

Assessment 1

Report of Bermondsey Square Hotel

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1. Introduction

The following definition of services encompasses all types of services: "A service is an activity or a series of activities of an intangible nature, more or less, which normally, but not necessarily, take place in the interactions between the consumer and employees. and / or physical resources or goods and / or systems of the service provider, which are offered as a solution to consumer problems. "(Grönroos 1990)

From the point of view of the guest, the hotel service is an experience, determined by the quality / price, the atmosphere and the staff. The expectation gap - the lived experience must tend to zero to get the customer's enthusiasm. Therefore, the hotel service represents the sum of everything that happens to the customer in contact with a transaction or a series of transactions.

Bermondsey Square Hotel is a stylish 4-star hotel, situated in the heart of Bermondsey Square, near of the most important attractions points in London, as The Shard, Tower Bridge, London Bridge, Tate Modern.

The hotel has as object of activity the services of tourism and those related to this activity, accommodation etc.

This 90-room special hotel is created to make happy every guest, even they are business travellers, even they are tourists, and even they love fashion. The hotel also have a conference room where the customer can enjoy private parties, private meetings and private dinner.

The Bermondsey accommodation have : 48 Superior Doubles, 8 superior twins, 5 family rooms, 6 terrace rooms, 17 club rooms, 2 club twins, 4 suites. The staff of the hotel consists of Romanians, Italians, French, Bulgarians and Currently, the total number of employees is 45.

The hotel is guided by the general manager and assistant manager, followed by accounting team, reception team, kitchen team, housekeeping, restaurant, and maintenance team.

With such a powerful team, the mission of Bermondsey Square Hotel is to offer a pleasant experience to every client of the hotel, in a modern environment, which will satisfy its requirements. That is why they provide services to high standards and respond promptly to the needs of their guests.

Their values are in line with the 4 principles that support any successful hotel business:

- a) professionalism and orientation towards what really matters: the hotel has been designed in such a way as to offer a pleasant experience and to practically offer easy access to any services, a focus on what our customers use and not on extravagance and unused spaces.
- b) a different experience focused on pragmatism, which cannot be achieved without quality services and a continuous improvement of them according to the needs of the clients.

- c) a strong focus on the customers of our hotel: a satisfied customer will always come back.
- d) innovation: to be successful you must always be in step with the times you live and be relevant to your clients, always looking for new ways to meet their needs.

The guests of the hotel, are waiting for high quality services, clean and warm rooms, quiet space, nice staff and of course nice food, and they can see everything can be possible in Bermondsey.

2. Discussion

At the hotel management level there are 2 people well done prepared - general manager and assistant manager, which are ready everyday to manage the most difficult issues, and to coordinate all the teams to provide the best services for the guests of the hotel.

The manager has authority and responsibility; influences the behavior of employees; has the necessary knowledge to make the relationship with employees more efficient; supports the demands and stress of the management function.

They make the planning at any level of the organization and through their plans, they outline what the company must do to be successful.

The manager fulfills his role defined by the above functions based on his qualities. The most important of these will be presented below.

The technical quality represents the ability to use the available knowledge, techniques and resources to successfully complete the work.

Analytical quality. It involves the use of scientific and technical approaches in solving problems. The manager must identify the key factors and understand the relationships of interdependence between them, have the ability to diagnose and evaluate.

The quality of decision making. All managers have to make decisions, to choose from several variants which will lead to maximum efficiency.

Communication quality. In order to achieve performance, the manager must find the best ways of communication with others, so that they are understood and listened to.

Conceptual quality. It consists in the ability to see the organization in all its complexity, in noticing which parts of the organization are in close connection and contributing to the general objectives of the company.

An important role in this organization is taken by the front house employee, the receptionists. The receptionist represents the interface between the client and the hotel, ensuring the activities from the reception - the place where the clients have the first and last contact with the hotel that offers accommodation services.

The reception staff has the obligation to present themselves impeccably; Personal hygiene, uniform, attitude, perfect manners should outline a pleasant image that reflects a good education and training. Together with the organization of the activity and the permanent

attention paid to the client, these aspects contribute to shaping a superior service from a qualitative point of view, the guests will be very happy with the service and they will come back for sure.

As we know the most important characteristic of the accommodation service is a clean room and bathroom. So, there is a housekeeping team which take care of this service everyday, and they make sure that is made perfectly.

The roll of housekeeping is to ensure the cleanliness and hygiene of the accommodation spaces (rooms, suits, jacuzzi) in particular and those of common use in general (parking, green spaces, reception and reception hall, common bathrooms, rooms of receptions and conferences, stairs, elevators, floor corridors, offices, offices), especially when there is no specially designated staff for them. They make sure that everything is perfect for the next customers, and in the end they will be happy with the service, and no complains will be made.

The guests can enjoy the breakfast every morning in a very nice restaurant, situated in the groundfloor, where the f&b team are ready to offer the best service, with a professional attitude, a nice smile and good food, because the chef is playing in the kitchen, being sure that every guest enjoy his delicious food, prepared with love and talent.

Without a good training and development, the hotel couldn't ensure a high quality service.

The training involves a two-way advantage: both for the employee and for the company. If the advantage is felt unilaterally by either party, it cannot be the basis of sustainable construction and cannot achieve its purpose.

Any training program must contain a specific component of the corporation, to send messages of organizational culture, animate groups and ensure the flow of communication and relationships.

The training does not mean only a few hours of accumulation of information, but it also involves a well thought plan, with objectives known and shared by all participants.

The Training is not just an expense, it is a source of income, as long as it is well managed; is an excellent tool for internal communication, if the messages are correct received by the employee, and the training must always be the gateway to the future, the foundation for coherent business development and team animation.

As we said before, the assistant manager has also an important role in the organization, because is that person that provides administrative support to the persons with management positions in the respective organization (the people from the management).

The assistant manager ensures the connection between the person with the management position and persons within the organization or outside it; answer telephone calls or take care of various reports and requests received on behalf of the person in charge of management; deals with the correspondence (email, fax, post) of the person in charge of management and writes responses to it (insofar as it is empowered to do so); establishes

the book of daily meetings of the manager based on his schedule and within the time available;organizes organizes and coordinates meetings and conferences; he can design and writing documents, presentations and reports etc.

Due to the quite complex tasks that require analytical capacity, higher education is required for the position of assistant manager.

The skills required on the labor market for an assistant manager job are the following: - seriousness and responsibility; moral integrity; organizational skills and experience; ability to plan and prioritize; distributive attention; skills developed for communication and for developing interpersonal relationships (in the native language as well as in a language of international circulation); motivation and efficiency; decision-making capacity; knowledge of a Microsoft Office software suite; pleasant appearance.

For an assistant manager is necessary to finish management studies, to have administrative trainings, experience in this area, IT knowledge (MSOffice, MSOutlook, at high level).

3. SWOT Analysis of the Bermondsey Square Hotel

Swot analysis is a technique that can be used to evaluate some products, services or organizations so that it is possible to make a correct decision on the best development strategy: Swot analysis represents a very good way to evaluate the general state of an organization , a development plan can be elaborated in which to take into account its strengths, to eliminate its weaknesses, to efficiently exploit the opportunities presented and which to allows to counteract possible threats.

Strengths

The hotel is 4 stars; over 10 years experience on the business market; the location of the hotel, in the center of the city, near importance attractions like : Fashion and Textile Museum, London Bridge, Tower Millenium Pier, The view from the Shard, Tate Modern, The Golden Hinde, Trinity House; modern rooms, conference room; well trained staff; communication, teamwork, leadership; existence of the quality assurance program; easy accessibility to buses, underground and trains (london bridge station is just 15 minutes walk of the hotel, bermondsey station 20 minutes walks, buses just 1 minute walk); good prices ; free high speed internet access in all rooms and conference room; 5 languages spoken: English, French, Italian, Romanian, Spanish; the dogs are very welcome in the hotel; all children under 5 years stay free.

Weaknesses

The perception that is an expensive hotel; the absence of alcoholic beverages in the restaurant; the absence of a varied menu in the restaurant;

Opportunities

Promotion of programs regarding the services offered, with the help of the media; the perspective of joining an international hotel chain; new services and new products; the organization of events and concerts in Bermondsey Square.

Threats

The competition with the other hotels; economic and legislative changes (Brexit); the current world crisis through the side effects of economic changes (modification of the level of taxes, taxes).

4. Conclusion

I consider that the Bermondsey Square Hotel has the majority of conditions to become one of the most popular hotels in London.

From the works of art, which greet the customers from the entrance, to the latest generation of facilities or the countless possibilities of rest and relaxation, the hotel can satisfy even the most picky guest.

The staff of the hotel have in mind everytime the idea that for the guest, the hotel should become a second temporary home and that the kindness and warmth of the staff should replace the one which the guest is surrounded in his own home. In addition, the staff thinks about the fact that a customer pays an amount of money not only to receive a shelter, but to benefit from a complexity of services and should not be disappointed at the end.

By knowing the whole offer and their attitude, the staff manages to recommend to the clients the advantages of the hotel, to listen and to be at their disposal, making them feel good and gaining their confidence. The activity undertaken within the department is carried out according to the norms, almost as in written in a book.

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