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| Student No:   | 2015310                                        |
| Module Title: | Hotel Administration & Front Office Operations |
| Module Code:  | BMIH4004                                       |
| Lecturer:     | Laurence Blake                                 |

### Component One:

*What are the key skills required to work on the hotels front desk? 750 words (+/- 10%)*

**Contribution to Overall Module Assessment: 25%**

The front desk of a hotel is the most important department as it serves as the first point of contact for guests, and the skills and knowledge of the staff working at the front desk are vital for providing an exceptional hospitality experience (Baum, T., 2007). According to a survey conducted by the American Hotel & Lodging Association, the key skills required for working at the front desk of a hotel include excellent customer service, communication, problem-solving, multitasking, computer literacy, organizational skills, and professionalism. Excellent customer service is essential for any hospitality role, and working at the front desk is no exception. Front desk staff are responsible for greeting and assisting guests with their check-in, check-out, and other needs (Baum, T., 2002). They must be friendly and approachable and be skilled at resolving issues and complaints. Moreover, they should be knowledgeable about the hotel's services and be able to provide guests with advice and recommendations.

Working in the front desk of a hotel requires a multitude of skills that must be developed and honed in order to be successful. According to the Hotel Association of Canada, the key skills required for working on the front desk of a

hotel include customer service, communication, multitasking, attention to detail, problem-solving, organization, professionalism, and computer literacy (2020). Good communication skills are also important for working at the front desk. Front desk staff should be able to communicate effectively with guests and other members of the team in order to ensure that guests' needs are met and that all requests are handled in a timely manner (Milfelner, B., 2016). Furthermore, they must be able to listen to guests' feedback and be able to respond to their queries in a professional and friendly manner. Problem-solving skills are also essential for working at the front desk. As the first point of contact for guests, front desk staff are often required to deal with complaints and difficult situations. They must be able to think on their feet and be able to come up with solutions to resolve any issues or complaints in an efficient and timely manner. Multitasking is also an important skill for working at the front desk. Front desk staff must be able to switch between tasks quickly and efficiently in order to ensure that guests' needs are met and that all requests are handled in a timely manner.

Computer literacy is also important for working at the front desk. Front desk staff must be familiar with different computer software and be able to use them to manage guest reservations, check-in and check-out, and other tasks (Kang, J., 2019). Organizational skills are also important for working at the front desk. Front desk staff must be able to manage and prioritize tasks in order to ensure that all requests are handled in a timely manner. They must also be able to keep track of all guest information and records in order to ensure that all guests' needs are met. Customer service is the foundation of any successful hotel (Odgers, P., 2001). Guests expect to be greeted warmly and provided with a positive customer service experience throughout their stay. As a front desk agent, it is important to be friendly and helpful when interacting with guests, providing them with any

assistance they may need and responding to their inquiries in a professional and timely manner.

Finally, professionalism is another key skill for working at the front desk. Front desk staff must be able to maintain a professional attitude and demeanour at all times in order to ensure that guests receive the best possible service (Devine, F., 2007). They must be comfortable using computers and have a good understanding of the hotel's systems and processes. They must also be able to enter data into the hotel's system and retrieve information quickly and accurately

The key skills required for working at the hotels front desk are excellent customer service, communication, problem-solving, multitasking, computer literacy, organizational skills, and professionalism (Baum, T., 2006). These skills are essential for providing an exceptional hospitality experience and ensuring that guests' needs are met. the key skills required to work in the front desk of a hotel include customer service, communication, multitasking, attention to detail, problem-solving, organization, professionalism, and computer literacy. These skills must be developed and honed in order to be successful in this role.

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## Component Two:

### Contribution to Overall Module Assessment: 25%

**In this scenario** – It is your first day as a front desk associate and your manager has phoned in sick. Create an action plan and answer the following questions.

| What are you going to do to ensure that the hotel is represented well to guests?                                                                                                                                 | How will operations run smoothly throughout your shift?                                                                                                                            | Why would you consider your plan being the most effective?                                                                                                                           | What contingency plan will you put in place to ensure a quick resolution of this scenario in the future?                                                                                      |
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| Being proactive. In this case, I will ensure that I know my guest before they know me. As the front desk associate, I believe it is crucial to focus on listening, caring, and connecting with customers in ways | Knowing my guests inside out. Getting to know your customers is the single most effective way to improve their stay. Do not forget to record their preferences. First, the obvious | My plan is effective because it has highlighted how I am supposed to carry out myself to ensure the hotel is represented well. The plan has clear strategies to achieve this such as | A contingency plan is needed to cover unseen risks such as the case where the manager was sick. First, I will brainstorm and list all the possible risks that may be encountered at the hotel |

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| that bring something fresh to the table. To take the initiative, all I need to do is flash a genuine smile. It shows my guests that I value our interaction and appreciate their time here. In the end, this will aid in making our hotel look better to potential guests. | stuff like whether they have preferred sleeping quarters, if they could use an additional pillow, and if they have any food sensitivities.                    | being proactive, maximizing every small window of opportunity, and listening with the purpose of gaining comprehension. The plan has also included the technique of ensuring that all operations run smoothly. | which can make the manager or any other staff member fail to report to work. After listing, the second thing is prioritizing the risks in order of likelihood of appearing. Third, reassigning the staff members and grouping them for the same task. This will help in covering up for each other whenever a risk occurs |
| Maximizing every small window of opportunity. Perceptions are notorious for getting in the way of our hotel's success. When this happens, our emotions distract us from our                                                                                                | Prioritizing my tasks accordingly. This is planning and knowing what is expected of me in relation to the guests visiting our hotel. This includes the orders |                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                           |

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| <p>position as servants, and we become all wound up. As a result, there is not much opportunity left for making a significant initial impression. To avoid this and do a good job of representing the hotel, I can choose to have a happy mindset and incorporate that outlook into my performance.</p> | <p>they place and how they are supposed to be served.</p>                                                                                                                                                                                                                   |  |  |
| <p>Listen with the purpose of gaining comprehension. I am able to tune out distractions by focusing my concentration and paying attention to my body. My response will demonstrate my interest and comprehension, and I will happily repeat the question to make sure I</p>                             | <p>Embracing automation. I am able to get things done rapidly so as not to waste guest's time.</p> <p>Providing prompt, competent service is a sure-fire way to maintain customer satisfaction.</p> <p>Your hotel is open 24/7, so your guests may check in whenever it</p> |  |  |

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| <p>heard correctly. By doing so, I will have made the first step in establishing a relationship with a potentially lucrative, lifetime client. To better advertise our hotel, this is a great idea.</p> | <p>is most convenient for them. To ensure that visitors to your establishment do not have to wait too long to receive service, someone should be present at the front desk at all times. I can search for ways to automate any routine duties I have to undertake so that I can spend more time with my visitors and less time doing mundane tasks.</p> |  |  |
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### **Component Three:**

**Contribution to Overall Module Assessment: 50% (1000 words +/- 10%)**

Writing in essay format - *Describe the key elements that are required when considering these four elements of hotel operations:*

#### ***Element 1 – Property Management Systems (PMS)***

There may be a large number of processes involved in keeping a hotel running well. It used to take a lot of time and effort to handle all the operations using conventional ways (Bhatnagar, 2019). Recent technological advancements, however, have reshaped almost every aspect of the process. A variety of separate systems manage everything. When running a hotel, this is one of the most popular systems.

Hotels rely heavily on a centralized computer system called property management software to aid with various tasks, including but not limited to planning, scheduling, and administering all activities, both during the day and at night (Kholin, 2022). It is now possible for individuals to get the most out of its benefits because of the variety of systems on the market.

What follows is a list of the many tasks performed by a hotel's property management system. Management of reservations and check-ins: The finest property management systems help handle guest reservations made via the website. Guests will be given their rooms based on their requirements. Top-Notch Advertising Backing: Nowadays, marketing is a crucial skill for everyone (Gibson, 2021). The finest property management software will provide the hotel with all the tools to improve its advertising. Management of finances and sales: In the past, knowing how a corporation made money was tricky. Nevertheless, everything is different now that the

top PMS is being used. All historical data has been meticulously stored and can be accessed whenever needed, allowing for accurate revenue estimations at any time.

## ***Element 2 – Hotel Reputation***

The digital world is constantly evolving, so it is crucial to keep up lest you be left behind (Boley, 2020). During this recession, it is essential to emphasize your measures to support customers and workers, maintain clean working conditions, and, if relevant, discuss your intentions for when the economy recovers.

Guests and event organizers may learn more about your hotel by increasing its visibility on review sites like Yelp, TripAdvisor, and Google Reviews (Boley, 2020).

Guests and event organizers should know the significance of positive reviews to your hotel's success. If your team can connect personally with customers, they should be encouraged to ask for evaluations.

As part of your reputation management strategies, you should prioritize search engine optimization for your hotel's website. A high search engine ranking increases the chances that people will visit your website. It is to your best advantage to have a unique website since 93% of all online encounters start with a search engine.

Relationship development and interaction with event organizers and attendees may be accomplished through social media. Building brand loyalty, which increases the likelihood of guests returning, may be aided through genuine connection and engagement (Lacalle, 2021). Customers appreciate prompt service, but the ability to provide them with the correct answer is crucial to their satisfaction. Make an effort to provide high-quality, individualized replies in your live chat and social media. Make an effort to engage personally with each visitor or organizer. Maintaining a high level of authenticity and detail-oriented service can do wonders for your hotel's standing.

When communicating with your audience directly, there is no better platform than social media to present your company's visual assets and give your brand a voice (Whatman, 2021). Consistency is crucial to creating and retaining your community of planners and your target audience in the face of the massive volume of material accessible on every social media outlet. Strike and maintain a consistent brand-appropriate tone in all of your content.

### ***Element 3 - Communication***

Staff members fluent in many languages and able to speak with clients and consumers from all over the globe are in high demand as the global economy becomes more interconnected via the internet (Mirani, 2021). You will need more than simply fluency in your native tongue to do this. Communicating effectively via digital means is becoming as essential as fluency in the English language. Improving one's communication and critical thinking abilities via formal training is the most excellent method to impress potential employers and further one's career in the hospitality sector.

Understanding body language and interacting with individuals who do not speak the same language are two examples of non-verbal communication skills crucial in the hospitality sector (Duncan, 2022). To be a good host, you need to recognize when a visitor is having difficulty communicating and respond with empathy and compassion. If you work at a central hotel, you will most certainly interact with people from many walks of life.

Although face-to-face communication skills may seem obsolete in today's tech-driven workplace, they remain vital. If you want your business to run efficiently, you need to

invest in a reliable method of communication (Giannotti, n.d.). The ability to convey information clearly and concisely is crucial to the success of any organization, but it also has a profound cultural impact. An effective internal communication method is critical at a hotel because several activities rely on one another. Smoothly serving customers is an area where communication may shine. It is reasonable to assume that, as technology advances, hotels will do their part to improve visitor communication and experience.

#### ***Element 4 - Staffing***

Recruiting and retaining top-tier employees in the hospitality sector is now the industry's biggest challenge (Berman, 2022). In today's globally competitive market, achieving organizational goals and commanding a large portion of the market requires a clear and polished recruiting strategy. The best delivery will be improved if suitable processes are utilized, and the right people are hired who can manage their responsibilities to the best pleasure of the client, making recruiting and choosing the right people crucial to the success of the hospitality business.

The hiring process, which includes interviewing, selecting candidates, and offering jobs, plays a crucial role in the hotel management sector. Success in this field is contingent upon human resource personnel alone. According to Mintzberg, human capital is a company's greatest asset, but only if it is handled properly (Campbell, 2021). That indicates that upward development is possible for businesses, provided they hire the correct personnel. The management should do all their power to keep the employees inspired via frequent training and incentives. The selection procedure must be conducted openly and objectively. Staff in the hotel business should be

highly qualified to ensure the company meets its objectives and provides the best possible service to its clients. That highlights the importance of hiring competent and enthusiastic workers.

Individuals' qualifications and how well they respond to instruction should be considered when deciding where to place them (Bates, 2019). Before placement, a thorough evaluation of the individual's strengths and shortcomings is necessary.

Finally, managers are tasked with establishing a culture of respect and leadership in which staff members feel safe enough to provide visitors with the kind of enthusiastic, memorable experiences that will keep them coming back.

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| <b>Word Count</b> | <b>1167</b> |
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