

**Hotel Placement - Hotel Administration & Front Office
Operations (BMIH4004)**

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Executive summary

The aforesaid study sheds light on the importance of PMS in a hotel and contextualizes the significance of PMS software in front office department. Skills of Front Office personnel can influence the revenue of a hotel hugely. This specific study encompasses the need of proper communication in a hotel along with modes of communication. Front Office is considered as the face of a hotel and they are the first point of communication. In this report, a detailed contingency plan has been evaluated. Most importantly, key skills that are required to be present in a front office employee has been discussed.

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Component 1

Summarization of learning

key skills required to work at the hotel front desk		
Skills	Importance	Improvement
Verbal and written communications skills	As a front desk associate in the hotel, I assume that written and verbal communications skills are essential to efficiently communicate with the management and customer as well (Carvalho <i>et al.</i>2021, p.90). I think being a good communicator is essential as a front desk manager to manage workflow efficiently to achieve common goals of the business.	I think it is crucial for me to enhance communications to efficiently connect with the consumers and coordinator to manage organizational performance for business growth.
Highly organized	As a front desk manager, I think it is important to maintain workflow in an organized way. It may help to imperative organizational performance in order to achieve organizational development (Amirkhani <i>et al.</i>2019).	In the hotel industry, as a front desk associate, I think it is crucial for me to enhance my phone skills to communicate with clients effectively so that they can prefer to take service from the concerned hotel.
Skills of creating a guest database	Being a front desk associate it is crucial to obtain knowledge about the database of customers. I think this map helps to know the consumer	I think it is crucial for me as a front desk associate in the hotel industry to make improvements in creating guest databases. Creating a unique database may

	behaviors and unique preferences to provide service to the guest based on their needs. In my opinion guest database can help the management to provide hyper-personalized service to the customers.	help to provide better service to the customers based on their preferences.
Customer service skills	Customer service skills are one of the main key pillars in the hotel industry (Ekhsan <i>et al</i>, 2021, p.23). In this context, it is important for front desk associates to make effective communications to grab customer attention towards the forms it may help to maximize business profit as well.	As a front desk association, it is my responsibility to improve my customer service skills. I help to maintain company reputation and also help to attract potential guests towards the hotel.
Skills of handling in-house communications	In the hotel industry, the front desk manager is responsible for upgrading in-house communication skills which may help to provide a better guest experience to retain their customer longer for the overall success of the business (Remington and Pellicano, 2019). Besides, being a “guest service associate” in the hotel industry, it is important to manage conflict situations to	I think being a good communicator is the first step to handling in-house communication. I think it is important to speak friendly with guests while remaining professional. It may help to attract customers towards the firms as well as helps to make a strong and loyal customer base from the external business environment.

	create a positive workplace environment for organizational development.	
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Table 1: Learning log framework

(Source: Self-created)

Personal reflection

Based on the above-mentioned framework it can be stated that as a front desk associate in the hotel, it is crucial for me to upgrade my effective communications skill. I think it may help to efficiently make interaction with the guest as well as help to know their needs based on the service taken from the hotel industry. During the Covid-19 pandemic situations, most of the tourism and hotel industry has faced issues due to the long lockdown period. After that most organizations enhance digitization in business so that they can provide service to the customer both online and offline. Hence it is crucial for me to create a guest database after that the management can provide highly personalized service based on the preference of the customers to make a strong customer base from the external business environment. In this aspect, I am also trying to maintain a highly organized way that helps to attract guests based on their ambience and gesture to stick with specific organizations. Customer service skills are one of the key pillars of the tourism industry hence I am trying to improve in-house communications and remove conflict situations. This may help to make a positive work environment in order to help to give better service to the customers based on their preferences. As a front desk association in hotels, UI believes to improve detail-oriented work to give service to the guest based on their profile and database to know their preferences and needs to give quality service based on their needs (Shepherd et al., 2021). In this aspect, the concerned **topic is really important** for the tourism industry which helps to retain new and existing customers for a longer time in organizations.

Component 2

Action plan

Objectives	Task	Success criteria	Time Frame	Resource
<i>Make a positive impression with guests</i>	- Based on the given scenario on my first day as the front desk associate and my manager was unable to come to the hotel due to illness, it is my responsibility to provide better service to the guest. - Being a front desk associate it is my responsibility to give complimentary service to the customers so that they can feel satisfied and based on the given	- Make a positive impression with the guest it helps to attract customers and guests towards organizations this may help to maintain the company's reputation as well as it helps to maximize business profits. - Positive impression with guests helps to enhance customer experience	1 month	- Effective communications through digital platforms. - Creation of guest database. - Guest profiles and unique preferences.

	service. • It is crucial for me to set the right expectations for the guest so that they can feel better and satisfied with the service to make long-term relations with the concerned hotel. • As hotel front desk associates are responsible for providing good arrival experiences to the customer so that they can show their preference to stick with the organization based on the personalized service.	so that they can make long-term relations with the organization. • It may also help to improve business productivity and also helps to keep balance in present market situations. • Positive customer experience is one of the key pillars for the tourism industry (Pham <i>et al.</i> 2021, p. 123). It helps to attract customers a		
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		cross the global market and helps to maintain a leading posi tion in the external business environment .		
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<i>Keep operation running smoothly</i>	• Based on the given scenario it is crucial as a front desk associate to enhance delegations in the work environment. • Making effective communications with the other staff and the coordinators which may help to maintain the operations process smoothly to attract more guests towards the organization (de Bois, 2021, p. 67). • Using advancement technology to attract more customers	• Maintain delegations in tasks which mass helps to monitor each level equally so that all the staff must maintain their one job responsibility in order to maintain brand reputation to achieve common goals of the business. • Enhancing technological advancement in organizations which may help to keep a record of guest profile and their preference.	2 Month	• Enhancing the right technology in the firms • Enhancing right metrics to monitor the performance of each staff member.
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	based on online platforms may help to gain a loyal and strong customer base for business growth. • As front desk management it is crucial to maintain in-house communications to give a better customer experience for business growth (Gebbels et al., 2020). • In this aspect it is crucial for the front desk associate in the hotels industry to measure the right metrics in organizations	Based on this the management of the concerted organization s may provide highly personalized service based on their preference. • Maintaining all the work being organized and detail oriented is one of the major advantages for front desk managers to keep organization s smooth for the overall success of the		
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	(Baker <i>et al.</i>, 2021, p. 34). It may help to monitor the performance of each staff after that the management can decide to provide proper guidance to make improvements to their own work for the overall success of the business. • In this aspect it is crucial for the management to provide continuous training to the staff so that they can adopt quick changes for business growth.	business. • It may also help to improve workplace collaborations so that everyone must know the preference of their needs and give the best performance to fulfill the needs of every guest.		
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Effectiveness of plan	• With the help of the action plan the front desk associate of the hotel industry can make improvements on the lacking area and it also helps to achieve common goals of an organization. • With the help of an action plan the front desk manager can make necessary steps by assigning a proper time frame towards the organizational goals. • With the help of effective actions the front desk	• Enhancing effective operations plans and frameworks helps to increase efficiency and accountability in organizations which creates many ways for the front desk managers to address the potential risk in business. With the help of the appropriate planning the front desk manager can efficiently manage the business operations	3 months	• Requirements for advanced technology and different technological tools might be required in the first place. • Additionally, Capital investment is also required to support the sole purpose.
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	manager can find the activities in sensible order which is one of the major advantages for the management to gain a competitive edge from the external business environment. • Based on this plan the front desk manager can recognise the needs and demands of each guest by providing better service to the customer. • The front desk associates are also responsible for checking the task and	in order to meet organizational objectives for business growth. • The following plan may help to achieve goals of an organization . • With the help of an effective plan the management can build operational standards which are the result of a strong customer base for business growth.		
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	the required resources which is essential for the management of the concerned organization to maintain company reputations in a dynamic business environment.			
Enhancing a contingency plan for program management	• The Hotel industry depends strategic planning and a contingency plan can help a hotel organization to extract maximum business benefits • Contingency plan is basically an action plan	• Success of a contingency plan completely depends on the critical thinking abilities of the management. It is important to look after all the relevant aspects of hotel	1 month	• In order to create a contingency plan, the Front office department might require the help of PMS software as it can help them generate their own business analysis. It

	that includes various tasks and measures that are going to be taken by the management of an organization. • As part of program management the Front Office department needs to analysis the overall Occupancy rate and RevPAR in order to create a effective contingency plan. • Front office associates need to be part of a contingency plan as they are the base of a hotel.	business and consideration of unexpected circumstances can increase the value of the plan (Calinaud Kokkranikal and Gebbels 2021, p. 345). • In this regard, it can be stated that including all the managerial bodies can increase the value of contingency plans. Listing down the key risks and factors is important for the sake		is important to identify one's own business performance before creating any kind of business plan (Kokin and Stoddard 2021, p. 324). • Risk management techniques are also a required resource for creating a contingency plan. • Gathering crucial resources is also important to create the
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	• Success of Contingency plan highly depends on “Average Daily Rate (ADR)”.	of improving the versatilenes s of the aforesaid plan. • Market analysis can help the manageme nt of the organization to create a strong contingency plan that is capable of meeting all the vision and mission of the organization		aforesaid plan.
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Table 2: Action plan

(Source: Self created)

Component 3

Introduction

The aforesaid study sheds light on the importance of **"property management systems (PMS)"** in a hotel. This study contextualizes the necessity of PMS in hotel operations and the benefits of adopting a suitable PMS. The usage of PMS in the hotel industry is increasing dramatically with each passing day. This specific study also presents an elaborate discussion on the determinants of a hotel's reputation. The front office of a hotel is considered the face of that hotel and the concerned department is the first point of contact for a consumer (Fernandes, 2020). The performance of the Front Office department completely depends on the collaborative working procedures of the machine and skilled workforce.

Discussion on key elements

Element 1- Property Management Systems (PMS)

PMS system is a type of software that includes numerous aspects of the hospitality business. PMS manage all the important operation of a hotel and ensures maximum consumer satisfaction (Oracle, 2020). The concerned department depends on PMS for almost every duty of them starting from Check-in to Check-out (Protel, 2022). Front Office enjoys the maximum benefit of the aforesaid software. Through the help of PMS billing, entry of guest details, room allocation and many other crucial tasks can be done. There is a lot of different PMS software are available in the market. Hotel usually depends on their budget for selecting PMS software.

The Front Office department is responsible for addressing the needs of a guest. Most importantly, solving the issues of a guest during the entire stay-cycle with the property is also their responsibility. The efficiency of the department can influence the satisfaction levels of a guest (Howandwhat, 2022). The front office is the first point of communication for a guest during their stay. The department is responsible for processing a room booking and allocating rooms to fresh arrivals. The job responsibility of the concerned department is limitless as they perform a lot of different tasks.

Depending on the roles and responsibilities of the department it is divided into two major parts. One is the front of the office and the other one is the back desk, both parts play a crucial role in attracting more guests (Kullabs, 2020). The concierge, reception, bell desk, travel desk, cashier and lobby manager desk are part of the

“front of the house”. Reservation, telephone services and finance belongs to the back desk section.

Element 2- Hotel Reputation

The reputation of a hotel hugely depends on the performance of its Front Office department. The aforesaid department handles a during their stay and assists them with crucial information and resolves all of their issues (Bardi, 2021). At present day, Front Office personnel are taking the help of PMS in order to increase the speed of **check-in and check-out procedures**. As an effect of PMS waiting period for getting a room is extremely less. Generally, a check-in procedure is completed within three odd minutes and within that time all relevant information is provided to the guest. However, the reputation of a hotel also depends on customer **feedback and sales** results (Newman et al., 2021). It is important to achieve maximum consumer satisfaction in order to achieve great consumer feedback and reviews. Additionally, great consumer experience can help organization increase revenue. **Occupancy rate** of a hotel can determine their revenue management. Hotels often take **overbooking** in order to reduce the chances of loss due to last-minute cancellations (Wherton et al., 2020). However, before taking an overbooking reservation executive needs to alert the customer that their booking is partially confirmed and the availability of rooms depends on cancellation. The above-mentioned technique is widely followed by almost every hotel organization around the world. Revenue management depends on the **RevPAR and ADR** of a hotel and both factors are extremely crucial for hotels.

Element 3- Communication procedures

Communication is the key to make contact with a guest during their stay. Great communication skills are extremely pivotal for Front Office staff as they directly communicate with a guest. As many foreign guests come to a hotel, English is the must-know language for front office personnel (lpl, 2019). The mode of communication in a hotel is categorized into two different parts; one is direct communication where a guest communicates directly. On the other hand, guests communicate with the Front Office department over the phone during their stay and it is an indirect mode of communication. Direct communication is majorly used after a guest's arrival and before the arrival of a guest, the front office personnel use indirect mode of communication. The guests mainly use indirect mode of communication during commencing a booking. Effective communication is extremely necessary to

take bookings and understand the requirements of the guests before and after their arrival.

Element 4- Staffing

An organization depends on the human workforce to run the organization, machine can only help humans in their work to date. In this case, staffing is extremely crucial to meet the business need of an organization. The great working strength of staff can increase the business performance of a hotel. Being in the customer service industry it is crucial to ensure maximum consumer satisfaction. In this case, the skill set of the workforce plays a pivotal role. The HRM department of a hotel needs to recruit staff as per requirements and vacancies. It is important to recruit experienced, skilled candidates in order to achieve maximum consumer satisfaction. Additionally, communication strength is a must-have skill to get selected in the Front Office department (Woodcock et al., 2020). Determining the business goals can aid the selection procedure of a hotel. Additionally, creating a great workplace environment can attract skilled and experienced workers towards the organization.

Conclusion

This specific study encompasses different roles and responsibilities of the Front Office department. The aforesaid department is considered the most important and impactful department in a hotel. Front office staff needs to have great communication skills and be well aware of guest handling techniques as they are the first point of contact. First impression is the lasting impression; Front Office is responsible for creating a great impact on consumers' minds during their stay. Additionally, revenue management procedures help an organization minimize its expenditure and maximize profits by creating more sales. PMS makes the difficult task of the Front Office department easier.

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Component 2

Component 3

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Appendix list

Appendix 1: Contingency plan

Risk	Probability	Preparations	Response
Time management risk	High	Collect employee's phone numbers and other staff which helps to make contact in unscheduled shift	Make interaction with the helps to manage work in unscheduled shift
Higher competition in the market	High	Provide personalized service to the customer	Make effective communications with the stars based on the potential risk

(Source: Self-created)