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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 hotels front desk? 750 words (+/- 10%)

Contribution to Overall Module Assessment: 25%

Hospitality and service are the two essential components to every business, they are a significant part in hospitality industry. Hospitality refers to a caring welcome and plays essential role when greeting guests. Definition of service is being helpful. It takes both of hospitality and service to work along to achieve company success. (The Cornell School of Hotel Administration on hospitality: cutting edge thinking and practice, 2011, p. 6-19). Based on my experience of working in hospitality industry important is to make the costumers feel at ease. From the moment they step into the hotel to the last part that is the check out. First impression is the most valid and reflective on the feedback the guest leaves for the company. During my placement in 5 starts hotel I experienced that customer satisfaction is depending on both components - hospitality and service.

Another key skill required to work in hospitality is ability to solve problems. According to Robert Johnston one of the main characteristics of excellent customer service is how the company manage challenges. Many of the problem can occur during a visit in a hotel, for example system failure, errors, product facility problems, service failure (Johnston, 2012, p. 343-347). Hotel front office staff is facing various challenges that guests are coming with. From my personal experience knowledge about hotel, hotel facilities and surroundings are highly significant to be able to provide help and find solution. Eugene Gold refers to what we have been told in school "Knowledge is power." Being aware of the product we offer and confidence exposing it is part of the effective tools to fuel sales. Costumers highly value knowing that the person they seek the answers from is well informed, attentive, passionate, and able to help with any queried they come with. Product knowledge also helps in building relationship with client, they are more likely to come back to the business (Gold, 2020). Visitors and hotel guests arrive at the hotel reception seeking answers in different fields. Front office agent needs to know as much information as possible in order to provide the correct and relevant information. Hotel facilities, restaurant choices, room types and payment methods are the most often queries I experienced by working in reception.

Interpersonal skills are also relevant to the hotel front desk job. Being aware of our own emotional intelligence will help us understand others' emotions and the way they affect

their behaviour. The way we present ourselves to others can affect their perception of us (Mullins, 2019).

Frank Gianotti states that today's customers require more than a basic service including a place to stay and or a meal. Nowadays guests' experience is upgraded the way employees make them feel, including positive emotions and comfort (Gianotti, 2023). Customers approach the front office staff with different emotions, some of them are angry and require immediate attention. Based on my personal experience as a member of staff it is particularly important to listen to the feedback and trying to put customer at ease. The way we respond to feedback can either increase or lower the anger. One of the responses that help me resolve the problem was to empathize, showing guest that I care and remaining calm.

Working on the hotel front desk requires technology knowledge. As stated by Dana Tesone most of us use (PCS) personal computers in different versions for example palm-held models, notebook or desktop. Their role is to communicate, manage systems and applications (Tesone, 2010, p. 163-165). During my placement, I discovered that technology is also one of the skills required. Based on my observation technology refers to computer knowledge, booking sites, feedback sources, IT programs, maintenance operating systems, CCTV systems and data controllers. As we have already stated knowledge is essential. The moment guest steps in front of the receptionist there is multiple sources of information required to successfully complete check in process. All the information must be saved in different systems followed by the General Data Protection Regulation (GDPR). This is followed by booking facilities, making dinner reservations, and booking breakfast slots.

Every aspect mentioned above is essential to provide exceptional customer service and has to be effectively communicated by receptionist. Front office worker needs to be knowledgeable to provide all types of information required including written and verbal communication in polite manner.

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?
Taking the lead and delegate the tasks. Employee empowerment and support.	By delegating tasks to employees, cascading down some of the challenges and delegating authority. Reaching out for help to managers from different outlets in case of a struggle. Using systems and technologies.	I would consider my plan being the most effecting by engaging all team to work towards the same goal, ensure all employees understand their responsibility and importance of working together as a team. Managing workplace proactivity by being a leader to the team.	Seeking advice from somebody who is more experienced in that field. The most experienced employees would be in the first contact with guest to make sure the service provided is up to standard and all guests expectations are met. For the future looking at the training Standard Operating Procedures to ensure all employees have access to then in case if not sur how to complete a task, for example how to take a payment by credit card or how to redeem a voucher.
Ensure the front desk is not left unattended, being available for	Responding to requests, responding accordingly, making sure the guest is then priority and	Good communication with guest can make company aware of the issues they are facing, sometimes	Employees awareness that the customer is always right and that the goal of the company is to

the guest at all the time, offer help, answering calls.	his demands are looked after with staff engagement and care.	guest can see the details we are not aware of the resolving the issue pointed by customers can lead to gain of their loyalty.	keep the guest coming back. Employees must respond to feedback with positive attitude and use it as a guide for future improvements.
Grooming standard and personal hygiene	Ensure that all employees follow the company policies and procedures, one of them is grooming standard requirement. Ensure that during absence of manager everybody follows the procedure or being well groomed.	Ensure all front office employees have correct uniform and neat appearance is represented well by staff, guests first impression will be the first few minutes where they are in contact with front office staff	Plan to maintain the grooming standard procedure would be to make sure that past is covered during the morning brief. Printing information about cleanness, neatness and tidiness in the office for all staff to be able accessible at any time.
Make guests feel comfortable and welcome, emotional intelligence	In case of angry guest, we must patiently wait for the guest to express his emotions, opinions and give us feedback. Angry guests need the time to express themselves and staff responding to it needs to stay calm and listen carefully. Not interrupting the guest.	Guests provide feedback and they want to be understood. By putting ourselves in the customer shoes we can understand their frustration. We need to stay polite in any situation and understand that we are not responsible for the guest behaviour.	By understanding that guests feedback is based on their emotion we need to find a solution that would make it up for the guest, our response will decide whether guests come back to business or leave. We need to show empathy. During the morning brief asking staff how they are feeling, to ensure that in case of angry guest they are capable to manage their own emotions.
Offering personalised service, attention to details.	Treating each customer like they are the most important person in a building to enhance their experience. Making them feel special and unique.	Part of success in enhancing guest experience is to make the guest feel appreciated, heard and known. They will feel special, it might be the reason for them to	Personal experience provided is going to add more value and make the price they pay less essential. Guest might want to share their experience with others, their friends, colleagues

		visit the same hotel or facility next time	or leaving feedback and that could bring more clients to the business and increase profit.
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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) is a tool which helps managing organisation and is beneficial for those who manages properties.

The aim of the property management software is to deal with multiple areas of the business. It covers accounting and financial information, property systems, administration of databases, inventory trackers (Fearn, 2023).

According to Waaren Dehan technology innovation needs to be balanced in regard to simplify use the new system and capability of running the operation effectively. These are crucial points to analyse before the further investments. Companies depend on technology considering emergency challenges and to provide exceptional customer service, having the right technology in place helps to improve services they offer (Dehan, 2023). Having a good system in place in hospitality industry helps manage the business equal with different occupancy of the hotel, small or large bookings. Online PMS system helps the employees interact with customers with any source of devices at any time regardless of where they are based in a hotel (Tiltina, 2018).

Good Property Management System in hospitality industry can benefit the company by increasing sales. Straightforward booking systems with user friendly access to everyone is essentials for hotels who operates with maximum capacity. Quality of service works along with the systems provided by company and administration. It takes all of them to interact and collaborate to ensure organisations operates smooth and enhance guest experience.

Element 2 – Hotel reputation

Hotel reputation is significant to the business, feedback and reviews are the keys to success. Review sources can impact the business as also increase or lower revenues.

Eva Lacalle explains that social media are a powerful tool, and they must be monitored in order to manage the power of reviews and responses. Monitoring and analysing online reputation can help engage with the audience and reach out to new potential clients (Lacalle, 2021).

According to Hudson, understanding Maslow's human needs hierarchy will help understand client demand and what triggers them to purchase a product. Marketer focus is to create source of relevant information for the costumers. Different social groups have look for contrasting facilities to purchase. For instance, leisure guests need different arrangements that business travellers, they are more likely to buy a product based on their needs. (Hudson, 2017).

Power of social media can impact communication between client and seller. Feedback is one of the most powerful tools to gain or lose new customers and influence sales. Guests review

should be used as a guidance to reflect on and to make improvements in regards to meet guest satisfaction and keep them in business. Social media trigger the audience and influence sales as well. Guests seek feedback before the purchase of product that is why companies should respond to it accordingly and ensure that negative feedback guides business to resolve any of the issues that arise, the new customer purchasing the same product will not be unsatisfied and the same concern will not build up.

Element 3 - Communication

One of the most important skills in a workplace interaction is ability communicate. According to Mary Sharp Emerson this skill can be mastered and learned by thoughtful approach, observation people reactions (Emerson. 2023). This essay will focus on key elements of communication.

One of the operational aspects of the leadership at The Ritz Carlton focused on was the language used by employees to communicate with the guest. Set of phrases was introduced to implement formal style of responses. Over the years chain decided to allow the employees to be authentic and be themselves. Part of “language engineering” was to give employees guidelines to ensure that communication is appropriate. Another target set by this program was to guide employees how to effectively communicate without confusion, being mindful not to irritate guest or offend them (Solomon, 2016, p. 79-82).

Exchanging information, thoughts is a connection between sender and receiver. As stated above the exceptional and formal language and form in terms of communication was a key element that leadership of The Ritz Carlton standardized. Since the company started to expand communication and guest service style became more authentic and relaxed. That change helped to engage with younger generation travelling to The Ritz Carlton.

Element 4 - Staffing

Major event taking place in 2019, COVID – 19 pandemic highly impacted the labour market. Employment all over the world collapsed, people lost their jobs that reflected on their careers. Two years after pandemic it reflected the jobs turnover. People without previous employment have higher chances to find new job opportunities that they had before pandemic. Low – skilled job sectors have increased and gave more career opportunities for low – knowledgeable workers (Joyce et al., 2022).

According to Stella Cottrell not all the recruiters are seeking experienced staff. Employers might offer a job based on previous experience; they also seek candidates willing to learn and to be trained into the new role and culture. Some of the companies introduce a paid placement to graduates and students to gain job experience. Greater possibility opens for new starters based on their approach. Caring on new tasks with positive attitude and confidence, flexibility and effective time management is considered as attribute for candidates. The 2009 CBI report shows that skills were still required in 1998, nowadays new talents in demand are focused on customer awareness, self-confidence and “can do” attitude (Cottrell, 2021, p.306-313).

New jobs opportunities became accessible for unexperienced staff and there is no need for higher education to success in that field. Jobs offers are offered to those who are willing to take on new responsibilities with additional training sessions and guidance. Companies are willing to invest in new starters by offering paid placements to support new graduates.

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Word Count	927
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