



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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

Contribution to Overall Module
Assessment: 25%

**Student
No:**

2233553

**Module
Title:**

**Hotel Administration
and Front Office**

**Module
Code:**

BMIH4004

Lecturer:

Daniel Payne

Introduction

This diary is intended to reflect on the essential abilities required for the front office of the Marriott Hotel County Hall London. Our investigation will be led by Gibbs' Reflective Model, which emphasises dissecting events to deepen our understanding of them (Neuhofer et al., 2015). We dig into the realms of hospitality as well as front office operations within the confines of this prestigious establishment, hoping to gain an essential understanding for personal as well as professional improvement.

Reflective Model Selection

This journal made a conscious decision to use the Gibbs Reflective Model as its primary theoretical framework. This paradigm includes critical stages for our reflective journey, such as Description, Feelings, Evaluation, Analysis, Conclusion, and Action Plan. The foundation upon which our encounters at the Marriott Hotel County Hall London are based facilitates a thorough evaluation of our experiences (Bardi, 2011). This method will let us analyse our interactions more clearly and in detail, which will improve our understanding of critical front-office competencies.

Body

Description:

I had the pleasure of helping with the check-in procedure at the Marriott Hotel County Hall London on a hectic evening. There was an endless line of patrons making their way to their reservations in the height of the busy summer season. Greeting guests, verifying bookings, providing room keys, and providing information about hotel services

were among my duties. The scene was complex and fast-paced, and customers expected prompt, courteous service (Bruns-Smith *et al.*, 2015). One of the challenges was handling check-in lines efficiently and promptly answering questions from guests during peak check-in times.

Feelings:

As I checked into the London Marriott Hotel County Hall a mixture of excitement and dread filled my body. There was a certain unease stemming from the prominence of the establishment and the high expectations of the visitors. But I was also proud to have been a part of such a remarkable team (Vasadze *et al.*, 2018). Even though there were some difficult times I felt fulfilled because of the positive contacts with clients and their gratitude. It was a fast-paced high-pressure situation in which maintaining a professional demeanour and ensuring guest happiness were critical.

Evaluation:

The Marriott Hotel County Hall London experience had both positive and negative aspects. On the plus side, the hotel's dedication to providing excellent service was palpable. The staff was well-trained and helpful, and the atmosphere exuded elegance. However, because of the large number of visitors, there were several instances where check-in operations were delayed (Corgel *et al.*, 2011). This harmed the overall client experience and necessitated increased efficiency during busy hours.

Analysis:

The Marriott Hotel County Hall London experience underlined the necessity of efficient communication and time management in front-office activities. It emphasised the importance of a well-coordinated team in dealing with high-demand scenarios (Hammer, 2016). The theoretical elements of excellent guest service and time management addressed in class applied to this luxury hotel setting. The event demonstrated the importance of using theoretical knowledge in real-world situations.

Conclusion:

In hindsight, I realised that I missed an opportunity to improve the overall guest experience by being more proactive in identifying guests with particular requirements and speeding up the check-in process for those guests. Furthermore, remaining cool during busy hours and aiding co-workers if required would have improved efficiency (Bruns-Smith *et al.*, 2015). The experience showed me the value of anticipating issues and constantly looking for methods to improve visitor happiness in an elite setting.

Action Plan:

If this happened at the Marriott Hotel County Hall London, I would make a plan for times of high demand to make sure that special requests are taken care of quickly. I would actively talk to my team members to make sure that jobs were assigned correctly and that everyone was having a good time (Solomon, 2018). In addition, to improve overall performance, I would seek the feedback of colleagues who had more experience and apply the lessons I had gained from this experience. Through my thoughts, I've learned useful things that will help me decide what to do in high-stress situations in this fancy hotel in the future.

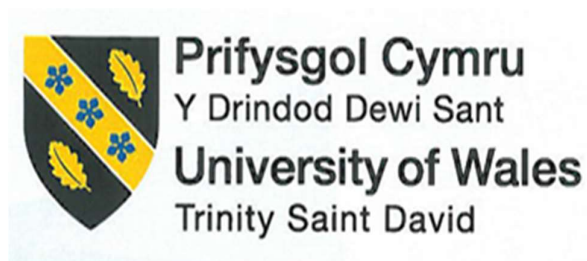
Conclusion

Reflecting on my stay at the Marriott Hotel County Hall in London has revealed important lessons. I've gained a thorough understanding of the critical abilities required in front-office operations in a luxury hotel setting. This excursion underlined the importance of communication, time management, and resilience. I am devoted to incorporating this knowledge into my future attempts, especially when allowed to serve at prestigious venues such as the Marriott Hotel County Hall the capital (Tesone, 2010). This reflection has been an important step towards achieving quality in the hospitality industry.

Word: 771

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Component Two

Contribution to Overall Module Assessment: 25%

Trip Advisor Review Response 150 words +/-10%

Dear Bella Dawson,

We express our gratitude for your valuable time in relating your exceptional stay at the Marriott Hotel County Hall London. We are ecstatic to receive your heartfelt evaluation and are jubilant to hear that your stay with us was unforgettable.

Our perpetual goal is to deliver outstanding service and generate instances of astonishment and pleasure for our clientele. Your complimentary remarks regarding our accommodating room service, prompt customer service, and delicious cuisine are greatly valued. The acknowledgement you have bestowed upon our staff serves as a symbol of their commitment to guaranteeing an unforgettable experience for every guest.

We are ecstatic to learn that our amenity contributed an element of unexpected delight to your stay. It serves as an expression of our appreciation for your selection.

Your valuable feedback serves as an inspiration for us to consistently pursue high standards. We eagerly await your return with your family to the Marriott Hotel County Hall London for an additional memorable experience. We appreciate your trust in us to contribute to the creation of lasting vacation memories.

Sincere regards,

Tanzina Chowdhury Annie

Team of Guest Relations

Marriott Hotel County Hall in London

Screen shot of referenced Trip Advisor review used:



bella dawson wrote a review Sept 2023
Bournemouth, United Kingdom • 1 contribution

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Vacation

It was good vacation i loved the hotel so much i mean really it was good experience, my family also love the customer service by you guys, and thank you for amenity which was really lil surprise for us, room service was so quick and love the food too, thank you all of you

[Read more](#) ▼

Date of stay: August 2023

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

(Source: [LONDON MARRIOTT HOTEL COUNTY HALL - Updated 2023 Reviews \(tripadvisor.co.uk\)](https://www.tripadvisor.co.uk))

Letter of complaint response 500 words +/- 10-%

Cameron Ward
20 Simone Weil Avenue
WEELEY HEATH
CO16 7RQ

September 15th, 2023

Subject: Response to Your Recent Stay

Dear Cameron Ward,

I trust that this letter finds you in good health. We would like to extend our heartfelt apologies in advance for any inconveniences that may have arisen during your

sojourn at the Marriott Hotel County Hall London. We highly value your feedback and express our sincere gratitude for your candid communication.

I wish to extend my sincere apologies for the deficiencies that you have encountered. In addition, I intend to thoroughly attend to each of your concerns as follows:

We extend our sincerest apologies for the disappointment caused by the breakfast that you were served. Our dedication to delivering a pleasurable dining experience is unchangeable and the meal that you have described, which was both chilly and devoid of flavour, hardly meets our high expectations. We have promptly commenced a comprehensive examination of our meal service, which encompasses a meticulous assessment of the calibre and presentation of our provisions. We assure you that appropriate actions are being taken to rectify the situation and guarantee that each guest begins their day with a nourishing and hearty meal.

The disruption brought about by a baby's sobbing in the adjacent room is profoundly unfortunate. The significance of providing a tranquil and comfortable atmosphere for our visitors is well recognised by us. We are presently engaged in a comprehensive evaluation of our procedures and guidelines and our capacity to handle such circumstances promptly and effectively, thereby guaranteeing a peaceful slumber for every guest.

I am quite shocked by the state of your room, particularly the cleaning difficulties you encountered. Kindly accept my sincere contrition regarding the laxity of our housekeeping protocols. Prompt measures have been implemented to fortify the protocols governing room inspections and augment the training provided to the housekeeping personnel. Our objective is to make certain that every room is meticulously cleaned and upheld to the most stringent hygiene standards.

Our organisation is fully dedicated to incorporating your feedback into our operations to safeguard against the recurrence of such concerns. Your contribution to our ongoing endeavours to enhance our services is truly appreciated.

Because of the trouble you had, we'd like to offer you a free two-night stay at the Marriott Hotel County Hall London, which includes food and other perks. We kindly

request that this gesture serve as a chance to re-establish your confidence and showcase the progress we are steadily striving to achieve.

Please do not hesitate to reach out to me directly at our contact information, should you have any additional inquiries or require further assistance. We strive for your complete satisfaction and are prepared to rectify any issues that may arise.

Our sincere apologies once more for the disruptions that you encountered throughout your sojourn. We hold your feedback in the highest regard and are fully dedicated to guaranteeing an exceptional experience during your subsequent visit.

Tanzina Chowdhury Annie

Team of Guest Relations

Marriott Hotel County Hall London

Component Three:

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

Writing in essay format

Element 1 – Pre-Arrival

The preliminary exchange between the hotel and the visitor occurs during the Pre-arrival phase of the hotel guest cycle, before the guest's physical arrival at the establishment. Starting the guest engagement and setting an atmosphere for their stay (Tewan, 2009). This stage comprises tasks including reserving, organizing itineraries, and interacting with patrons, rendering it an essential element in fostering visitor loyalty and satisfaction.

Vasadze et al, (2018) provide insight into the critical significance of technology during the pre-arrival phase. Technology has significantly transformed how hotel patrons interact with establishments before entering the atrium. Contemporary hotel operations have incorporated personalised communication channels, online registration systems, and mobile check-in alternatives. The Pre-arrival procedure has been more efficiently managed and visitors now have increased autonomy and convenience during their sojourn due to these technological developments (Fallon & Rutherford, 2011).

Implemented industry examples serve to underscore the pragmatic ramifications of pre-arrival enhancements propelled by technology. Marriott and Hilton have smartphone apps that let guests book rooms, choose room preferences, and receive digital room keys before arrival. Additionally, these applications streamline correspondence between patrons and hotel personnel, enabling the adaptation of experiences and special requests.

Before arrival, technology helps personalise and communicate with guests. By utilising guest information and preferences, hotels can customise their offerings, including dining suggestions and room amenities (Fanthorne, 2004). To generate a sense of anticipation and enthusiasm among guests, information regarding their forthcoming stay can be disseminated via email or push notifications via mobile applications.

Element 2 – Arrival

In the hotel guest cycle, the Arrival stage reflects the physical start of a guest's stay at the resort. It is a vital point that can have a big impact on the whole guest experience. Guests shift from their journey to the hotel during this period, and how this transition is handled can leave a lasting impression.

Vasadze et al, (2018), as well as Neuhofer et al, (2015), highlight the significant impact of technology on the Arrival stage. The check-in procedure has been altered by technological advancements, making it more efficient and guest-centric. Mobile check-in and keyless access have simplified Arrival. Guests can now avoid the front desk, shortening check-in times and increasing convenience.

Real-world industry examples demonstrate the practical ramifications of technology-driven innovations during Arrival. For example, Hilton's Digital Key allows guests to use their smartphones to check in and unlock their hotel doors (Johnston et al., 2012). This technology not only speeds up the arrival process but also provides a contactless and safe check-in background, which is very appealing in a post-pandemic situation.

Furthermore, technology has an impact on the supply of real-time information and customisation during visitor check-in. Mobile apps or digital concierge services can greet guests by name, provide details about on-site amenities, and make recommendations based on guest preferences (Vallen & Vallen, 2014). This level of customisation improves anticipating visitors' needs and establishes a favourable tone for their stay.

Technology has made the Arrival stage more efficient, convenient, and guest-centric. The importance of technology in simplifying the arrival process, delivering real-time information, and providing personalization cannot be emphasised. These developments have a substantial impact on guest satisfaction and help to set the tone for a great overall experience (Williams et al., 2020).

Element 3 – Duration of stay

The Duration of Stay stage of the hotel visitor cycle is the core of the experience. It includes all hotel guests' room stays and use of the facilities and services. This stage greatly affects visitor satisfaction and the hotel's image.

The guest's stay affects their pleasure and inclination to return. Room comfort, the standard of service, eating experiences, and amenities shape guest perceptions. Meeting and exceeding the demands of guests during this phase is key to great satisfaction and loyalty.

Bruns-Smith et al, Choy, Chong, and Verma (2015) emphasise sustainability during the Duration of Stay. Hospitality sustainability includes energy and water conservation, trash management, and environmentally friendly accreditation. These practices are eco-friendly and may improve client satisfaction.

Examples from the business show how sustainable measures affect guest experiences (Wood, 2013). Many hotels recycle, use energy-efficient lighting, and buy local cuisine. These programmes support eco-conscious travellers and make the guest experience more fun and responsible.

Additionally, visitor participation in sustainability programmes is important during the Duration of Stay. Hotels may incentivize and engage visitors in environmental measures. For instance, guests who reuse towels or economise water may receive discounts or loyalty points (Bruns-Smith *et al.*, 2015). They improve client enjoyment and the environment by actively contributing to responsible travel.

Finally, the Duration of Stay stage is the heart of a guest's experience and affects satisfaction and loyalty. Sustainability practices have become more prominent, providing opportunities to match visitor values and improve the guest experience. Sustainability programmes can boost guest happiness and loyalty while promoting environmental responsibility.

Element 4 – Departure

Departure concludes a hotel guest's stay. It shapes guests' last impressions as they depart the hotel. This stage includes check-out, bill payment, and a smooth return to the outer world (Bruns-Smith *et al.*, 2015).

The departure stage allows hotels to leave customers with a good impression. Guest satisfaction and hotel perception may increase with a smooth check-out process. Conversely, a difficult or lengthy departure may minimise favourable recollections.

Vasadze *et al.*, (2018) draw attention to how technology has revolutionised the Departure stage. Technology simplifies hotel check-out, making it more rapid and convenient. Mobile check-out and automated billing allow visitors to pay their fees without visiting the front desk. Real industry examples show how technology has improved Departure. Marriott and AccorHotels' apps allow guests to examine bills, pay, and receive electronic invoices from their phones. Visitors prefer frictionless comes across, and these approaches save time and reduce physical contact. Hotel visitors' final impressions depend on efficient departure operations. Quick and easy check-out makes guests happier (Hammer, 2016). It makes prospects feel like the hotel values their time and wants to make their stay smooth. The final stage of the hotel visitor cycle, departure, shapes guests' last impressions. Technology has simplified departure, making it more convenient. Efficient check-out procedures improve guest pleasure and loyalty.

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