



Component One:

What are the key skills required to work on the hotels front desk? 750 words (+/- 10%)

Contribution to Overall Module Assessment: 25%

Student No:

Module Title:
Module Code:

Lecturer:

Hotel Administration and Front Office

BMIH4004

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Individuals basically rely on the industry of hospitality for fulfilling their fundamental needs of accommodation, entertainment, food and transportation for the purpose of recreation or work (Epos Now, 2021). As people start travelling, they wish for feeling as safe as possible throughout the whole accommodation experience which begins with the receptionists or the front desk staff. Customers will look for the staff of the front desk for explaining the new processes and make sure that all guidelines of sanitation are daily being kept up with (Gov.wales, 2023). Some of the top skills necessitated by employers in professionals of front desk or receptionists have been discussed below.

Professional and neat appearance

The hotel lobby is always the first thing viewed by the guests while checking in. The front desk staff or the receptionist is the first individual met by the guests. Fundamentally, these professionals are the front face of the enterprise and these organisation employers basically look for potential staff who are able to take pride in the role and make a brand representation (Resume.io, 2023). Although the situation has been different from what used to be prior to the Covid-19 pandemic. Customers wish to see the staff of the front desk cleaning the desk area of the reception between every interaction as well as wearing masks and sanitising hands (WageIndicator Foundation, 2023).

A polyglot

If I will be working as a front desk staff in a mega or a metropolitan unit, I may be more likely to encounter guests from different nations across the world as the travel trend has been evolving rapidly. Having the knowledge of multiple languages may not be necessitated by most hotels but it is a prime skill which is valued by several employers (Pavlou, 2018). If I will be able to proficient in multiple languages, I must ensure mentioning it on my resume if I apply for the job role of front desk staff in the future.

Problem-solving skills

Even the most popular luxury hotels get disappointed and unsatisfied customers on a basis of a certain time period. For this very reason, most employers wish hiring professionals at front desks must be capable of thinking on their feet and finding possible solutions in problematic situations (TopResume Editor, 2020). Most of the time, a courteous and prompt response to a guest complaint may potentially turn a negative review into a positive one assisting in preserving the valuable reputation of the hotel (Glassdoor, 2023).

Strong interpersonal skills

Basically, it takes an entire team for running a hotel and I might and might not always look eye-to-eye with everybody in it. If I will be applying for a job position at the front desk it will be essential to ensure knowledge to the employee that I am highly skilled at getting along with a variety of people as well as functioning in a team.

Detail-oriented and organised

Multitasking may lead to plenty of mistakes and piles of paper if the front desk staffs are not detail oriented and organised. If I wish for working as a front desk professional in hotels in the future I must be able to keep track of my progress on multiple activities, maintain a tidy and neat workspace as well as accomplish complex procedures and processes with minimum to zero errors.

Efficacious verbal and written communication

From witting down local attractions directions to responding to the emails of the guests, there are several duties of front desk staff which necessitate the ability for communicating effectively in both, verbal and written form (Doyle, 2019). If I will be looking for a job at the front desk I must demonstrate this skill from my resume till the interview.

Guest service

As businesses cannot survive without customers, guests are at the core of the hotel business. Services to the guests are among the most in-demand skills from front desk professionals. It comprises being friendly and pleasant, working accurately and efficiently, solving issues and performing anything else essential for ensuring a worthy experience for the guests. Although, for some time the personal interactions may be fewer the professionals at the front desk are the first individual guests may turn to for assistance (Hotel Tech Report, 2022).

Ability to work under flexible schedules

Resorts and hotel businesses are basically 24/7. Customers check in and check out all the time. So it is essential for someone to be at the front desk for providing assistance to the guest. Working within the hotel industry it will be essential for the employees to have the ability to work under flexible schedules according to the demand of the situation (Hcareers.com, 2023). Staff may have to work late night, early morning shifts and even sometimes on holidays and weekends.

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Word Count

788

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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 a quick resolution of this scenario in the future?
Firstly, I will ensure that the functions of the front office department are well maintained.	The department of the front office will be performing several functions such as registration, reception, reservation, the settlement of bills and the assignment of rooms (Access4Anele2Revf, 2022). Front office employees	If someone books my hotel it will be my responsibility to show that the service to the customer will be exceptional. I will focus on knowing guests, their visit purpose and shower care for them. I will also send them pre-arrival mail which	I will focus on the training and the development of the staff. I will assist them in having an in-depth knowledge of how to communicate with guests, and give them a proper understanding of what should

	will welcome the customers, assist them register, and carry their luggage and take them to their respective rooms.	may assist them in minimising stress. As the front office is the image of the entire hotel providing proper service to customers and maintaining cleanliness in the lobby can give a good first impression to the guests.	be their behaviour towards the guest.
Ensure that the housekeeping department is performing well.	I will order the housekeeping department for the maintenance and cleanliness of the surroundings, back areas, and public areas. I will give them the responsibility for the aesthetic keep up of the hotel rooms.	The staffs excelling in the department of housekeeping have a commitment and eye for detail. If the cleanliness of the hotel the environment is well maintained it can provide outstanding impressions for the guests.	For excelling in housekeeping productivity in the future I will adjust the activities according to the requirement of guest and opt for the products for cleaning carefully.
Make sure that the food and beverage department is well maintained.	The beverage and food the department will be looking after	Excellent customer service is key to satisfaction of the customer (Mailchimp, 2022). If the staff of the food and	If the department will not function properly in the future, it will be my prime duty to improvise it. I will provide them

	the drink and food services to guests.	beverage department will serve quality food with outstanding attitude and behaviour the guest that may be impressive for planning their revisit.	with skills training including proper communication skills, and customer service skills, interpersonal skills and so on. In addition to this I will also request the human resource department to hire candidates with efficient skills necessitated by the organisation.
Check whether the food production or kitchen department is performing well or not.	The staff of e to the kitchen department will be preparing the food according to the demand of the guest. I will order the head chef to evaluate the meal prior to its delivery to the customers.	As the kitchen and food department is the heart of the hotel so is necessary to provide quality food to customers (Hotel Management Studies, 2019). If the staffs within the food production and kitchen department will be performing properly the guest will be able to have an	If the kitchen and food production department necessitates a resolution in the near future, I will order the department of Human Resource to hire experienced employees for the department and also insist them provide a proper training programme.

		experience of high-quality breakfast, meals, dinners and other cuisines which can provide them inner satisfaction.	
Ensure the effective role of the security department	The security department will be providing overall security to in-house guests, and hotel building, day users, visitors as well as their belongings and the hotel employees.	Guests prefer paying a little more and staying in high-end hotels to feel safe on the first place. If the security department of the hotel will be well-maintained customers may feel inner satisfaction and may plan to stay in the same hotel during their revisits (Hospitality Study, 2019). In addition to this, they can also recommend their friends and family to stay in the same hotel through word of mouth	If the security department will not be performing well in the future providing training to employees will be key to bring back them on the right task. I will also request the human resource department to fire the employees who are not eligible for the job and request to hire potential candidates who are responsible towards their job.

		because of the excellent security service of the hotel.	
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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)

A PMS or Property Management System is basically a software application for commercial residential rental properties and hospitality accommodation operations. It facilitates administrative tasks and reservation management of a hotel. The key function comprises operations of the front desk, channel management, reservations, occupancy and rate management, processing of payments and housekeeping (Oracle.com, 2020). A PMS can also be referred to sometimes as a hotel OS or hotel operating system. The prime components of a PMS comprise timing, holding a conversation about performance, feedback, culture and motivation (Cloudbeds, 2022). A PMS is basically intended for clarifying the employees' job expectations and assisting in advancing their capabilities through on-the-job training. Furnishing efficacious feedback is also a key element of PMS (Soliman & Mansour, 2017). In addition to feedback, feedforward can also be helpful as it assists in correcting errors and make focus on what went wrong. A property management system furnishes a centralised computer system for performing, scheduling and organising day-to-day transactions and functions involved in the businesses of accommodation. PMS and Computerised Record-Keeping have enhanced the efficiency of the industries of hospitality significantly by making it simply possible for consulting and updating centralised records from different devices and computers. Solutions of Property Management System have been customised according to the necessities of the industry of hospitality for enhancing the ease of operations further (protel, 2021). Functions administered by a Property Management System comprise automation of several ordinary tasks and activities including Check-out and Check-in, bookings, integration of telephone systems, integration of POS or

Point of Scale, costing of food and beverages, event planning, hotel inventory supply management, room locks and security and Key Performance Indicators reporting.

Element 2 – Hotel Reputation

A sound hotel reputation can have a direct influence on the occupancy levels of hotels in the long run. Hence the management of the hotel's reputation is censorious for the business's overall growth. Management of hotel reputation is about influencing and monitoring how the hotel is anticipated online. If performed appropriately, practising it may enhance the value of the brand, furnish a boost to the revenue of the hotel and increase repeat customers. The reputation of a hotel is basically composed of numerous elements such as marketing, gastronomy, personnel and location, among others (admin, 2018). Within the competitive environment of the industry of hospitality, the online reputation of a hotel may have a direct impact on the volume of sales. Efficacious management of the hotel's reputation may assist in securing a competitive advantage for the organisation. Adversely poor reputation of the hotels may lead to significant losses. Ignoring negative reviews and comments which appear on Google's page may cost more in revenue lost in comparison to putting enough resources into the efficacious management of a hotel's reputation. In several cases, years are spent by several owners of businesses for constructing a brand's positive image. The reputation which is hard-won by the business owners takes a hit off the business swiftly. Being proactive is key to triumph in hotel reputation management (Customer Alliance, 2022). The reputation of a hotel may be enhanced by staying active in the platforms of social media, engaging in real-time with the audience, optimising the hotel's website for easy search, garnering excellent reviews, making a significant focus on digital marketing and so on (Yup Chung, 2022).

Element 3 - Communication

Communication is a censorious element of the industry of hospitality. Whether it is coordinating with employees for furnishing services of top-notch or communicating with customers for ensuring their satisfaction, efficacious communication is necessary for

the triumph of any business hospitality. Excellent skills of communication are especially necessary within the industry of hospitality as they may assist in constructing rapport with customers, resolving conflicts as well as fabricating an overall positive experience for the guest. Concise and clear communication assists to avoid miscommunication and misunderstandings which may disrupt the operation flow (Bansal *et al.*, 2020). With the rise of technology and globalisation, the industry of hospitality necessitates workers who are capable of communicating effectively with guests from across the world. The process of communication involves meaning, sharing and understanding. It consists of several elements such as interference, context, receiver, feedback, environment, channel, message and source. The source sends, creates and imagines the message whereas the message can be referred to as the produced meaning or the stimulus by the source for the audience or the receiver. Channel is a path through which messages basically travel between the receiver and the source. The receiver can be referred to as the one who gets the messages from the source as well as interprets and analyses them.

Element 4 - Staffing

The element of staffing comprises several activities such as human resource planning, recruitment, placement, selection, development and training, compensation and remuneration, evaluation of performance, transfer, working environment and promotion. Planning of human resources is the foremost step in the staffing process where the kind and number of manpower necessitated by the organisation in near future is determined and forecasted by a planner. HR planning has two aspects i.e., long-term and short-term (Kaur, 2021). Recruitment refers to the recognition of the availability of manpower sources. Selection is the procedure of appointing and opting the eligible candidates for different positions within the organisation. Placement comprises placing the chosen employees in the right occupation after furnishing orientation training. Development and training involve improvising job as well as work knowledge attitude and skills of workers on a constant basis which may assist the employees in performing within their role efficiently and effectively. In addition to this, it is also essential to pay a fair amount of salaries and wages to the workers for attaining the organisational objectives. Evaluation of performance is the appraisal system of different employee

categories in terms of work performance and behaviour of the employees in the workplace (Your Article Library, 2019). The transfer involves moving workers to other units of work to similar positions. Promotion involves moving workers to higher positions from lower positions. The personnel department of the organisation is also liable for furnishing an excellent working environment to the workers which may definitely influence the morale and motivation of the workers.

Word Count	1010
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