

STUDENT JOURNAL

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Lecturer : Muhammad Cassamo

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To work in the hotel front office, there are several key skills that are essential and without which we could not operate in a hotel, these skills can make the difference between the success of this hotel or simply its failure because it does not matter the luxury or excellent food that this hotel offers to customers if customers will not reach them. That's why our role is very important, basically the connection between our clients and the hotel.

Excellent verbal and written communication skills are essential for interacting with guests, colleagues and other departments within the hotel. Clear and effective communication is important for providing information, solving problems and delivering exceptional customer service.

Customer service also plays a crucial role in this connection, providing exceptional customer service is a primary responsibility of the front office. This involves being attentive, friendly, and responsive to guests' needs and requests. It also requires the ability to deal with challenging situations or difficult guests with professionalism and calm.

Organizational skills the front office often handles multiple tasks at once, such as managing bookings, checking guests, answering phone calls, and managing documents. Strong organizational skills are required to prioritize and effectively manage these tasks, our ability to manage all of them in the shortest and most efficient time will greatly affect the first impression of guests.

Problem solving: The ability to think quickly and find solutions to problems is crucial in the front office. Whether it's resolving guest complaints, addressing room allocation issues or troubleshooting technical issues, front office staff must be proactive and inventive in finding solutions, of course all this cannot be applied if you do not know very well the rules of this hotel and especially have the decision-making power when it is necessary to make a decision on the spot regarding the reward or especially the refusal of a service that customers can ask for.

Technical skills define front office work requires proficiency in the use of hotel management software, booking systems and other technical tools. This includes knowledge of check-in/check-out procedures, billing processes and secure management of guest information: the data protection protocol must be known and guests' trustworthiness must not be questioned.

Reflecting on my own skills and experiences, I demonstrated strong communication skills through my previous roles, which involved interacting with guests and colleagues in a professional and friendly manner. We successfully solved customer requirements by listening carefully, empathizing with their concerns and finding appropriate solutions, but all this could only be solved with access to the computer program, which proved to be very easy to use. In addition, we efficiently organized and prioritized tasks to ensure efficient operations, selected rooms that were ready ahead of time in case a client came before check-in, placed guests in rooms according to their additional requirements, added pillows or duvets according to their requirements

Theoretical principles that can be related to these skills include:

Theories of effective communication, such as active listening, non-verbal communication, and empathy. Verbally, the client may say that he is satisfied, but a simple grimace shows you more than these words.

Customer service theories, such as service recovery model and customer satisfaction metrics.

Organizational skills theories like time management and prioritization techniques.

Problem-solving theories like critical thinking, decision-making models, and root cause analysis.

Industry examples of these skills include:

- Communicating clearly and professionally with guests to ensure their needs are met promptly.
- Providing personalized service based on guest preferences and feedback. - Handling reservations and check-in/check-out procedures effectively to minimize waiting time and ensure smooth arrivals and departures.
- Resolving guest complaints or issues promptly and to their satisfaction.

Using hotel management software and systems to streamline operations and improve guest experience. Using a reflective practice model, we can further explore our own experiences and skills in relation to key skills required in the hotel office. This reflection process can help us identify areas of strength and areas of further development to improve our performance in the role of front office.

Artificial intelligence plays an important role in helping both, customers and employees in various industries. In the context of a front desk office, AI can assist in Customer Support , Workflow Automation, Data Analysis, Personalized Experiences and Virtual Assistance. So we have to welcome them because they make our job easier, but we have to say that interaction between humans can never be replaced by robots.

To work within the hotel front office, we must demonstrate excellent communication and interpersonal skills, as well as the ability to multitask and provide exceptional customer service. In addition, organizational and problem-solving skills are essential.

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Assessment of Practical Tasks

Student Name: Staicu Florin Costinel

Student number: 2234368

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Lecturer : Muhammad Cassamo

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Feedback



Daisy I (Margaryta) „**Was my first experience in a premier inn, and i must say it was a treat. Absolutely no complaints. The hotel is very clean and the staff is friendly, situated in a good area, with a beautiful wiew to the river. It's definitely welcoming and efficient. I would come and stay again.,,**

Thank you for sharing your positive feedback about your recent stay at Premier Inn. We are delighted to learn that it was your first experience with us and that you were treated to a delightful stay. Your satisfaction is our utmost priority, and

we are thrilled to hear that you had no complaints during your time with us. Furthermore, we are overjoyed to hear that our staff left a positive impression on you. Our team members are committed to providing exceptional service and creating a welcoming and friendly atmosphere. Your kind words will certainly be shared with them as recognition of their efforts. We are also pleased to know that you enjoyed the hotel's location and the beautiful view of the river. We take pride in offering our guests a pleasant environment where they can relax and take in the surroundings. We sincerely appreciate your recommendation, and we look forward to welcoming you back to Premier Inn for another exceptional experience soon.

Letter

Mr Ronald Federick,
17 Trinity court,
Swansea
SA1 2AR

September 1st 2023

Subject : Complaint

Dear Sir/Madam,

I hope this letter finds you well.

I am writing to express my disappointment and dissatisfaction with my recent stay at your hotel. Unfortunately my experience overnight on Saturday 26th of August in room 205 fell far short of the standards I had expected. I believe it is important to bring these to your attention.

Firstly I was deeply dissatisfied with the quality of the breakfast on Sunday morning, the food served was cold and tasteless. As a guest I believe it is reasonable to expect a warm and appetising meal to start my day and this certainly was not the case. Secondly I was subjected to a considerable amount of noise throughout the night due to baby crying in a neighbouring room. The incessant crying made it near impossible to sleep, I believe it's the hotel's responsibility to ensure a peaceful and comfortable environment for all guests.

Lastly I was appalled by the cleanliness of room 205. The bath had visible strands of hair and the toilet was unclean. As a guest, hygiene is of upmost importance to me and it was disheartening to discover such unhygienic conditions.

I hope that my feedback will contribute to the overall improvement of your services and I will look forward to hearing from you soon.

Yours Sincerely,

R. Federick

Mr Ronald Federick,

Dear Mr. Federick,

I would like to start by sincerely apologizing for the inconveniences you experienced during your recent stay at our hotel. We understand that your expectations were not met, and I assure you that we take your feedback seriously. We value your patronage and aim to continuously improve our services in order to provide the best experience for our guests.

Regarding the issue with breakfast, I apologize for the cold and tasteless food you encountered. We have addressed this concern with our kitchen staff to ensure

that the quality and temperature of our breakfast offerings meet the highest standards. We have also implemented additional training to ensure our team maintains consistency in food preparation and presentation.

I sincerely apologize for the disturbance caused by the crying baby in the neighboring room. While we strive to provide a peaceful environment for all our guests, unpredictable situations can arise. In light of this incident, we have revised our procedures to ensure that our staff responds promptly to noise complaints and actively resolves them to maintain a serene atmosphere throughout the hotel.

I am truly sorry for the cleanliness issues you encountered in room 205. It is unacceptable for any guest to experience such conditions. We have taken immediate action to rectify this situation and performed a thorough inspection of all rooms to ensure that they are cleaned to the highest standards. We have also reinforced our housekeeping procedures and intensified training for our staff to prevent such occurrences in the future.

Your feedback is crucial to us, as it allows us to identify areas for improvement and take appropriate action. We appreciate your patience, understanding, and willingness to bring these matters to our attention. Customer satisfaction is our primary goal, and we assure you that steps have been taken to prevent similar issues from occurring again.

To express our apologies for the inconveniences you endured, we would like to offer you a complimentary stay at our hotel for two nights in a room of your choice. Moreover, we will also provide you with a voucher for a complimentary breakfast during your stay. We hope this gesture will help compensate for the negative experience you had and regain your trust in our establishment.

I would like to personally thank you for taking the time to share your concerns. Your feedback is essential in our continuous effort to provide exceptional service to all our guests. Should you decide to accept our offer, please contact our reservations team, and they will be more than happy to assist you in arranging your complimentary stay. We genuinely look forward to the opportunity of welcoming you back to our hotel.

Thank you once again for bringing these matters to our attention. We appreciate your feedback and assure you that we are taking strong measures to prevent any recurrence of these issues. If you require any further assistance or have any additional concerns, please do not hesitate to contact me directly at 2234368@student.uwtsd.ac.uk .

Yours sincerely,

Mr

Staicu Florin Costinel

Premier Inn Peterborough

Managing the Four Stages of the Hotel Guest Cycle

Student Name: Staicu Florin Costinel

Student number: 2234368

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Lecturer : Muhammad Cassamo

Words : 1010

Managing the Four Stages of the Hotel Guest Cycle

The hotel guest cycle consists of four key stages: pre-arrival, arrival, duration of stay, and departure. Managing each stage effectively is crucial for the success of any hotel, ensuring a seamless guest experience, and fostering customer satisfaction and loyalty. This essay will delve into the essential elements required for managing each stage, drawing from relevant literature and real industry examples.

Pre-arrival The pre-arrival stage is the initial interaction between the guest and the hotel, which sets the tone for their entire stay. Effective management involves understanding and meeting guest expectations prior to their arrival. Key elements of this stage include pre-booking communication, effective reservation systems, and personalized guest service.

Pre-booking communication is vital for managing guest expectations. Hotels need to provide accurate and timely information about their facilities, amenities, and services. Utilizing various platforms such as websites, social media, and even chatbots, hotels can engage with guests, address inquiries, and provide information about the property and its surroundings. Marriott International successfully utilizes social media platforms like Twitter to proactively communicate with guests and address their concerns before their arrival.

An efficient reservation system is another critical element. It should be user-friendly, enabling guests to easily make and modify their bookings. The system should also store guest preferences and information, enabling personalization throughout their stay. Hilton Worldwide's centralized reservation system allows guests to book through various channels and ensures accurate and up-to-date information. This facilitates seamless communication and enables hotels to provide personalized services based on guests' previous interactions.

Personalized guest service is paramount in managing the pre-arrival stage. Hotels can utilize guest history data to anticipate and cater to individual preferences. For instance, if a guest frequently requests a specific room type, the hotel can proactively assign it before their arrival. Moreover, personalized welcome messages,

room amenities, or tailored offers can enhance the guest experience. This approach is exemplified by The Ritz-Carlton, which empowers its staff to anticipate and meet guest needs, creating a personalized experience from the pre-arrival stage itself.

Arrival The arrival stage is critical in creating a positive first impression and ensuring a smooth check-in process. Key elements encompass efficient check-in procedures, personalized greetings, and effective communication.

Efficient check-in procedures are vital to minimize guest waiting time and frustration. Several hotels have implemented mobile check-in options, allowing guests to bypass front desk queues. Marriott's mobile check-in service enables guests to check-in remotely, saving time and enhancing convenience. Additionally, adopting technology like self-check-in kiosks with clear instructions can expedite the process, as implemented by hotels like CitizenM.

Personalized greetings at the arrival stage create a warm and welcoming atmosphere. Front desk staff should address guests by name, offer a friendly smile, and provide assistance with luggage. Taj Hotels has a tradition of personal greetings, where staff members greet guests with a warm handshake and a traditional welcome garland, creating a memorable arrival experience.

Effective communication is crucial during this stage. Hotels should inform guests about the available facilities, services, and any pertinent information that may enhance their stay. Clear directions to their room, nearby amenities, and local attractions can also be shared. The Four Seasons Hotels and Resorts provide comprehensive arrival information, including maps, service details, and personalized greetings, to ensure guests feel informed and valued.

Duration of Stay The duration of stay stage is where guest experience and satisfaction play a significant role. Managing this stage involves personalized service, attention to detail, and proactive problem-solving.

Personalized service is a key element throughout the duration of a guest's stay. Hotels should continue to anticipate and cater to individual preferences, ensuring that guests feel valued and understood. Ritz-Carlton's motto of "Ladies and

Gentlemen serving Ladies and Gentlemen" exemplifies personalized service, where staff members adapt their approach to suit the individual guest.

Attention to detail is important in managing guest expectations and ensuring a comfortable stay. This includes maintaining cleanliness and comfort in guest rooms, providing timely housekeeping services, and ensuring all amenities and facilities are functioning properly. The Dorchester Collection prides itself on attention to detail, with the aim of creating a luxurious and memorable experience for guests.

Proactive problem-solving is essential to address any issues or concerns that may arise during a guest's stay. Hotels should empower their staff to resolve problems promptly and efficiently, whether it is a maintenance issue or dissatisfaction with a service. The Ritz-Carlton empowers its staff to spend up to \$2,000 per guest per day to resolve any issues, underscoring their commitment to excellent problem-solving and guest satisfaction.

Departure The departure stage is the final impression a guest takes away from the hotel. Effective management involves a streamlined check-out process, gathering guest feedback, and fostering loyalty.

Streamlined check-out processes are important to ensure a hassle-free departure for guests. This includes expedited billing, the option of express check-out, and efficient handling of luggage. Marriott has implemented mobile check-out options, allowing guests to settle their bills electronically and avoid queues, further enhancing the guest experience.

Gathering guest feedback is crucial for hotels to assess their performance and make improvements. Providing multiple channels for guests to share their feedback, such as surveys, social media, or automated email requests, enables hotels to gather comprehensive insights. Brands like InterContinental Hotels Group actively encourage guest feedback and use it to refine their services.

Fostering loyalty is a vital element during the departure stage. Hotels can utilize the departure stage to thank guests for their patronage, offer loyalty program incentives, or personalize farewell gestures. For instance, Hilton Worldwide's Hilton Honors program rewards guests with points that can be redeemed for future stays, reinforcing loyalty and encouraging repeat visits.

Effective management throughout the four stages of the hotel guest cycle is essential for ensuring guest satisfaction and loyalty. Key elements, such as pre-booking communication, personalized service, efficient check-in/out procedures, attention to detail, proactive problem-solving, and gathering guest feedback, play crucial roles in managing each stage. By prioritizing and excelling in these areas, hotels can create a seamless and memorable guest experience, leading to positive reviews, referrals, and continued success in the industry.

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