

**Component One: Student Journal
(learning log) 750 words +/- 10%**

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

Student No:	2216158
	Riccardo Stefanelli

Module	Hotel Administration and Front Office
Title: Module	-----
	BMIH4004

Code:	Scott James
Lecturer:	-----

In this reflective journal, I will explore the key skills required to work effectively in the hotel front office. I will adopt the Schön reflective practice model to identify and analyse my experiences, engaging in a process of reflection-in-action and reflection-on-action.

As I have been working at my university placement in Premier Inn hotel front office, I have realized that several skills are crucial for success in this role. One key skill is effective communication. Working in the front office requires constant interaction with guests, colleagues, and other departments. Clear and concise communication is essential to ensure that guests' needs are met, and that the operation runs smoothly. Through verbal and nonverbal communication, I strive to be courteous, attentive, and responsive, making the guests feel valued and ensuring their satisfaction.

Another important skill is problem-solving:

The hotel front office is a fast-paced environment, and unexpected challenges often arise. In these situations, I have learned to stay calm and assess the situation objectively. By analysing the problem from different angles and considering the available resources, I can identify effective solutions. This skill has helped me resolve issues promptly, maintain guest satisfaction, and ensure a smooth operation.

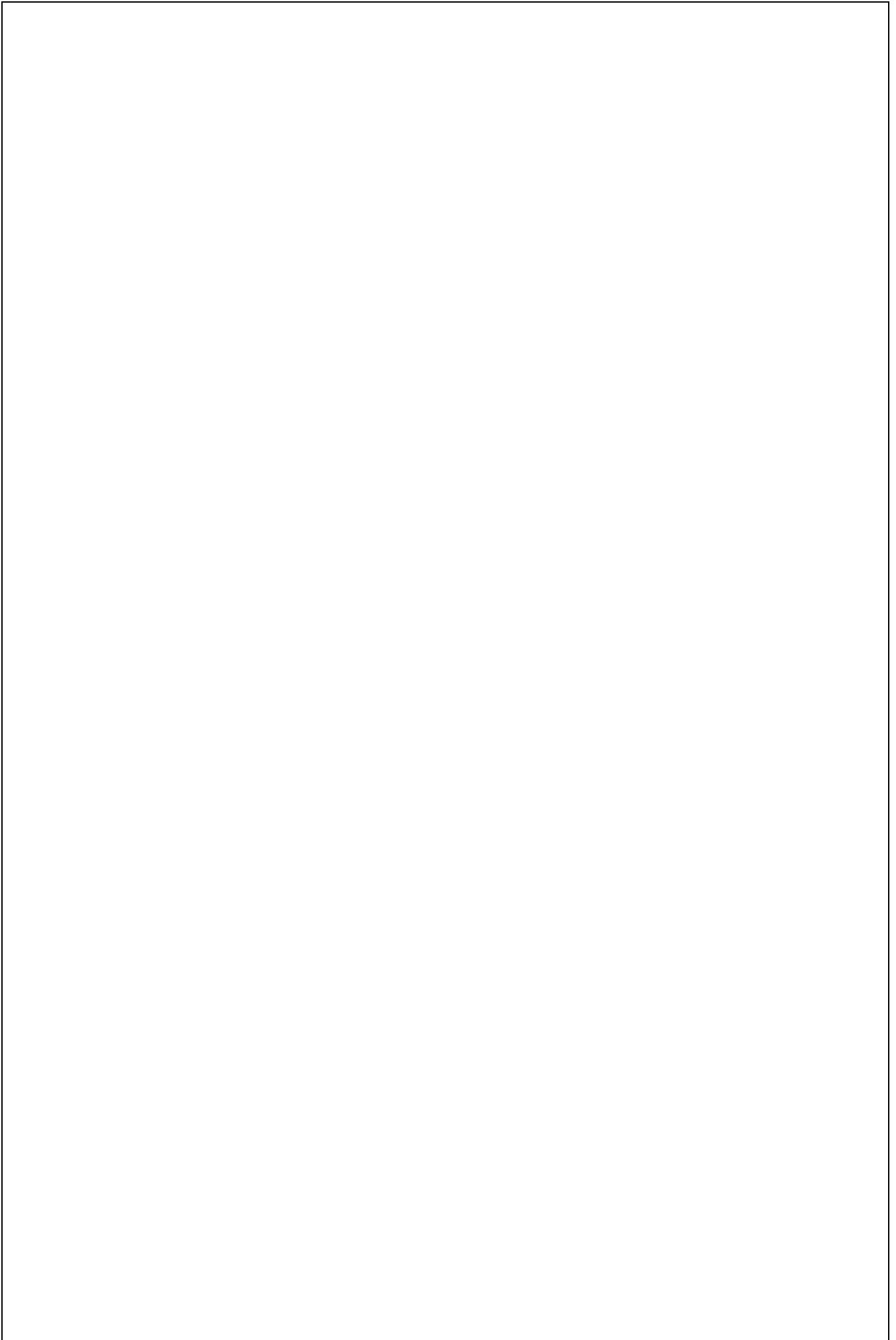
Furthermore, adaptability is a key skill in the hotel front office. No two days are the same, and flexibility is essential to handle the diverse situations that can arise. Whether it is managing various guest requests, handling unexpected changes in reservations, or addressing emergencies, being adaptable is crucial. I have learned to quickly adjust my approach and embrace change, which has helped me provide excellent service and maintain high guest satisfaction even in challenging situations.

Reflection-on-Action:

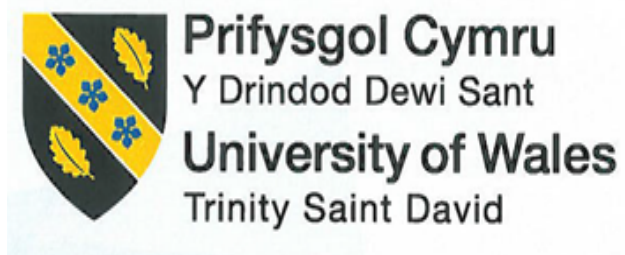
Reflecting on my experiences in the hotel front office, I recognize that continuous learning is vital for professional growth in this role. One skill that I have developed over time is effective time management. Initially, I struggled to prioritize and manage multiple tasks simultaneously, often feeling overwhelmed. However, through reflection-on-action, I identified areas of improvement and implemented strategies to enhance my time management skills. I have learned to create to-do lists, delegate tasks when necessary, and break down large projects into smaller, manageable tasks. This has significantly improved my efficiency and productivity, allowing me to provide better service to guests and colleagues.

Another skill that I have actively worked on is emotional intelligence. Interacting with a wide range of guests requires empathy, understanding, and the ability to manage emotions effectively. Reflecting on my interactions with guests, I have become more aware of my own emotions and have developed strategies to remain calm and composed, even in challenging situations. By practicing active listening and demonstrating empathy, I am better able to connect with guests on an emotional level, creating positive experiences and fostering guest loyalty.

Furthermore, I have used reflective practice to improve my teamwork skills. The hotel front office relies heavily on collaboration between various departments, and effective teamwork is crucial for a seamless guest experience. Reflecting on my teamwork experiences, I have identified areas for improvement, such as enhancing communication within the team and fostering a sense of shared goals. By actively seeking feedback from colleagues and reflecting on my own contributions, I have become a more valuable team member, contributing to a positive working environment, and delivering exceptional service to guests. Through the Schön reflective practice model, I have identified key skills required to work effectively in the hotel front office. Effective communication, problem-solving, adaptability, time management, emotional intelligence, and teamwork are all crucial skills for success in this role. By engaging in reflection-in-action and reflection-on-action, I have been able to continuously learn and improve these skills, providing exceptional service to guests and contributing to the overall success of the hotel front office







Component Two

Contribution to Overall Module Assessment: 25%

Trip Advisor Review Response 150 words +/-10%

Dear Guest,

Thank you for your positive review of the Premier Inn hotel in Brentwood. We appreciate your feedback and are delighted to hear that you had a pleasant experience during your stay. I will certainly share your feedback to all my staff. At Premier Inn, we strive to provide our guests with exceptional service and comfortable accommodations, and we are glad that we met your expectations. Our team works diligently to ensure that every aspect of your stay is enjoyable, from the cleanliness of the rooms to the attentiveness of our staff.

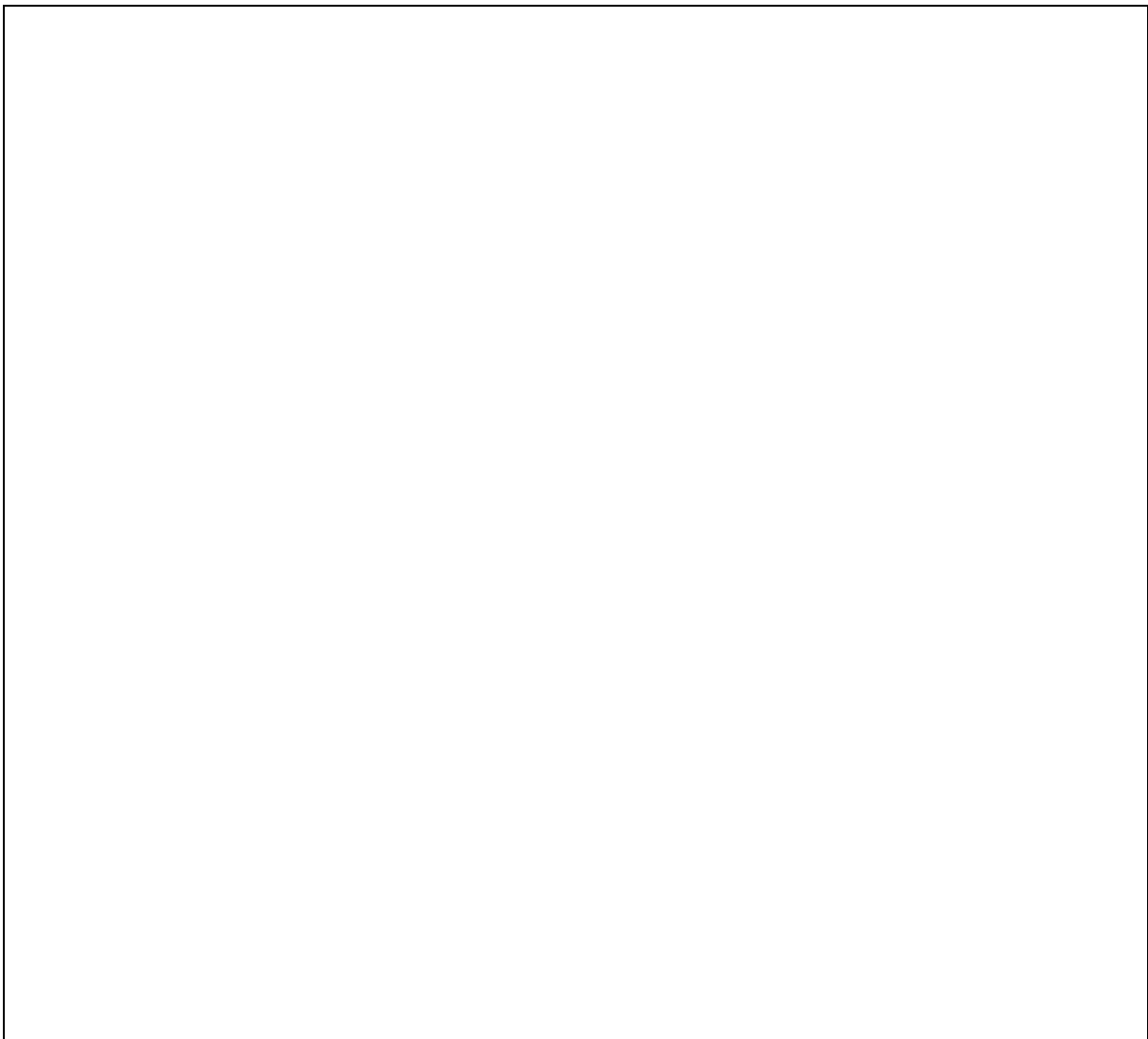
We take pride in our convenient location, which allows easy access to local attractions and amenities. It is great to know that you found this aspect beneficial during your visit.

Your kind words regarding our staff are truly appreciated. We believe in delivering friendly and professional service to all our guests, and it is rewarding to hear that our team made a positive impression on you.

Thank you once again for choosing Premier Inn. We look forward to welcoming you back on your next visit to Brentwood or any of our other locations.

Riccardo Stefanelli

Hotel Manager Premier Inn



Screen shot of referenced Trip Advisor review used:



LoveTravel707596 wrote a review Oct 2023

1 contribution



Brilliant Staff

Quick overnight stop here. Just wanted to say how professional, efficient and hard working Ros, Angie and Inga were working the reception, restaurant and bar. The three of them were obviously rushed off of their feet in all areas and with a continuous flow of guests waiting for a table in the restaurant, they remained calm, courteous, attentive friendly but professional.

We were most impressed with them, a rarity in today's hospitality business where the courtesy and the 'have a great day' expressions ring faux and mean nothing. These ladies were 'on it' and Premier Inn, Brentwood you should be very happy you have such a brilliant team.

[Read less](#) ▲

Date of stay: October 2023

Trip type: Travelled as a couple



Value



Service



Location

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

Helpful

Share

Letter of complaint response 500 words +/- 1-%

Dear valued guest,

Thank you for taking the time to share your feedback regarding your recent stay at our hotel. We are sorry to hear that your experience did not meet your expectations, and we apologize for any inconvenience you may have encountered. We strive to provide exceptional service to all our guests, and it is disheartening to learn that we fell short during your stay. We understand that you did not mention any issues during your time with us, and we regret that we were not given the opportunity to address and resolve any concerns you may have had.

We take guest feedback seriously, as it helps us identify areas for improvement. This will enable us to investigate the matter thoroughly and take appropriate measures to prevent similar occurrences in the future.

Our team is committed to ensuring the comfort and satisfaction of our guests, and we deeply regret that we were unable to meet your expectations. We would like to assure you that your feedback has been shared with the relevant departments for further review and action.

We value your patronage and would like to make it right. If you would be willing to give us another chance, we would be more than happy to welcome you back and provide you with a superior experience. Please feel free to reach out to our customer service team, who will be more than willing to assist you with any future reservations or concerns.

Also, I would like to offer you and your family an all-inclusive Complimentary stay at the Hotel please feel free to contact me directly anytime.

Once again, we apologize for any inconvenience caused and thank you for bringing this matter to our attention. We hope to have the opportunity to regain your trust and provide you with the exceptional service that we are known for.

Thank you for choosing our hotel, and we look forward to the possibility of serving you again in the future.

Sincerely,

Riccardo Stefanelli

Hotel Manager

Component Three:

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

Writing in essay format

Element 1 – Pre-Arrival

The pre-arrival stage sets the tone for the entire guest experience.

Key elements in managing this stage include effective communication, personalized service, and anticipation of guest needs. Firstly, hotel managers should establish

clear lines of communication with guests through various channels such as email, phone, or online chat. This allows guests to make inquiries, request special services, or provide specific preferences before their arrival. Secondly, personalized service plays a crucial role in creating a positive first impression. By addressing guests by name, acknowledging special occasions, or remembering their preferences, hotels can make guests feel valued and appreciated. Lastly, anticipating guest needs involves understanding their preferences and proactively offering relevant services or amenities. This could include arranging transportation, recommending local attractions, or providing information about the hotel's facilities.

Element 2 – Arrival

The arrival stage is the moment when guests physically arrive at the hotel. Efficient and seamless processes are essential to ensure a smooth check-in experience. Key elements in managing this stage include streamlined check-in procedures, well-trained staff, and attention to detail. Hotels should invest in technology that allows for quick and hassle-free check-ins, such as self-check-in kiosks or mobile check-in options. Additionally, well-trained staff who are knowledgeable about the hotel's services and facilities can provide a warm welcome and address any immediate concerns or requests. Attention to detail is also crucial, as guests often form initial impressions based on the cleanliness, ambiance, and overall presentation of the hotel lobby and reception area.

Element 3 – Duration of stay

The duration of a guest's stay is a critical period for hotels to ensure guest satisfaction and loyalty. Key elements in managing this stage include personalized experiences, efficient service delivery, and proactive problem-solving. Hotels should strive to create

personalized experiences by offering tailored services or amenities based on guest preferences. This could include providing a specific pillow type, offering a personalized welcome note, or arranging for special dietary requirements. Efficient service delivery is also crucial, as guests expect prompt responses to their requests, timely housekeeping, and well-maintained facilities. Additionally, proactive problemsolving involves addressing any issues or concerns that may arise during the guest's stay. This could include resolving maintenance issues, handling noise complaints, or providing alternative solutions when faced with unforeseen circumstances.

Element 4 – Departure

The departure stage is the final opportunity for hotels to leave a lasting positive impression on guests. Key elements in managing this stage include express checkout options, personalized farewells, and soliciting feedback. Express check-out options, such as mobile check-out or automated billing, can save guests time and enhance their overall experience. Personalized farewells, such as thanking guests by name and expressing appreciation for their stay, can leave a lasting positive impression. Lastly, soliciting feedback through post-stay surveys or face-to-face interactions allows hotels to gather valuable insights and address any areas for improvement. Effectively managing the four stages of the hotel guest journey is crucial for ensuring guest satisfaction and loyalty either for a low budget or an expensive luxury resort *Özdemir, A. İ., Çolak, A., & Shmilli, J. (2019)*. The pre-arrival stage sets the foundation for a positive experience, the arrival stage establishes the first impression, the duration of stay stage focuses on personalized experiences, and the departure stage leaves a lasting positive impression. By implementing key elements such as effective communication, personalized service, efficient processes, attention to detail, and proactive problem-solving, hotel managers can create exceptional guest experiences that lead to increased guest satisfaction and loyalty.

The hotel guest experience is the totality of guest evaluations of different service stages through diverse interactions and consumption Pizam, A., & Ellis, T. (1999).

References

1. AA Hotel Quality Standards Available at :
<https://ccea.org.uk/downloads/docs/Support/Unit%201%20Support/2020/Unit%201%3A%20Key%20Requirements%20at%20a%20Glance%20According%20to%20AA%20Hotel%20Quality%20Standards.pdf>

[20to%20AA%20Hotel%20Quality%20Standards.pdf](#) Accessed on 01/11/2023.

2. Batabyal, D., & Das, D. K. (Eds.). (2019). Global trends, practices, and challenges in contemporary tourism and hospitality management. Business Science Reference Available at: <https://doi.org/10.4018/978-1-5225-8494-0> Accessed on 01/11/2023.
3. Ford, R. C. (Robert C., & Sturman, M. C. (Michael C. (2020). *Managing hospitality organizations : achieving excellence in the guest experience* (Second edition.). SAGE Publications, Inc.
4. Özdemir, A. İ., Çolak, A., & Shmilli, J. (2019). Business process management in hotels: with a focus on delivering quality guest service. *Quality & Quantity*, 53(5), 2305–2322 Available at: <https://doi.org/10.1007/s11135-018-0727-4> Accessed on 01/11/2023.
5. Pizam, A., & Ellis, T. (1999). Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Hospitality Management*, 11(7), 326–339. doi:10.1108/ 09596119910293231.
6. Rutherford, D. G., & O'Fallon, M. J. (2007). *Hotel management and operations* (4th ed.). John Wiley.
7. Tripadvisor Website Premier Inn Brentwood reviews available at : https://www.tripadvisor.co.uk/Hotel_Review-g503773-d1575383-Reviews-Premier_Inn_Brentwood_Hotel-Brentwood_Borough_of_Brentwood_Essex_England.html Accessed 03/11/2023 Accessed on 31/10/2023.
8. Vallen, G. K., & Vallen, J. J. (2014). *Check-in check-out : managing hotel operations* (Ninth edition.). Pearson.
9. Yi, S., Li, X., & Jai, T.-M. (Catherine). (2018). Hotel guests' perception of best green practices: *A content analysis of online reviews*. *Tourism and Hospitality Research*, 18(2), 191–202. Available at: <https://doi.org/10.1177/1467358416637251> Accessed on: 27/10/2023.