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Component One:

What are the key skills required to work on the hotels front desk?

There require diverse skill techniques to work in a hotel and adequate management can allow to effective practices for guest interaction practices to ensure smooth operations (Bardi, 2010); Here are some key skills that are essential for working on the hotel front desk:

Communication Skills: Having excellent verbal and written communication skills are essential to interact with guests, team members and other regular practices. Corgel et al. (2011) cited that guests from diverse backgrounds come to the hotel and effective communication can allow to make sure smooth operation process. Front desk staff requires to articulate clear information, listen attentively, and respond on different to guest inquiries, complaints, and requests.

Customer Service: Providing exceptional customer service is one of the major responsibilities of front desk persons ((Hammer, 2016). Having friendly, approachable and patient can allow to fulfil guests needs and concerns. Having positive working attitude and handling them ensures ability to manage difficult situation without barriers. Making sure proper contribution with attribution of delivering a memorable guest experience are essential.

Multitasking: Front desk agents often requires handling multiple tasks simultaneously. For instance, check-in and check-out, phone call answer, respond to emails, make reservations, and assist with concierge services are highly essential for front desk agents. Strong multitasking skills can allow to manage different responsibilities without barriers. Effective management and maintenances are essential for increasing productivity.

Problem-Solving: Dealing with guest might occur different complaint. Hence, resolving issues and finding creative solutions to problems are common practices at the front desk. Thinking in the right direction can allow to situations and make sure most effective decisions in the right time to manage guest satisfaction and enhance hotels reputation.

Organisational Skills: Making sure adequate front desk staff is essential to perform and handle in well-organized administrative tasks efficiently. For instance, Tesone (2015) cited that managing guest information, keeping track of room availability, processing payments, and maintaining records accurately is essential for organisational skills management. For instance, adequate attention to find out detail areas to ensure accuracy and prevent errors.

Technology Proficiency: Hotel management is heavily relied on various software systems and technology tools to manage reservations, process payments, and maintain guest records. As such, Sayin and Karaman (2019) cited front desk staff requires to be comfortable using

these tools and possess basic computer skills. Knowledge of property management systems (PMS), online booking platforms, and other hotel-specific software can allow to manage adequate services for the front desk employees.

Knowledge of Hotel Operations: Understanding the hotel's layout, amenities, services, and policies is essential for front desk personnel. For instance, familiar with room types, rates, and occupancy levels can allow to serve guests without difficulties. Having knowledge about local attractions, transportation options, and restaurants can allow to provide proper recommendations for the guests and increase overall experiences.

Time Management: Managing time sensitive practices for the guests can allow to secure all the tasks are performed focusing on the time-sensitive tasks. Prioritising the workload and managing effective practices are highly essential to manage. For instance, meeting deadline through proper compromising practices allow to increase quality of the employees. Time management further increases hotel performance and guest service management.

Teamwork: Collaboration with colleagues in various hotel departments is essential for managing seamless operations. Front desk staff requires to make sure proper communication process with the team members, effective collaboration process and assist employees while required (Rutherford, 2021). Building positive relationship process with the colleagues allow to contribute better working environment and handle the situation in the right manner.

Adaptability: Adapting the dynamic working environment for the front desk personnel can allow to focus on the changing circumstances. Handling unexpected situations, adjusting guest preferences and flexible with the working schedule can allow to manage excellent services in different situation. Making sure proper management activities and adapting the front desk staff through providing the excellent services can allow to reduce difficult situations.

Combining the skills can allow to contribute to overall success of the front desk employees and manage situation without difficulties. Managing proper practices in the hotel industry is highly essential with core competencies and positive working situation for the guests and ensure a pleasant and memorable staying at the hotel. Possessing key competencies, hotel employees can make sure a positive first impression for guests and a pleasant and memorable stay at the hotel.

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Component Two:

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?
Ensure Professional Representation to Guests	Wear the hotel's designated uniform or professional attire is essential to provide proper code policy and make sure positive impression among guests (Mhaske and Patil, 2022). Greet guests with a warm smile can create friendly situation and listening skills to understand their needs and provide personalized assistance. Effective communication practices allow to secure adequate collaboration with others. Information about services, local attractions and others are effective.	This plan is considered effective because it focuses on key points to ensure that the hotel is represented well to guests and operations run smoothly throughout the shift. Personalize Guest Interactions through addressing guests by their names adds a personal touch and makes them feel valued. Putting attention on guests' preferences and special requests to allows to make sure a memorable stay. For instance, adequate practices on the maintenances through ensuring the practices can allow to seek efficient activities on the operational process.	Identifying a capable staff member to serve guests is essential to manage different tasks in the right track. For instance, primary backup practices of the manager and identifying the case of manager can allow to secure all the tasks in the right direction. Managing guests and familiar with the front desk employees can allow to make sure strong practices for leadership style and skills. In addition, having strong practices and identifying the areas can allow to make sure proper decision making.
Smooth Operation Throughout the Shift	Streamline the check-in and check-out process through ensuring the management system or PMS can allow to go through them efficiently (Bardi, 2021).	By dressing professionally and maintaining welcoming situation for the guests can allow to secure all the tasks are going through in the right track. For instance,	Provide comprehensive training practices and attributers to front desk staff members including PMS knowledge, handling guest inquiries, and resolving common

	Verify guest information, assign rooms promptly, and provide guests information with necessary attributes can allow to access codes and hotel policies.	welcoming guests through a perceived value and professional attributes can establish adequate values and comfort zone for the overall satisfaction. Personalised practices for the guests can ensure creating better experiences and positive impression for fostering guests' loyalty.	issues can allow to make sure the tasks are going in the right track. Smooth operation can further enable them to step in and handle front desk duties proficiently when necessary.
Resolving Guest Complaints	Address guest complaints calmly and empathetically and actively listening to their concerns can allow guests to feel secure with the service practices. For instance, take immediate action to resolve issues within authority and involve the right direction can make sure all the process are going in right process. Answer incoming phone calls and making sure proper behaviour with the guests can help to seek the right communication practices with the members on timely manner.	Answering guest complain through proper managing the areas can allow to secure they are accurate (Chalupa et al., 2021). Streamlining the check-in and check-out process can allow to minimizing wait times and eliminating potential frustration. Appropriate staff behaviour and focusing on the timely manner can enhance adequate responses with guests. For instance, following hotels protocol can allow to handle emergency or urgent situation.	Create a comprehensive manual of SOP including front desk operations can allow guests to resolve guest complains. Proper documentation practices and readily accessible to all staff members for serving as a reference guide can allow to ensure consistent and efficient service delivery.

Component Three:

Element 1 – Property Management Systems (PMS)

Akgunduz et al. (2022) cited that PMS is a fundamental component of hotel operations that works as the central hub for managing various tasks and processes within a hotel. PMS allows efficient management system at reservations such guest bookings, room availability, and rate management. With real-time updates and accurate data help front desk staff to handle reservations seamlessly. PMS can allow to manage check-in and check-out process for automating guest registration, room assignment, and key card generation. Integrating with other hotel systems can facilitate a smooth and efficient experience for guests through managing times and accurate billing. Xiang et al. (2022) argued that PMS allows to manage room inventory by tracking room status, coordinating with housekeeping for cleaning and maintenance, and providing real-time updates on room availability. Hence, overbooking and other areas are managed through optimal practices and ensure utilisation of the areas to enable effective room allocation practices. PMS makes sure billing processes, such as invoicing, folio generation, and payment processing. Through integrating with financial systems can allow to manage accurate revenue tracking and streamlining accounting procedures. In addition, PMS generate comprehensive reports and analytics through providing valuable insights into occupancy rates, revenue, and guest preferences. As such, hotel management make informed decisions, optimize operations, and tailor services to meet guest expectations. Effective PMS helps to collaborate with other systems and increases overall booking management, revenue system practices and guest management practices. Through integrating with other department can allow to make sure guest loyalty programs and integrate with the seamless practices and guest management activities. Proper integration and enabling seamless data practices, reduce workload and increase guest experiences through personalised services are make sure with PMS.

Element 2 – Hotel reputation

Hotel reputation is a crucial element that increase success of any hotel operation. Through encompassing the perception, image, and overall standing practices becomes easier in the hotel industry professionals to manage public (Fallon & Rutherford, 2010). Guest satisfaction is one of the core elements for hotel reputation practices and encourages positive hotel reputation. Exceptional service, meeting and exceeding guest expectations, and delivering personalized experiences becomes easier to manage hotel reputation practices and strive different areas of excellences for the customer service practices. Online reviews and ratings make sure significant hotel reputation practices. Guest demand raises with the utilisation of proper hotel reputation management. Constant demand raises of the review management system and other third party allows to put proper concern for the hotel to practice reputation management process. Guests rely on the platform such as TripAdvisor, Google Reviews, and social media to share their experiences. Conducting customer review allow hotels to make sure address different concerns of guests and make sure higher contribution practices for the strong reputation management and attract new guests. Active monitoring and management practices can allow to seek all the areas of customer and review process. Taking appropriate actions and guest concern process secure positive and high rating contribution process for a strong reputation and attract new guests. Maintaining a high standard of service in all areas can allow for crucial aspects in the hotel process. Initial interaction process with front desk management and housekeeping, dining and other areas can allow to consistent process and reflect on the professionalism process of hotel.

Element 3 - Communication

Effective communication is an essential element on hotel operation process. Going through seamless practices and coordination can allow among staff members to facilitate exceptional guest experiences (Sintala, 2019). Strong internal communication channels can allow to manage smooth operation practices. For instance, regular team meetings, digital platform practices and efficient information sharing can allow to go through effective communication process among different departmental activities. Clear communication practices allow to ensure among employees and well management activities for different department. Well-informed about hotel operations, policies, and updates, can allow to secure proper collaboration and cohesive work environment. Clear and adequate communication with guests can allow to provide accurate information, addressing inquiries and requests to increase overall experience. For instance, well-trained front desk staff and appropriate communication channel can allow to secure guest service protocols for seamless and personalised guest communication. Effective communication between different departments can allow to manage for smooth operations. Managing different department can allow to manage housekeeping, maintenance, food and beverage, and front office areas for collaboration among others to collaborate seamless practices to meet guest needs. Regular communication practices for sharing information, coordinating guest requests, and guest problem management can allow to make sure contribution to efficient communication in different department. In addition, crisis management or guest practices becomes easier through effective communication protocols. Hotels are requiring making sure well-established practices procedures through well designated employees for communicate with guests, staff, and relevant authorities. lastly, clear and timely communication helps to make sure safety procedures through reducing difficulties, confusion reduction and helps to manage crisis practices.

Element 4 - Staffing

Staffing is essential for managing successful operation practices of a hotel. Involvement in recruiting, selecting, training, and managing employees can allow to make sure vital role management for providing exceptional service for guests. The recruitment and selection process can allow to identify and attracting talented individuals to possess through necessary skills and qualification. Uğurlu (2020) cited that effective job opening, interview practices and candidate assessment through suitable practices can build proper team competencies for delivering employees. In addition, employee hiring practices is essential to provide necessary training and development opportunities. Comprehensive training programs are requiring managing designed process for skill process, customer service abilities. Ongoing development initiatives can allow to ensure proper practices and productive knowledge understanding practices for service abilities. For instance, ongoing development initiatives can allow to ensure employee management practices. Furthermore, skill evaluation practices and adopting the best practices allow to secure changing guest expectations. Engaging and retaining staff members can allow to maintain talented workforce process. Hotel requires to make sure fostering positive workplace culture, recognition and reward achievement practices to provide different opportunities for growth and development. Investing employee management process through well-being and career development can enhance employee satisfaction and reduce turnover.

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