

Programme: BA International Hotel Management

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Introduction

The services, facilities, and assistance offered by a hotel to its guests are known as guest services (Wood, 2012). Sentiment analysis tracks and measures guest service satisfaction in guest experiences with service management (Zarezadeh et al., 2022). Utilising a reflective technique, this report will ruminate on the time spent observing a supervisor in charge of the front desk at the London Marriott Hotel Twickenham. In order to fulfil guest service operations in that region, this log will also critically examine the value of work-based skills and technological expertise.

Overview of Front Office

The front desk is the initial point of contact for guests when they arrive at the hotel and the final point of contact when they leave (Bardi, 2010). Reservations, check-in, registration, room assignment, and guest bill settlement are all handled by this department. Its purpose is to make their lives easier by eliminating unnecessary steps and automating repetitive operations (Tewan, 2009). Customers usually go straight to the front desk when they visit a business, and it is the job of the front desk staff to greet and assist them (Vallen and Vallen, 2014). The front desk can better assist clients by getting to know them via questioning.

Learning Objectives

The objectives of the learning log are:

- To effectively shadow a Guest Service Operations supervisor with Front Office responsibilities.
- To analyse workplace management performance and discuss Front Office concerns.
- To systematically study resource allocation, marketing, management styles, culture, health and safety, and organisational factors that affect guest service.

Section 1: Reflection on Experience and Personal Development

Gibbs' reflective cycle:

Description: When performing a hospitality managerial job function at distinguished Marriott London Twickenham in front line, I enjoyed that it is not just for the sake of this job but for other additional technical and working skills it requires. Through this course, I have not only strengthened my understanding of the concept of customer service to serve the good at the level of visitor experiences but also my problem-solving skills in performing customer service.

Feelings: An effective execution of managerial functions with well-structured office operations should be made distinguishable by means of a good organisational capacity, and very detailed planning (Johnston et al., 2012).

Evaluation: Although group effort and timely communication are the prominent factors that Gene is aware of after having attended environmental festivals (Fodel et al., 2022). I will put an accent on the attitude of hospitality as well as the humanization factor is in my top-most priorities. The major duty was to preserve all the stuff that you did in the front office department in your mind.

Analysis: The fact that my academic and professional experience accumulating through working in groups and communication, personal traits, and customer relations have increased to a great extent. I gathered significant career insights from a research paper which I believe are essential to my professional and personal development.

Conclusion: This is something I had the opportunity to demonstrate when I informed her about my future plans to use the case as an example for the future studying of the tourism industry and maintenance of the quality satisfaction level for the clients.

Action Plan: Here, I will, in addition, seek to achieve more depths in my knowledge of the specific tasks, working with and serving others, and the basic concepts of teamwork and customer care which I learned during this internship. Through striving to that end, my goal is to my career in the hospitality industry, and I will render high class service to the guests.

Section 2: Critical Analysis of Work-Based Skills and Technical Knowledge

During my shadowing at the London Marriott Hotel Twickenham, I learned the value of technical expertise and work-based abilities in delivering customer care. Open communication was essential for welcoming people, answering questions, and resolving concerns. Expertise in technology was needed for me to use software designed for hotels, understand how the front desk works, and keep accurate records of clients.

Professionalism and efficiency were very important in every part of the job, from office work to monitoring the workplace. Helping tourists with their concerns and making sure they had a great time required me to use my problem-solving skills. For vacationers to have memorable experiences, people had to come up with big ideas and think critically. Making the workplace healthy, streamlining tasks, and bringing the organisation together required everyone to work together.

Guest service employees need to be able to adapt and be patient in order to give guests personalised and on-time experiences (Marneros et al., 2020). Besides teaching me technical skills, my experience taught me that good customer service requires creative problem-solving, perfect organisation, and open communication. I am always dedicated to providing excellent service, and trying to get better at being a host.

Section 3: Reflection on Organisational Issues

After shadowing at the London Marriott Hotel Twickenham, I understood the management and administrative challenges of customer service. Reservations, loyalty programmes, guest rooms, hotel services, amenities, and invoicing were the most common issues throughout the shadowing experience. To ensure visitor satisfaction, these concerns need rigorous attention to detail and excellent communication (Safitri et al., 2023).

To offer excellent customer service, front desk staff needed technical skills to utilise hotel-specific software to manage transactions and keep correct client information. Staying current with industry-specific technology improved processes and efficiency. Managing desk space and other administrative responsibilities was crucial to front desk productivity and competency (Blešić et al., 2023).

Another important ability for me as a front desk employee is problem-solving. These traits are essential for handling consumer issues and unexpected problems. Critical thought and strong ideas were needed to provide tourists with great experiences. The collaboration created a cheerful, cooperative workplace, ideal for excellent customer service (Safitri et al., 2023).

Guest services presented several problems, but patience helped me. Peaceful interactions with guests need calmness and tolerance. Front desk professionals must also be able to adapt swiftly in the ever-changing customer service sector (Merhaut et al., 2017). I learned the value of work-based skills and technology in providing exceptional customer service during my shadowing at the London Marriott Hotel Twickenham. With these results, the author hopes to validate the best hospitality and help guest service succeed.

Section 4: Future Action Plan

By describing their experience shadowing a supervisor at the London Marriott Hotel Twickenham's front desk, I wish to emphasise the importance of organisation and customer service. I want to increase my customer service, workplace cleanliness, and organisational abilities. Strong communication and collaboration are essential for front desk cooperation (Lee et al., 2021). Hence, I want to improve my communication skills as well.

The ability to efficiently handle bookings, queries, and visitor check-ins is a prerequisite for front desk workers (Casado, 2012). I aim to enhance their task management and prepare them for changing priorities by fostering flexibility.

I want to help people leverage their personal and professional experiences to succeed in life and work. I will concentrate on skill development via online courses, short courses, and mentoring programmes.

The front desk staff has many obstacles, and I understand them. These include reservation, loyalty programme, accommodation, hotel service, and payment concerns (Johnston, Clark and Shulver, 2012). While they fix problems, I will encourage them and apply what they have learned to avoid problems and make visitors happy.

My time at the London Marriott Hotel Twickenham's front desk has shown several areas for improvement. Maintaining the front desk culture of excellence and growing personally are my primary priorities.

Conclusion

I discuss how my experience as a supervisor at the London Marriott Hotel Twickenham's front desk taught me about guest services, technical expertise, and job-based abilities. Excellent communication, organisation, customer service, and teamwork are essential for visitor satisfaction. My goals are to improve my work area, task organisation, customer communication, and customer service. Online, intensive, and mentorship courses kept me educated and proficient. To satisfy consumers, I respond quickly to booking, loyalty, guest room, hotel service, and invoicing inquiries. Effective guest service management requires ongoing development and personal growth.

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