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Component One:

What are the key skills required to work at the hotel's front desk?

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HOTEL

ADMINISTRATION

Module Title: AND FRONT

OFFICE

Module Code: BMIH4004

Lecturer:

Introduction

The front desk of a hotel acts as the primary point of contact for both visitors and the establishment. The front desk staff is responsible for providing excellent customer service, answering guest inquiries, organising reservations, and ensuring a smooth check-in and check-out process. On component one this report examines the key qualities required to work at a hotel front desk, emphasising the practical application of academic knowledge through examples from business and personal perspectives.

Key Competencies for Hotel Front Desk Work

By combining personal observations with insights from professional experiences, this essay investigates the fundamental abilities required by hotel front desk workers. Now, these skills, personal reflection and application in industry and also the importance of the topic in the hospitality industry are given below:

Interpersonal and Communication Skills

The duties at the hotel front desk emphasise interpersonal and communication skills. Professionals must have great verbal and written communication skills to interact with clients, coworkers, and other departments (Shin et al., 2019). Active listening, empathy, and a pleasant demeanour are required to build relationships with guests, understand their needs, and provide tailored service. A front-desk professional who addresses a guest's problem empathically and actively listens to their comments can turn a poor experience around (Bardi, 2021).

Personal Reflection

As a hotel administration student, I honed my interpersonal and communication skills through numerous group projects and presentations. In addition, my part-time employment in customer service has allowed me to develop active listening and adapt my communication style to various people.

Application in Industry

These abilities will be directly applicable in my future front-desk position. By carefully listening to visitors, understanding their preferences, and effectively communicating with coworkers, I can improve the guest experience and build a positive work environment.

Problem-Solving and Decision-Making Skills

Front desk staff face a variety of challenges, including monitoring room availability, handling client complaints, and coordinating visitor requests (Astuti et al., 2018). Solid problem-solving skills are essential for promptly addressing difficulties, developing solutions, and making well-informed judgements. When a hotel is fully booked, the front desk manager must use problem-solving strategies to identify alternate accommodations for visitors while minimising disruption and ensuring guest satisfaction (Bardi, 2021).

Personal Reflection

I have participated in simulations and case studies throughout my academic career, which has helped me become more adept at making judgements and solving problems. This has assisted me in evaluating conditions, weighing my options, and reaching reasonable conclusions.

Application in Industry

I can confidently handle concerns at the front desk by applying my academic knowledge in real-world business scenarios. I can help the hotel run efficiently and increase client satisfaction by solving difficulties and making sound decisions.

Time Management and Organizational Skills

Working at a front desk necessitates exceptional organisation and time management skills. Professionals must prioritise activities, manage multiple responsibilities concurrently, and maintain composure in fast-paced environments (Marneros et al., 2022). Managing visitor information, reservations, and administrative obligations effectively are critical to providing smooth service. Front desk personnel managing a high volume of check-ins, check-outs, and visitor inquiries must manage their time properly to provide accurate, timely service.

Personal reflection

Balancing academic work, extracurricular activities, and a part-time job has helped me become more organised and time efficient. I've improved my ability to prioritise, plan, and complete work efficiently.

Application in Industry

By employing good time management and organisational strategies, I can maximise my productivity and ensure the smooth operation of front-desk operations. This will aid in providing visitors with effective and gratifying experiences.

Technology and Software Proficiency

Information Technology and Software Modern hotel front desks rely significantly on software and technical equipment to work more efficiently (Korez-Vide et al., 2016). Being familiar with property management systems, online reservation systems, and other pertinent technologies is essential. Front-desk employees must be technologically knowledgeable and capable of troubleshooting typical problems. Managing visitor check-ins, acquiring access to reservation information, and providing accurate billing are all chores a trained front desk attendant can accomplish easily (Olimovich et al., 2020).

Personal Reflection

As part of my training, I became acquainted with a variety of reservation and property management systems. My personal and academic expertise with technology has also increased my ability to operate various software packages.

Application in Industry

Because I combined theoretical and practical technological abilities, I will be able to adapt to new software systems quickly. I will be able to effectively use technology to improve customer service and speed up front-desk operations.

Importance of the Topic in the Hospitality Industry

The functioning of the front desk is critical in the hospitality industry since it serves as the first point of contact for guests. Excellent front desk service can result in positive visitor experiences, which can boost customer loyalty, favourable evaluations, and revenue (Astuti et al., 2018). Poor front desk service, on the other hand, can lead to negative visitor perceptions, lost business, and brand damage. As a result, mastery of these core competencies is required to maintain acceptable service standards and guest satisfaction.

Conclusion

Interpersonal, problem-solving, time management and technical skills are required for hotel front desk positions. The practical use of these talents has been demonstrated through personal views and examples from the corporate world. By combining academic knowledge with real practices, professionals may provide excellent guest service, assure efficient operations, and contribute to the success of the hospitality industry. If they want to flourish in the fast-paced, customer-focused environment of front desk operations, aspiring hotel workers must master and continually improve these skills.

Component Two:

Contribution to Overall Module Assessment:

Action Plan	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?
1. Learn about the hotel's criteria.	Discover the brand standards, mission, and values of the hotel. Make a good first impression by being professional and welcoming to visitors.	Ensure that all standard operating procedures (SOPs) are followed, including prompt responses to inquiries and requests, proper visitor information management, and efficient check-ins (Bardi, 2010).	This method works successfully because it maintains operational standards, provides excellent visitor experiences, and represents the desired brand image of the hotel (Corgel et al., 2011).	Provide a detailed training plan that covers all front desk responsibilities, including emergency protocols, to ensure that other staff members are prepared for such situations.
2. Interact with coworkers and visitors	Keep lines of communication open and transparent with all staff members to be informed of ongoing operations, changes, and any specific visitor requests or concerns.	Provide accurate information about hotel amenities, services, and surrounding attractions to manage tourist expectations successfully. Collaborate with other departments to react to	This technique ensures consistent and understandable communication, reducing ambiguity and ensuring that guests' demands are met successfully (Johnston et al., 2012).	Implement a cross-training plan to educate additional workers on front desk operations to ensure smooth covering in the case of unforeseen absences or emergencies.

		visitor requests as soon as possible.		
3. Establish priorities and develop time management skills.	Sort activities by significance and urgency, ensuring that the most important tasks are completed first. Use time management skills to tackle multiple responsibilities at once.	Update the occupancy level, room availability, and visitor requests often to avoid overbooking and promote a seamless check-in. Keep your workspace tidy and organised.	By setting goals and managing time effectively, the front desk agent can provide good service, eliminate delays, and create positive visitor experiences (Hammer, 2016).	To ensure a smooth transfer, implement a digital task management system or use shift handover diaries to keep track of critical information without a manager.
4. Maintain your cool and take the initiative to solve problems.	Maintain your cool when confronted with problems or concerns from visitors. Actively listen to guests' problems, demonstrate empathy, and act fast to resolve them.	Collaborate with the appropriate departments to address any operational issues, such as maintenance requests or technological difficulties, as soon as possible. Be proactive in anticipating the needs of visitors.	This strategy ensures guest happiness by effectively resolving problems, maintaining a pleasant ambience, and preventing minor concerns from becoming large ones (Solomon, 2018).	Establish regular contact lines with the management team so that you can report any difficulties or concerns and receive rapid assistance when the manager is unavailable.

Component Three:

Contribution to Overall Module Assessment

Element 1 – Property Management Systems (PMS)

A Property Management System (PMS) is essential to hotel operations since it acts as the central hub for many aspects of the property, such as reservations, visitor information, billing, and room allocations (Tesone, 2015). It automates and streamlines administrative duties to maintain successful operations and improve the visitor experience.

A vital component is a PMS's ability to manage reservations efficiently. Hotel employees can add and modify reservation details such as client preferences, special requests, and room pricing. Errors are reduced and overbooking and other reservation-related issues are avoided by ensuring the information is accurate and current (Corgel et al., 2011). A PMS also provides real-time room availability, simplifying inventory management and expanding revenue opportunities.

A PMS's ability to securely retain visitor information is another crucial aspect. It saves vital information such as visitor profiles, contact information, journey histories, and preferences. This information helps to customise the visitor experience by allowing personnel to anticipate the client's needs and provide personalised services (Hammer, 2016). For example, the PMS allows employees to accommodate visitor preferences like food restrictions or a preference for a specific hotel type, so increasing the guest's experience.

A PMS also helps to simplify the billing and payment operations. It aggregates charges from many departments (such as rooms, restaurants, and spas) into a single guest folio to promote exact and effective invoicing (Solomon, 2018). Integration with payment gateways provides users with safe and convenient payment options, increasing user satisfaction and reducing payment-related issues. So, a comprehensive property management system is critical to hospitality operations.

Element 2 – Hotel Reputation

A hotel's reputation is critical for attracting guests, developing brand loyalty, and eventually increasing revenue. In today's digital age, where online reviews and ratings significantly impact consumer decisions, managing and improving a hotel's reputation is critical for long-term success.

Providing excellent customer service is critical to establishing a great reputation for your business (Corgel et al., 2011). From the initial reservation inquiry to the check-out procedure, every interaction has the potential to create a memorable experience. Employees should be trained on how to prioritise visitor pleasure, pay close attention to their needs, and go above and beyond to exceed their expectations (Hammer, 2016). beneficial evaluations and recommendations are the results of beneficial interactions, and they contribute to the development of a positive reputation.

Managing a hotel's reputation necessitates connection with visitors via a range of communication channels (Johnston et al., 2012). This includes responding to both favourable and negative online reviews on sites such as TripAdvisor, Google, and social media. recognising and Positive feedback confirms the hotel's commitment to providing excellent service. Responding to negative criticism demonstrates accountability, a desire to address concerns, and a commitment to continuous improvement (Fallon and Rutherford, 2010).

Finally, the reputation of a hotel has a significant impact on its success. Hotels can control and improve their reputation by emphasising exceptional guest service, adhering to stringent hygienic standards, responding immediately to complaints, actively engaging with guests through several communication channels, and collaborating with the marketing department (Wood, 2013). A good reputation in the hotel industry attracts clients, fosters repeat business and give enterprises a competitive advantage.

Element 3 - Communication

Effective communication is critical to hotel operations because it allows for seamless employee cooperation, seamless tourist experiences, and a happy work environment. Strong communication skills enable hotel workers to provide accurate information, listen closely, and respond quickly to guest inquiries (Rutherford, 2021).

Internal communication is critical to the hotel's success. It enables departments to collaborate successfully, ensuring that guests' demands are met without delay or disagreement (Chibili, 2017). Regular staff meetings, shift handoffs, and open lines of communication promote the exchange of critical information such as guest preferences, special requests, and operational updates. Ensuring that every employee is knowledgeable and on the same page, this increases collaboration and avoids misunderstandings.

External communication with guests is also critical. Hotel staff must be able to speak effectively and professionally to provide accurate information, respond to guest inquiries, and address any

difficulties (Chibili, 2017). Employees with great verbal and written communication skills are better able to provide clients with personalised and attentive service, anticipate their needs, and exceed their expectations. Active listening and empathy are required to determine the needs of visitors and ensure their pleasure (Wood, 2013).

Online and social media platforms require effective communication as well. Hotels must interact with tourists via several digital media, answering queries, responding to criticism, and spreading important information (Fallon and Rutherford, 2010). Prompt and courteous responses to online comments and emails demonstrate a hotel's dedication to guest satisfaction and can improve potential consumers' impressions.

Finally, effective communication is critical in hotel operations. It facilitates personnel coordination, allows visitors to readily interact with the facilities, and encourages a productive workplace (Chibili, 2017). Clear and timely internal and external communication facilitates the development of trustworthy relationships with consumers, promotes teamwork among staff members, and increases customer satisfaction levels.

Element 4 - Staffing

Employee competency and dedication have a substantial impact on guest experiences and the overall performance of the hotel, making staffing a critical component of hotel operations. Effective staffing requires the recruitment, training, and administration of a diverse team of competent employees with the appropriate expertise, knowledge, and love for hospitality (Tesone, 2015).

Procedures for recruiting and selection are critical for locating qualified candidates for various hotel positions. Hiring employees whose values align with those of the hotel, who have relevant knowledge, and who demonstrate a genuine commitment to customer service is the foundation of providing outstanding guest experiences (Corgel et al., 2011). Using extensive interviewing techniques, reference checks, and competence evaluations makes it easier to find individuals who exhibit the needed attributes.

Effective management and leadership have a tremendous impact on employee productivity and job satisfaction. Managers should set clear performance objectives, provide clear direction, and establish these standards to foster an environment that supports employee engagement and motivation (Chibili, 2017). Employee retention and contentment are influenced by regular feedback, recognition of accomplishments, and opportunities for career development and advancement.

Scheduling is another important aspect of hotel workers. Appropriate scheduling ensures enough coverage across all departments by taking into account factors like peak times, personnel availability, and job distribution (Rutherford, 2021). A well-balanced itinerary provides timely and attentive client service, prevents employee tiredness, and supports efficient operations. Employees from several departments may be cross-trained to improve adaptability and enable more effective operations (Corgel et al., 2011). When employees have a better grasp of their respective roles and duties, they are better able to help one another.

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