
- Ask questions objectively and sensitively
- Show consideration and empathy while maintaining objectivity
- Organize the notes taken, distinguishing between fact, opinion, or assumption
- Refer to hotels' procedures in order to identify options and solutions
- Apply hotels' procedures as appropriate to the situation
- Refer matters to line managers where they go beyond their personal authority
- Check satisfaction after the recovery of service

8	Checking-out procedures	3
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The individual needs to know and understand:

- Check-out times
- Billing procedures on guests' departure
- Various types of payment methods
- Procedure for accounting for advance deposits when preparing guests' bills and receiving payment
- How to account for any refunds
- Sales taxes and how they apply to hotel bills
- Documentation relating to checking out and guests' departure
- Express check-out procedures
- Late check-out procedures and policy
- How to manage check-outs for large groups and parties

The individual shall be able to:

- Check-out guests according to hotels' policies and procedures
- Manage express check-outs and late check-outs
- Manage check-outs for large groups or parties
- Receive payments
- Account for advance deposits received by hotels and any refunds due to guests
- Apply sales taxation appropriately

Section	Relative importance (%)
9 Promotion of the local area	10
<p>The individual needs to know and understand:</p> <ul style="list-style-type: none"> • Cultural, historical and tourist information for the local area • Options of public transportation • The local cuisine • Aspects of local communications and tradition • Know how to obtain new information fast by using the internet 	
<hr/> <p>The individual shall be able to:</p> <ul style="list-style-type: none"> • Promote destinations through storytelling, experiences, and guidance • Plan trips, book tickets and make reservations on behalf of guests • Anticipate guests' needs and promote destinations accordingly • Assist in transportation • Research, obtain and keep information up to date • Learn by heart the most important subjects, to be able to provide guests with quick responses • Collect feedback on guests' experiences 	
Total	100

References for industry consultation

WorldSkills is committed to ensuring that the WorldSkills Occupational Standards fully reflect the dynamism of internationally recognized best practice in industry and business. To do this WorldSkills approaches a number of organizations across the world that can offer feedback on the draft Description of the Associated Role and WorldSkills Occupational Standards on a two-yearly cycle.

In parallel to this, WSI consults three international occupational classifications and databases:

- ISCO-08: (<http://www.ilo.org/public/english/bureau/stat/isco/isco08/>) ILO: 4224
- ESCO: (<https://ec.europa.eu/esco/portal/home>)
- O*NET Online (www.onetonline.org/)

This WSOS appears to relate to Hotel, Motel, and Resort Desk Clerks
<https://www.onetonline.org/link/summary/43-4081.00>,

and/or Hotel Receptionist:

<http://data.europa.eu/esco/isco/C4224>

Adjacent occupations may also be explored through these links.

The following table indicates which organizations were approached and provided valuable feedback for the Description of the Associated Role and WorldSkills Occupational Standards in place for WorldSkills Shanghai 2022.

Organization	Contact name
Accor Hotel (Upper Southeast Asia and Maldives)	Claire Arnold, Director of Distribution Systems