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**Student
No:**

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**Module
Title:**

**Hotel
Administration and
Front Office**

**Module
Code:**

BMIH4004

Lecturer:

Lisa Bassler

Component One:

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

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

Hotel front desk employees are the professionals who are accountable for various activities, such as greeting hotel guests in a courteous and efficient manner, handling paperwork regarding guests, attending customer query-related phone calls, and others. Moreover, a hotel front desk staff refers to a professional who is considered the first point of contact for all the customers of the hotel. As hotel front desk employees are responsible for directly interacting with guests and representing the value and behaviour of the hotel, they need to have some specific skills to efficiently fulfil their responsibilities.

Communication skills: Effective communication skills are very crucial for hotel front desk employees. They have to daily interact with guests face to face or via phone calls; therefore, it is essential for them to have strong verbal communication skills (Wood, 2013). Moreover, hotel front desk employees regularly have to deal with several customer-related issues and complaints and in this case, the application of effective communication skills can help them to understand others' perceptions and convey the right messages.

Computer literacy: To work at the hotel front desk, having computer literacy is very important. Front desk employees need to use computers and software to keep records, payment processing, and conduct other tasks. Though they do not require to be experts in technology, they should have basic knowledge regarding computer operating and some

specific software. They should be knowledgeable of Microsoft Office, Central Reservation Systems, Payment Processing, and others (Shin *et al.*, 2019).

Problem-solving skills: Guests mainly bring their complaints and problems to hotel front desk staff whether those problems are minor or big issues. In this case, employees at the hotel front desk require to solve those problems quickly and in creative ways. Therefore, having effective problem-solving skills is vital for them. To identify a problem from the core and solve it in an efficient manner, hotel front desk employees need to be critical thinkers as well as creative.

Time management and organisation skills: Front desk employees always are multitasking as they have to conduct various duties, such as attending phone calls, greeting guests, managing paperwork, and others. Therefore, it is very important for them to have effective time management skills so that they can prioritise their tasks and complete them on time. Moreover, being organised enables a hotel front desk employee to manage these multiple tasks in an efficient and calm manner (Solomon, 2018).

Adaptability skills: Hotel front desk employees need to develop strong adaptability skills to manage any kind of change effectively. For instance, they often encounter new marketing strategies, different task allocations, management replacements, and others. Moreover, they have to work in any kind of changing situation with the organisation as well as customer management. In this case, effective adaptability skills can allow them to adapt to different types of situations positively. Moreover, with strong adaptability skills, hotel front office employees can accept changes as positive advancement as well as adjust the ways they work in the environment.

The topic is very significant in the hospitality industry as it helps in identifying the required skills to work at the front desk of a hotel. Identification of key skills which are needed at the hotel front desk will moreover allow candidates to assess whether they have those skills or they are lacking skills. Moreover, the topic will further help candidates work on required skills and improve them so that they can effectively manage their roles and responsibilities while working as hotel front desk employees (Tesone, 2015).

While working in the hospitality industry, it is moreover important to apply theoretical knowledge as it will help to have proper ideas and knowledge regarding job roles and responsibilities. As I am familiar with the particular job function and responsibilities of a front desk employee, I will use this knowledge to apply it in the workplace. I have learned some fundamental information regarding the job of a hotel front desk employee while

finishing my course and this will help me further in carrying out my duties at work. I have moreover discovered that front desk staff at the hotel must manage a variety of problems and difficulties, including deadlines, client complaints, and others. I will utilise my understanding of efficient critical thinking and problem-solving to carry out my duties as a front desk executive in the future. Along with that, I must consider and assess my current abilities and compare them to the abilities needed in the hospitality sector so that I can enhance those abilities to effectively carry out my duties (Bardi, 2010).

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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 quick resolution of this scenario in the future?
Before check-in of the guests, I will call them to ensure that they are check-in today and will provide them with information, such as hotel directions, transportation details, and others if they require (cvent, 2020).	I will try to collaboratively work with other front desk staff and create a schedule to arrange my tasks based on their proprieties.	My plan is effective as it involves a clear vision regarding my responsibility and a proper time management strategy.	Further, I will write down all the queries and discuss them with my manager and seniors to prepare for such a situation.
I will maintain post-stay communication with guests to confirm they are satisfied.	I will use my communication skills so that I can properly understand guests' demands and their issues.	I can consider my plan effective as it emphasises satisfying guests by addressing their needs (Duncan, 2022).	In future, I will improve my verbal communication skills to maintain open conversations with guests to identify their needs and problems.
To ensure that the hotel is effectively represented to its guests, I will try to solve all the	I will utilise my problem-solving skills to identify and solve customer-related issues.	The plan can be considered effective as it will help to solve	Further, I will improve my active listening and critical thinking skills so that I can solve any issue

queries of customers and manage incoming calls.	Moreover, I will keep a record of all the incoming calls in the system.	customer-related issues and make them satisfied.	whether it is customer or work-related in creative ways.
I will greet guests and provide a warm welcome to make them pleased and satisfied.	I will maintain a great mood throughout my shift and cooperate with colleagues to manage front desk activities.	My plan is effective as good mood, organisation, and cooperation are vital to effectively represent the hotel's reputation in front of guests.	In future, I will try to ensure that I am having all the pre-stay communication with guests as it will help me to arrange proper initiatives to welcome guests (Polyzos, 2021).

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)

Property Management System (PMS) refers to a software application to manage processes of hotel properties and accommodations. This specific software application delivers a centralised computer system for arranging, scheduling, and performing daily jobs and transactions associated with the hospitality business. A hotel property management system has numerous elements which provide several functionalities and features, such as bookings, check-in and check-out, food and beverage costing, telephone systems integration, event planning, and others (hotelminder, 2023). Along with that, functions managed by hotel PMS involve automation of many common responsibilities, like reporting of KPI, room locks and security, point of sale integration, and others. The property management system in the hospitality industry brings a range of benefits which ease the regular tasks of a hotel operation. For example, cloud-based PMS provides anytime and anywhere service to clients utilising cloud-based PMS which creates an easy hotel check-in and check-out service. Moreover, PMS increases housekeeping efficiency with a prompt update on mobile devices when guests check out and the hotel room is freeing up for housekeeping services. With the help of PMS, hotel staff can secure and centralise customer data and enhance the accuracy and quality of customer profiles with analytics and reporting. Previously, hotel PMS solutions often were managed on hotel premises which included hardware that required huge space. In recent times, the mobile-enabled and cloud-based property management system provides a unique way to hotels to engage with guests. It moreover helps lessen the IT costs of hotels along with simplifying their infrastructure (Bitton, 2023).

Element 2 – Hotel reputation

Hotel reputation management refers to the practice of influencing and monitoring the ways a hotel is apparent online. It mainly includes engaging and posting content on social media, keeping track of various review sites, optimising the site for search, and others. Managing the reputation of a hotel is very significant to the entire business and remaining ahead of competitors. To manage reputation, hotels apply various techniques and strategies, such as staying active on social media. Social media channels are the places to demonstrate the brand visually and connect the brand with potential customers. Utilising the profiles and innovative content on social media can help in assuring guests that the hotel property is safe and suitable for guests (Lacalle, 2021). Moreover, responding to all reviews is another effective strategy used by hotels to manage their reputation. It is very easy to respond to positive reviews; however, it is as important to respond to negative feedback as well. If a hotel effectively responds to each review provided by customers, it will increase the reliability and loyalty of that hotel and as a result, it will be able to maintain its reputation. Moreover, having a strong emphasis on digital marketing is effective for managing a hotel's reputation. The digital landscape is shifting continuously and it is vital to remain updated to ensure that the brand

does not fall behind. With the help of an effective digital marketing strategy, a hotel brand can enhance its reputation in front of global customers. Through email marketing, social media marketing, and content marketing, a hotel can reach its potential customers and share innovative content regarding its offerings, safety measures, and reliability to uphold its reputation (Boley, 2020).

Element 3 - Communication

Communication is an essential component of hospitality. Through effective communication, a hotel organisation not only can manage its interactions with customers but also can identify particular requirements and issues of customers. Excellent communication can improve guests' experiences as it indicates that the hotel staff are actively listening to their requirements, valuing their reviews, and sharing clear information and messages. Effective communication can moreover lead to increased business efficiency, customer loyalty, and brand reputation. Not only with customers, developing and maintaining communication with employees is vital to improve employee engagement, morale, satisfaction, and productivity (Cooks-Campbell, 2022). Communication is moreover vital for effective team collaboration and support. The key goal of hotel management is to keep customers satisfied by providing an excellent experience to them from booking to check-out. To fulfil such a goal, effective communication is essential as through open communication with customers, the hotel staff will be able to understand customers' perceptions, expectations, needs, and any kind of issues. For hotel front desk employees, communication skills are very important as they directly interact with guests and deal with their queries. Therefore, hotels demand candidates with strong verbal communication skills so that customer interactions can be properly maintained. In a hotel, both face-to-face and digital communications with stakeholders are vital to maintain business success. Therefore, in recent times, hotels apply various strategies, such as communicating through social media, email marketing, communicating through employee training, and others to maintain effective business communication (Day, 2021).

Element 4 - Staffing

Staffing in the hotel industry refers to a specific procedure of obtaining, employing, and retaining an efficient workforce to develop positive impacts on organisational effectiveness. It is moreover a critical function of management which involves talent acquisition and retention of skilled employees within the organisation to achieve higher performance. HR managers are responsible for recruiting and retaining efficient employees. In the hotel industry, staffing is vital for several reasons, such as sufficient human resource utilisation, efficiency, reduction of employee turnover rate, achieving quality output, and others. While staffing, HR managers observe and test the skills and knowledge of candidates to address whether they will be able to meet the organisation's missions and goals or not. Effective staffing aids to forecast and balance the need for and supply of skilled and talented candidates, enhance organisational performance and productivity, and create an environment of high performance (Mann, *et al.*, 2023). Moreover, staffing is crucial for maximising the outputs of employees and in this case, the management needs to anticipate workforce requirements. It can be moreover considered that staffing is a certain procedure of keeping the most effective resources within the organisation that will result in achieving business objectives. Staffing is necessary for the hotel industry as without adequate human resources, the hotel will not be able to perform effectively as well as the business may witness downfall. The staffing function in hotel operations involves recruitment, selection, development, training, promotion, compensation, and retention of personnel. The management should ensure the continuous availability of adequate numbers

of efficient executives in an organisation for the proper functioning of the hotel (Fallon and Rutherford, 2010).

Word Count	1100
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