

REFLECTIVE EVALUATION

By Georgi Peychinov

Student Number: 1912954

LCBB4002 Community Engagement

Tanja Nathan

Business Management

University of Wales – Trinity Saint David

London

Date: 24/04/2020

Table of Contents

Introduction.....	3
Reflection.....	3
Conclusion	9
References.....	10

Introduction

Reflection is a way of thinking to enhance better understanding about an aspect. It aims at enabling a person to make sense of their experience (Wain, 2017). The practice enables clarity, understanding, and making judgements or drawing conclusions. As reflection is owed to experience, an individual must have endured it. The person reflecting can learn from the experiences after reflection as he/she is able to gain deeper insights regarding the concepts. The person might equally develop new perspectives on matters. The process involves several stages to be complete. The stages include selection of the incident to reflect on, description of the experience, and its analysis. Also, the individual understands the experience, explores alternatives, and frame the appropriate action. The report reflects my experience in exploring the operations at Marriott Hotel Chains.

Reflection

Theoretical model of reflection

Gibb's (1988) Model of reflection

The model recognizes several stages involved in the process of reflection. The model of reflection shall be used in the reflection process of the experience I underwent when exploring Marriott Hotel Chains.

Stage1: describing the event

The theory suggests that the first stage of reflection includes a planned version of the situation that an individual wants to reflect on. At this stage, the theory suggests that a person should be thorough with the reflection, presenting all the information concerning the event (Wain, 2017). Some of the key information that should be included involve the location, the

people involved, the reason why the event took place, what happened, what part the individual played, and the result.

Stage 2: feelings

At this stage, the model suggests that an individual should recall and explore the things that happened in the event. The things related to happiness, dissatisfaction, with the event, and the reasons the event is memorable. The things reflected include the things thought about and felt during the event, the feelings associated with the outcome of the event, the different emotions felt and the things that are most important relating to the event.

Stage 3: Evaluation

The stage involves giving the experience value against certain standards. The individual seeks to reach to some judgement regarding whatever happened. The aspects explored here include the good thing about the experience and whatever bad about the experience.

Stage 4: Analysis

This stage involves breaking things down into different components so that they are explored separately. The action involves detailed answers to the questions asked in the evaluation stage (Tracy, 2013). The aspects explored at this stage include whatever went well, whatever other did well, whatever went wrong, the ways the individuals contributed to the outcome and the reasons why the things happened.

Stage 5: conclusion

The stage includes a summary of the outcome of the overall experience. The negative aspects of the experience should be identified with honesty. This is because the individual should learn from experience; whether good or bad.

Stage 6: Action plan

Gibb's model suggests that the individual should think forward into possibilities of encountering the event again. At this stage, the individual should plan whatever they would do or act differently if presented with a similar opportunity. They should also identify whether they would be likely to do the thing in the same way.

Reflection on personal experience with reference to Evaluation on Marriott Hotel Chains

Experience description

I conducted organizational analysis for Marriott Hotel Chains seeking to understand the operations of the organization. The first step in the analysis was seeking knowledge on the structure of the organization as well as the vision and mission that guides its operations. I also explored the goals and the values that the company aims to achieve during its operations. During the entire event, my focus was on Marriott International and its different operations. I wanted to understand different aspects in the operations of the company including its customers and their expectations from the company. The specifications of the goods and services expected by the customers at Marriott International from all over the world were explored.

I explored the strengths, weaknesses, opportunities, and threats of the company. The strengths explored are those internal aspects in the company that gives it an advantage in business operations. In addition, the weaknesses are the internal aspects giving the company a disadvantage. The opportunities and threats are the external aspects that affected the company

both positively and negatively consequently. Further, investigation was done on the employees' functionality in the company and their contribution in the organization. I wanted to understand how the workers support the organization in achieving its goals. Besides, I investigated training and development aspect and its essence in organizations.

I selected a role of Front Desk Agent in Marriott Hotel Chains to evaluate the roles and professional requirements for the individual. Further, I evaluated the importance of Front Desk Agent in Marriott International. The specific training and development requirements for the agent were observed. Consequently, I summed up on the general knowledge I gained regarding Marriott Company.

Feelings

As I conducted the evaluation on Marriott company, my focus was to gain the understanding on the way the company conducts its operations on the various aspects outlined. Owing to the high reputation and great success that the company has had over the years, I had expectations to find out knowledge on effective operations at the back of my mind. I was satisfied by the knowledge disclosed about the company. This is because despite its weaknesses and some inefficiencies in operations identified, the company is a market leader, owing to its emphasis on culture and its vision. As I started the evaluation on the company, I had feelings of great curiosity of the knowledge of Marriott Company. As I proceeded with the evaluation, the curiosity reduced as I find out the knowledge about the company. At the end of the investigation, all my questions regarding the company were answered. I was satisfied to gain all the knowledge I wanted for Marriott Hotel Chains.

Evaluation

According to the information I acquired regarding Marriott Company, the company has greatly effective strategies in place for conducting its business operations. The company has set vision and mission that guide its towards gaining high performance. All the operations of the workers are aimed towards achieving the goals of the organization. The business seeks to optimize the experience of customers through provision of high-quality services and ensure maintenance of high standards across all its facilities. Most strategies are customer-centered, meaning that customer satisfaction is considered above profitability. Besides, the strong culture of the organization has enables it to perform highly over the years. The experience I has is considered good as it enabled me to achieve all the knowledge about Marriott Hotel Chains. However, the bad side of the experience is the fact that some information was not easy to access from the sources available.

Analysis

The biggest part of my evaluation went on well as I gained all the intended objectives. I was able to understand the various aspects of business operations at Marriott Hotel Chains. The breakdown of the aspects explored include the structure, mission, vision, values, and goals of Marriott International company. The information enhanced an understanding of the way Marriott company operates. In addition, I was able to understand the contribution of the workers towards achievement of goals of the organization. Besides, I explored the way training and development is conducted in the company and its importance. As I conducted SWOT analysis of Marriott International Hotel, I was able to understand the aspects that enable the firm to gain strong competitive advantage in the market. Also, I understood the aspects that makes the company experience its setbacks. Besides, I understood the functionality of employees in a better way after

evaluating the roles of Front Office Agent. I was able to gain all the insights due to the thorough research I conducted regarding the company.

Conclusion

Therefore, the whole process of evaluation of Marriott Hotel Chains was worthwhile as I acquired the knowledge I intended to acquire. The sources of information I used were helpful as they contained the information I obtained. I enjoyed gaining knowledge regarding the business processes and various aspects of one of the biggest companies in the hospitality industry. The knowledge did not only help me to investigate the firm but shall help me in its application of running a business in future. Also, I appreciate the fact that I enhanced my research skills. However, I had a difficult time acquiring some information that was difficult to access via the internet. This took me a long time as I explored through different journals and books to acquire it. If I am in a similar situation in the future, I will be keen to seek as a wide access to information as possible prior to commencing the evaluation.

Action Plan

If I am to encounter the experience again, I will explore the information with great curiosity. I found out that having curiosity is important in gaining the energy required in conducting that kind of evaluation. However, in future I will ensure that I have proper prior planning on the task in hand. This will ensure that I have all the required tools and resources in hand before beginning the evaluation. In turn, I shall have easy time in conducting the evaluation.

Conclusion

Ultimately, the reflection has enabled me to re-think the whole process of the evaluation of Marriott Hotel Chains. I have been able to take time and go through the entire process again. The aspect that has enabled me to look back and understand the feelings associated with the evaluation. I have been able to understand the parts I enjoyed and those that I did not enjoy. The judgement is key in enabling me to make sound decisions in the future if I have an opportunity to undergo a similar experience. I have been able to understand the strong aspects that can enable me to be more successful in future events. On the other hand, I have been able to understand the negative aspects that would obstruct future evaluation. I would strongly avoid such aspects in future for a successful evaluation.

References

Tracy, M. 2013. Models of Reflection. *The Institute*.

Wain, A., 2017. Learning through reflection. *British Journal of Midwifery*, 25(10), pp.622-666