



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

Component One:

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

Contribution to Overall Module Assessment:
25%

Student No: 1911285

Module Title: Hotel Administration & Front Office Operations

Module Code: BMIH4004

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Your resume and your chances of getting hired can both benefit from having skills in hotel front desk operations. Hotels require particular skills and characteristics, one of which is an understanding of how important providing excellent customer service is. When applying for a job, it is important to highlight any relevant experience, particularly in the areas of sales or hospitality where these skills were utilised. Consider honing your skills in the following areas before submitting your application to work as a hotel receptionist:

Communication

In order to communicate with visitors in person and over the phone, receptionists in hotels need to have strong communication skills. They are able to provide solutions to issues, talk room rates, book reservations for guests, point them in the right path, and describe what the consumer can anticipate during their visit. To soothe clients, develop a cheerful approach. Because of their excellent communication skills, hotel receptionists are able to address issues that arise within a team and pinpoint areas that need to be improved (Oishi, 2021).

Data Skills

Receptionists that work in technical hotels are required to have computer skills. In order to manage client transactions, they may make use of software and several other processing technologies. Instead of requiring previous experience with hotel-specific software, some companies provide paid training while employees are still on the job. Employees are able to maintain the accuracy of client records if they have the appropriate technological skills.

Organisation

Staff members at hotel front desks may possess organisational skills that allow them to more effectively manage their many responsibilities. They might provide feedback to management, assist customers with problems, answer the phone, use a computer, or answer questions about how to use the computer. Hotel receptionists who have strong organisational skills are able to maintain a pleasant demeanour toward guests while also attending to their other responsibilities (Chela-Alvarez et al., 2021).

Problem-Solving

The problem-solving abilities of hotel receptionists are exceptional, and these skills help guests have a nice stay and have a positive outlook. They are able to deal with issues such as food allergies, damaged key cards, incorrect room costs, a lack of internet, and other urgent situations. The front desk employees can spot the problem, organise a response, and put into action a solution that is effective because they have effective problem-solving skills.

Teamwork

Working with coworkers and managers is made easier by cooperation skills. They might talk about problems with customers, organise their next meeting, work on improving their performance, or investigate the ways in which feedback is connected to their function and the monthly goals of the organisation. People might be more motivated to make improvements at work if they have better collaboration skills. Hotel patrons can receive assistance from front desk staff when those employees have developed good cooperation skills(Havaei et al., 2021).

Patience

Patience is absolutely necessary when dealing with difficult customers or situations that involve a lot of strain. Employees at the front desk may be required to complete paperwork, work long shifts, put up with delayed interactions, and respond to inquiries while maintaining a pleasant demeanour. Having patience with customers is an important part of creating a pleasant atmosphere.

Adaptability

The staff at hotel front desks are able to quickly adjust to new situations. They might experience new marketing methods, an increase in the number of staff members, higher hotel prices, a change in the position of the front desk, new management, and shortened work hours. It is possible that receptionists will need to adjust to changes in the workplace and in their schedules. They will be able to adapt their conduct and regard the change as an improvement if they have the flexibility skills.

Careful attention

As a result of paperwork mistakes, void payments, forgotten key cards, and busy shifts, the majority of hotel front desk workers pay close attention to detail. Because of their meticulous attention to detail, they are able to identify flaws that could make the experience of a guest unpleasant. A high attention to detail guarantees that essential components are not overlooked even when things are really hectic or when one is performing multiple tasks at once. Just one of many responsibilities(Radzi et al., 2020).

Leadership

Being able to effectively handle demanding shifts and holiday overtime requires front desk workers to have leadership skills. They are able to delegate responsibilities, have conversations about ways in which performance may be enhanced, trade chores with one another, communicate to the members of the team when it is appropriate to take a break, and assist individuals in better managing their time. By utilising their leadership skills, they are

able to make sure that everything in the hotel operates properly and that the guests have a good time.

Word Count	784
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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?
To address the issue of inconsistent cleanliness standards, I will Assess training needs, Provide targeted training and Implement quality control measures	To prevent future occurrences of inconsistent cleanliness standards, I will Standardised cleaning procedures, Regular training updates And will implement Continuous quality improvements:	Introduce performance incentives tied to cleanliness standards. Reward and recognize team members who consistently achieve and exceed cleanliness targets. This can motivate the team to maintain high standards and encourage healthy competition among team members	I will be putting in place an audit team who will be checking this issue again and again to ensure they do not take place again.
Assess current inventory, Establish communication channels: Review and revise inventory management processes and Collaborate with suppliers:	Implement an automated inventory management system, Conduct regular stock audits, Train and empower staff, Establish a backup supply system:	Training and cross-training, Performance monitoring and feedback, Communication and collaboration, Continuous improvement initiatives:	I will ensure that a daily inventory check is done so that no shortage of anything is there and guests leave with satisfaction.
To address the issue of delays in responding to guest requests, I will Streamline communication channels, Assess staffing needs and Develop efficient processes	Maintain check and balances, trained staff and hire extra staff to fill up space for workers having rest.	Training, monitoring	I will remain present at the front desk all the time so that they come to me and get their issues resolved instantly.

Component Three:

Contributes 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)

Even while cost is something that should always be taken into account, the price of a property management system (PMS) becomes considerably less essential if it is unable to perform fundamental hotel functions. Front-desk operations, back-office administration, housekeeping, revenue management, reporting and analytics, customer relationship management, and a central reservation system are all essential components of a property management system. CRM should be included in property management systems(Radzi et al., 2020).

These fundamental capabilities should be included in any property management software package, regardless of cost. During the study, it is recommended that a comprehensive software solution demo be performed in order to determine whether or not the PMS possesses the required capabilities. If any of these necessities are lacking or of low quality, it is possible that your hotel will need to integrate with systems that are provided by a third party in order to successfully manage the entire property(Chen, 2021). As a result of the information being dispersed across a number of different systems, this can be both expensive and chaotic. However, the first thing you should do when selecting a property management software program for your hotel is to verify that it possesses all of the essential features.

Element 2 – Hotel Reputation

"Hotel online reputation management" is a service that allows hotel owners to monitor, respond to, and otherwise enhance online reviews of their establishments, services, and brands.

There are many different techniques, some of which include the following: tracking review sites such as Google Reviews and Tripadvisor as well as online travel agencies and social media; responding to reviews in a timely and suitable manner; devising campaigns to boost the number of reviews received; and using reputation management solutions or brand monitoring tools. To encourage positive input and discourage negative input, another strategy is to promptly reply to both positive and negative feedback using a printed guest remark card(Chen, 2021).

It is possible to increase the number of reviews posted online by directly asking guests for their input. Sending customers a questionnaire that is generated automatically is the simplest approach to accomplish this goal. The questionnaire is referred to as a "feedback survey." Until further notice, this does not constitute a request for a direct review(Chung and Booker, 2023).

Both the collecting of reviews and the responses to them are equally significant. 65 percent of TripAdvisor users say that they are more likely to choose a hotel that responds to reviews, and 85 percent believe that a positive reaction from a manager to a negative comment can help enhance a hotel's reputation. It demonstrates that your corporation places importance on the

comments of customers, and a thoughtful answer has the potential to turn a negative review into a lucrative business opportunity.

Element 3 - Communication

Communication is given a high priority in hospitality. Any business that deals with hospitality requires effective communication, whether it be with clients to ensure their happiness or with personnel to assure the highest level of service. Employees in the hospitality industry that possess strong communication skills are better able to establish relationships with guests, address their needs, and deliver an outstanding experience. Misunderstandings and misunderstandings, which can cause operational disruptions, can be avoided by communication that is clear and succinct. Good communication skills in the hospitality industry are required for any position that involves interacting with customers, but the tourist industry requires them the most (Whiting and Symon, 2020). After all, the success of a company in this market is frequently determined by how well it serves its customers. Workers in the hospitality industry are expected to comprehend and connect with international customers, as well as supply those customers with the information and help they require. Because tourists are not always familiar with the location they are visiting, tourism professionals are expected to be able to provide information that is both clear and succinct (Marneros et al., 2020).

Element 4 - Staffing

A manager will create employment, as well as assign duties and responsibilities, as part of the process of organising. In terms of hiring, he exercises extreme caution.

Staffing, according to Koontz and O'Donnell, is defined as the process of recruiting, evaluating, and developing personnel to perform organisational functions. to appoint responsibilities. A company that lacks access to human resources is unable to carry out any of its operational responsibilities. The workforce is the centre around which every organisation's objectives revolve. Staffing is the process of recruiting, placing, and managing personnel in order to assist an organisation in achieving its objectives (Singh and Jaykumar, 2019). The process of staffing is iterative and continual. It is possible that a significant number of workers will leave the company in favour of another, or vice versa. Employee turnover can be caused by a variety of factors, including voluntary retirement, discharge, dismissal, transfer, and retrenchment. Monitoring employee turnover is something management needs to do so they can keep track of who is joining and departing the organisation. This would make it possible for management to always keep an adequate number of staff members on hand.

After the planning and organisation stages, new enterprises need to find employees. Business management involves ongoing hiring. Therefore, management is required to fulfil these commitments at all times. The areas of hiring, selection, training, development, promotion, transfer, and remuneration are all managed by staffing (Chela-Alvarez et al., 2021). It should come as no surprise that the management of a company must guarantee that it has a sufficient number of capable executives in order for the business to function effectively. Candidates need to demonstrate that they are in good physical, mental, and emotional health.

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