

STUDENT LEARNING LOG

Module: Managing Guest Service Operations (BMIH6003)

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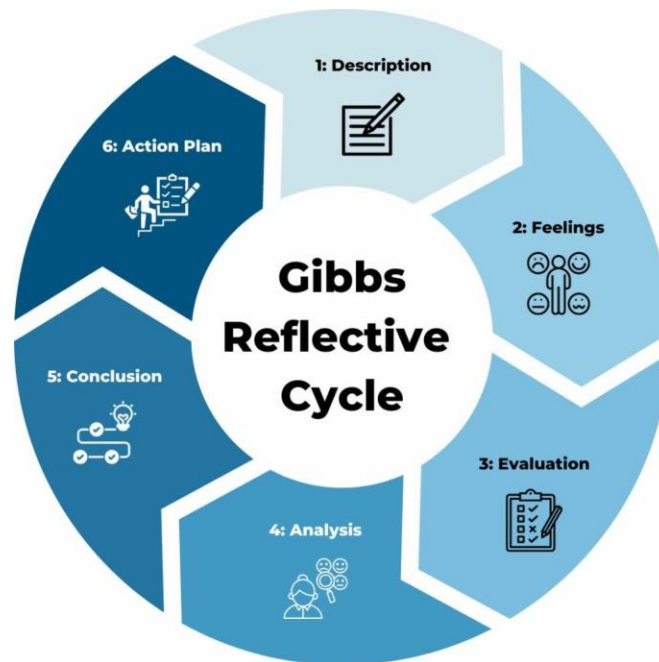
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Introduction

Crewe Hall Hotel and Spa presents a blend of historical allure and contemporary facilities as it provides its services from Cheshire. Guest service operations are essential at Crewe Hall Hotel and Spa because they create memorable experiences for every visitor. The hotel maintains a bar and a restaurant, which operate all day to deliver meals across breakfast time, lunchtime, and evening dinner. My analysis will follow Gibbs' Reflective Cycle (1988) to examine my experiences from shadowing supervisory duties at Crewe Hall Hotel and Spa.



Source: (Markkanen et al., 2020).

The reflective approach provided by Gibbs uses description as its first stage and concludes with an action plan among its six total stages. The chosen model guides my evaluation process by analysing my practical exposure in a supervisory role at Crewe Hall Hotel and Spa to determine its effects on my professional expansion and understanding of fundamental work-based competencies and relevant service expectation management expertise.

Section 1: Reflection on Experience and Personal Development

Description

My placement at Crewe Hall Hotel allowed me to observe the supervisory duties in the Leisure Club department. My placement at Crewe Hall Hotel offered me a special perspective to monitor guest service operations and the experience management system alongside task coordination while maintaining service quality (Fallon & Rutherford, 2010).

Feelings

From the beginning, I experienced excitement and nervousness while observing the supervisor's tasks. While I wanted to learn from my observations, I remained aware of my inexperience in performing responsibilities in this position. The environment eventually allowed me to gain confidence in comprehending department operations (Wood 2013).

Evaluation

Supervisors handled guest expectations effectively through their exceptional communication and teamwork abilities, which became a notable observation during the observation period. During spa guest temperature complaints, the supervisor used professional empathy to fix the problem, resolving it and showing value to the guest. Standards of clarity in communication emerged as vital during this experience because they proved necessary for managing guests' satisfaction levels alongside operational staff (Johnston et al., 2012).

My previous work as a Customer Support Officer at MK UK Store Ltd. gave me basic customer service skills, but shadowing in this position helped me understand the complete process of guest expectation management. I discovered the essential need to address employee requirements alongside guest requirements simultaneously, according to Walker (2021). The supervisor demonstrated effective delegation by maintaining proper upkeep in every Leisure Club area while handling guest questions on one specific occasion. Through this experience, I learnt that essential qualities in this setting include effective task management and the ability to adapt (Martin, 2020).

Section 2: Critical Analysis of Work-Based Skills and Technical Knowledge

Description

The essential competencies gained from this observational experience will determine effective guest service expectation management performance. The supervisor demonstrated skills within four categories, including communication, teamwork, problem-solving, and task delegation abilities. Through these skills, the supervisor achieved operational efficiency to maintain guest satisfaction at the Leisure Club (Johnston et al., 2012).

Feelings

During this experience, I determined that communication was the most valuable skill I acquired. The supervisor made each department and guest receive their necessary information, following a system where every employee learnt of their duties. This approach created considerably better operational flow (Vallen & Vallen, 2014).

Evaluation

According to the studied case, a rapid solution required expert communication with staff members and guests during complaint handling. When resolving guest or staff issues, the supervisor's active listening enabled the proper application of service standards (Johnston et al., 2012).

The supervisor built a cohesive working environment by maintaining close teamwork with staff to establish clear job roles. The supervisor implemented a team approach to manage guest density in the spa area, so both guests received superior service and achieved operational goals (Fallon & Rutherford 2010).

A prime observation revealed that the supervisor assigned work according to staff members' specific competencies. Due to this approach, all areas within the Leisure Club received competent management, which prevented guests from waiting unattended. After knowing how to inform reception without interrupting service, the supervisor assigned spa maintenance tasks to qualified staff (Hagg, 2013).

The supervisor needed essential communication and relationship-building competence and sufficient knowledge of the hotel's operational procedures. The system used for tracking guest requests and feedback became clear to the supervisor, because of which he could deliver timely solutions. Through technical understanding, the supervisor connected what guests expected and what they actually received (Walker, 2021).

Section 3: Reflection on Organisational Issues

Description

I experienced a challenge when a hotel guest reported the pool area's uncleanliness to me during my shadowing activities. The guest experienced a poor hotel impression after encountering this issue. The operational elements showed that housekeeping and Leisure Club had insufficient communication because the pool area remained unscheduled for cleaning. The situation delayed guest satisfaction and operational performance due to staff rushing through resolution (Vallen & Vallen, 2014).

Feelings

The problem should have been averted through improved communication channels and proper planning. The guest's frustration about a problem resulting from weak department-to-department communication systems was disappointing (Hagg, 2013).

Evaluation

The hotel's public image potentially faced enduring damage because of the poorly managed situation. The hotel's reputation was at risk due to the complaint made by the visitor, which needed a quick resolution for protection. The supervisor solved the problem by apologising to the guest

and providing free spa services to make amends for the annoyance. Maintaining guest trust through fast response demonstrated departments' importance in upholding consistent communication and thorough follow-through (Johnston et al., 2012).

Analysis

The SERVQUAL model from Service Quality Theory can be used to look at how customers think about and expect service quality. This is because customers judge quality based on things like the physical environment, reliability, responsiveness, assurance, and empathy.

A failure in cleanliness is the primary concern for two service quality elements, namely tangibles and responsiveness (Johnston et al., 2012).

Conclusion

To avoid similar incidents, the organisation should establish an enhanced cleanliness monitoring system and clear department-to-department communication.

Implementing a digital shared system provides an effective solution that allows housekeeping and Leisure Club staff to track their cleaning activities in real-time through electronic logs (Vallen & Vallen, 2014).

Conclusion and Action Plan

My observation at Crewe Hall Hotel and Spa delivered substantial benefits toward understanding guest service operations. My experience exposed me to the fundamental role communication plays in teamwork, task management, and technical skills to satisfy guest expectations. The experience taught me how important it is for businesses to be adaptable since unexpected problems often occur within the hospitality field (Tao et al., 2018). As a result of this experience, I am now more self-assured about handling guest expectations and gained knowledge of required skill development. My insights about management challenges combined with employed strategies to address them provide me with a detailed understanding of supervisor responsibilities.

Effective hospitality management requires me to concentrate on three primary skill areas for professional improvement (Chan et al., 2021).

- Developing my communication abilities by becoming more articulate will help my performance in written and verbal interactions with guests and team members. I will attend workshops and actual scenarios that require precise communication skills, as identified by Johnston et al. (2012).
- I will dedicate myself to understanding the essential hotel management technology, including property management systems (PMS) and guest feedback devices, which play an important role in maximising service delivery effectiveness (Vallen & Vallen, 2014).
- My intentional pursuit of shadowing supervisory personnel working across different hotel departments, including maintenance and housekeeping, will progress the development of my supervisory skills (Walker, 2021).
- I will improve my response speed toward guest complaints while acquiring effective strategies for managing complex situations to ensure minimal damage to guest satisfaction (Hagg, 2013).

My strategic plan supports refining leadership capabilities before starting a successful career in hospitality management.

References

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