



Component One: Student Journal
(learning log) 750 words +/- 10%

Contribution to Overall Module
Assessment: 25%

**Student
No:**

2246593

**Module
Title:**

**Hotel Placement – Hotel
Administration & Front
Office Operations**

**Module
Code:**

BMIH4004

Lecturer:

Natalie Brailsford

A reflective journal entry based on Gibbs's model

Reflection on one's own emotions, ideas, and deeds to better understand the significance of past choices and acts considering current circumstances is known as self-reflection (Hammer, 2016).

A specific event is often the object of self-reflection. For an in-depth analysis, it's important to focus on each facet of the event. For those who want to keep a reflective notebook to better understand a certain event, Gibbs's model offers a methodical and sequential framework (Corgel et al., 2011). I will be using this methodology to evaluate my time spent working as a front desk executive throughout my internship. Following a brief overview, the six steps of this approach are to be evaluated, analysed, drawn to a conclusion, and finally, an action plan is developed (Bardi, 2011).

Description

According to Tesone (2010), the first step of this approach is description, which allows for a detailed elaboration of the scenario. I had arranged for a position at a hotel via the recommendation of someone on the front desk. Daily tasks at this position included coordinating with other departments, taking bookings, serving guests, placing orders, and keeping inventory. These are the most important things to do to enhance customer service in general, as it affects many touchpoints and how guests perceive them.

By meeting the individual demands of a tour group, I was able to enhance their experience by attending to their concerns about personal cleanliness, for instance. During my time as a placement, I was also able to complete the essential function of a front desk executive by clearly articulating the requirements of clients. It is also expected that those who deal directly with customers demonstrate professionalism. Due to the importance of providing excellent service to guests, I have made it a point to exhibit these qualities.

Feelings

The third step is to take stock of how you've been feeling about the whole thing (Tewan, 2009). I had a lot of anxiety and a lack of self-assurance before starting work at the hotel as a front desk executive since I had no relevant work experience. I was nervous about taking on my duties and serving customers properly at first, but with the help of my supervisors and coworkers, I got over my fears and became an asset. But there were a lot of big problems in the beginning, including not being able to communicate well with other departments and having to juggle a lot of work. Despite these obstacles, I have persisted. Trying to keep up with the constant stream of guests' questions, arrivals, and departures in the hectic hotel setting left me feeling overwhelmed. I learned to multitask so that I could do all my duties well.

Evaluation

The opportunity to determine what worked and what didn't arise at the assessment stage of Gibbs's reflective cycle (Ghorbani et al., 2023). I have done well throughout my placement despite several limitations, such as my lack of confidence, experience, and early reluctance. Thanks to my many strengths, I have been an effective office executive. My problem-solving abilities were on full display as I responded to the many questions and concerns of our visitors. Also, I was responsible for a wide variety of duties, including communicating across departments, maintaining inventory, and dealing with customers. Experience has allowed me to competently handle all the responsibilities. The sheer number of things I had to take care of at once tested my multitasking skills. The fact that I was able to resolve disputes that arose between consumers and departments in several different contexts speaks much about my conflict resolution skills. Still, this experience does point up some places for growth, namely in the areas of communication, technological literacy, and time management.

Analysis

At this point, one may outline how the event altered one's knowledge and skills (Chi, 2023). I have gained a better grasp of the functions and duties of hotel front desk executives via my internship and how they help to enhance the entire client experience by aiding them at every touchpoint. After chatting with several hotel patrons and employees, I've come to appreciate the value of providing excellent customer service by going beyond to fulfil everyone's requirements.

Conclusion

Finally, this chance to put my theoretical knowledge into practice has helped me develop my talents and skills in hotel management, which has enhanced my overall performance in the workplace. Thanks to this experience, I now understand the reality of the challenges that professionals face daily.

Action plan

Developing expertise in this area requires work in a number of different areas (Cheong et al., 2023). In the next year, I want to work on improving my communication, technological literacy, and time management abilities. Making and sticking to daily plans can help you build the habit of finishing activities within the allotted time, which is an important skill for effective time management. I want to engage in online classes to improve my communication skills and acquire technological literacy.

Word Count**827**



Component Two

Contribution to Overall Module Assessment: 25%

Trip Advisor Review Response 150 words +/-10%

Dear Forgarty Greg,

We appreciate your willingness to provide feedback on your positive experience at Hilton London Tower Bridge on the TripAdvisor platform. We are delighted to learn that you had an exceptional experience during your stay with us!

It is delighting to note that our centrally located establishment satisfied your requirements and that you considered our front desk staff, particularly Reshmi, to be outstanding in their provision of service. I will personally guarantee that Reshmi gets the acknowledgment she deserves for creating a great experience throughout your stay.

I am pleased to hear that you found the services provided at our bar and executive lounge to be of exceptional quality, with both the personnel and the selection being of superior quality. Furthermore, I am delighted to learn that your breakfast encounter at our establishment surpassed your anticipations, including both the assortment and quality of treatment.

We express our gratitude for your kind remarks and are delighted to learn that you would undoubtedly choose to remain in our company once again. Ensuring your pleasure is of utmost importance to us, and we eagerly anticipate your return for another outstanding sojourn at Hilton London Tower Bridge.

Sincerely,

Murat Ahmet

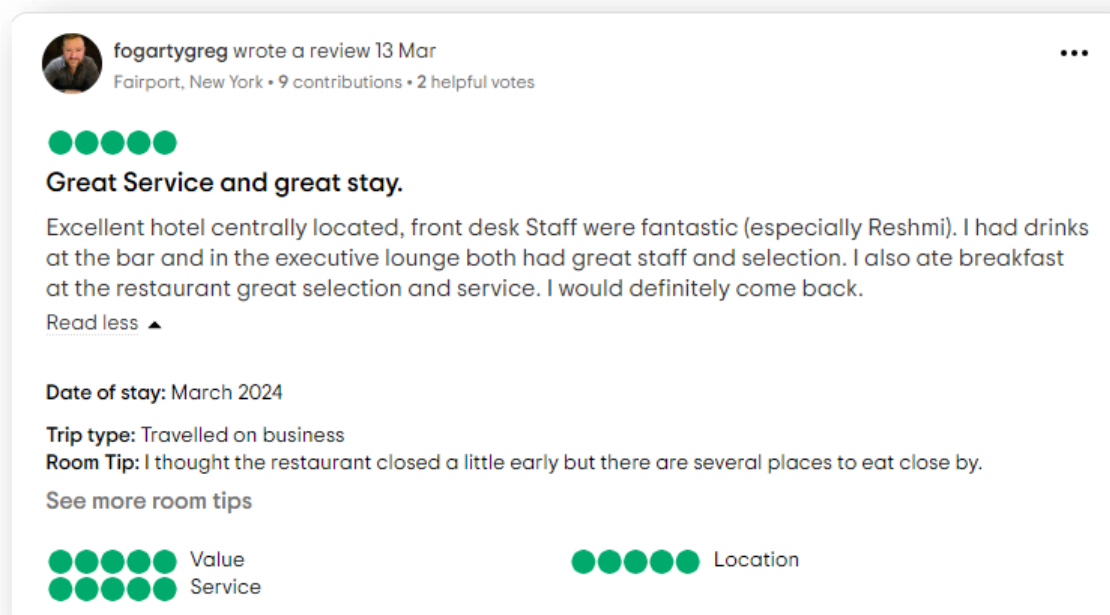
Manager of Guest Relations

The Hilton London Tower Bridge

Word Count

207

Screenshot of the cited Trip Advisor review:



Source: TripAdvisor, 2024.

Letter of complaint response 500 words +/- 10%

Dear guest,

The management expresses gratitude for the important input received, which effectively highlights the difficulties that impacted your experience during your visit. Regrettably, we have learned that our crew failed to fulfil the required standards, resulting in difficulties for you throughout your stay at the Hotel Hilton London Tower Bridge. The management acknowledges the concerns and problems raised by the team, as well as the inaccuracies and mistakes identified in the letter. Immediate action will be taken to resolve the concerns that have been reported. To achieve our objective of delivering an exceptional in-segment stay experience to our guests, we will take measures to prevent any future occurrences of inaccuracies and faults. The management demonstrates an understanding of the significance of consumer input and intends to respond appropriately.

The primary focus of businesses is to prioritise customer experience and happiness, since it is the key determinant for booking accommodation facilities (Bardi, 2011). Customers' purchase choices are contingent upon reviews and experiences. One of the primary concerns raised in the comments is the cleanliness of the accommodation, specifically highlighting the presence of soiled bedding and

unclean flooring. The cleanliness of the washroom was subpar. The management has officially instructed the manager of housekeeping to adhere fully to the prescribed cleaning regimen for all rooms. The housekeeping personnel did not fulfil the cleanliness criteria, which are important considerations for clients when selecting lodging facilities.

The administration has also recognised the challenges encountered by the user due to inadequate Wi-Fi connectivity. The problem at hand is a legitimate worry that arose due to technological difficulties experienced during your stay at the hotel. The problem had already been handled at the conclusion of that day. The router had a technical malfunction, leading to inadequate internet access throughout the whole facility. It had an impact on the hotel's operations and also caused client apprehension. The aforementioned causes are insufficient to justify the user's annoyance. Consequently, the management will take measures to regularly maintain technical appliances, such as the router, in order to prevent the recurrence of such difficulties in the future.

Furthermore, the management is actively engaged in addressing the persistent problem of excessive noise emanating from adjacent rooms (Mohsin et al., 2023). Please be advised that decibel monitors will be implemented in all rooms to detect any room that exceeds a certain noise threshold that may annoy other customers on the premises. Additionally, the management will implement staff training and development activities in order to address the problem of unresponsiveness that caused delays. We trust that our answer and the steps undertaken by management adequately address your concerns. The administration anticipates another opportunity to assist you and rectify the difficulty of your previous visit.

From Management,
Hotel Hilton London Tower Bridge.

Word Count	458
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Prifysgol Cymru Y Drindod Dewi Sant University of Wales Trinity Saint David Component Three: Contribution to Overall Module Assessment: 50% (1000 words +/- 10%) Writing in essay format
<i>Key Skill 1 – Customer Service Skills</i> According to Kemer et al. (2023), a company's customers are its most valuable stakeholders since they purchase the firm's goods and services, which in turn helps the company earn profits. Consequently, in order to achieve long-term profitability, businesses should prioritise customer pleasure by enhancing the customer experience. This strategy encourages consumers to make repeat purchases and remain loyal to a certain brand. This demonstrates how crucial it is for the company to have a strategy for providing excellent customer service. Since the capacity of corporate representatives to fulfil customers' expectations determines their total happiness, service-based companies place a greater emphasis on effective customer service skills compared to product-based sectors (Mohsin et al., 2023). Guests' expectations are high, so it's imperative that those working in hotel front desk operations have excellent customer service abilities. The front desk staff's primary responsibility is to help guests throughout their stay, taking note of any special requests or problems so that the appropriate departments may attend to them. For example, if a client has expressed dissatisfaction with the room's cleanliness, the front desk personnel should relay this complaint to cleaning while simultaneously responding to the customer in a dependable and satisfactory manner. As a customer service professional, you need to be able to empathise with customers, listen to their concerns, engage with them proactively, maintain a positive attitude, and persuade them to do what you want them to do (Ye et al., 2023).

Key Skill 2 – Communication Skills

The interchange of ideas and information between individuals or groups is known as communication (Susanto et al., 2024). In every aspect of life, from personal relationships to work, the ability to communicate clearly and concisely is crucial. For the hotel industry to thrive, it is essential that all departments and employees have open lines of communication with one another. Only then can they work together to provide visitors with a comprehensive experience. The hotel's efficiency in coordinating and collaborating is greatly enhanced by its well-established routes of communication. When it comes to this company, the front desk is crucial for communication since they relay consumer requests and complaints to other divisions. For instance, in order to make a meal order, a customer staying at the Hilton will speak with the front desk executive, who will then relay the information to the food and beverage department. In order to succeed in this important position at a hotel, one must showcase all facets of good communication. Skills in verbal and nonverbal communication, feedback-taking, active listening, writing well, and presenting are all part of it. In order to satisfy one's employer and carry out one's duties effectively at the hotel's front desk, one must acquire the aforementioned talents and abilities. By successfully connecting with visitors and organising their needs with pertinent departments, effective communication skills may be valuable for enhancing their experience (Berne Manero et al., 2023). People who are able to communicate effectively are able to carry out their work duties well.

Key Skill 3 – Organisational Skills

Executives in this division are responsible for a broad variety of activities that make up front desk operations (GUPTA, 2024). Guest service, reservation processing, communication, concierge, inventory management, invoicing, and duty management are some of the primary responsibilities of this hotel department. Executives at the front desk must have organisational skills to handle all of their duties and responsibilities. A person's organisational skills are their task management abilities.

Task prioritisation, time management, detail orientation, and the ability to juggle many activities at once are all components of strong organisational abilities. Executives at the front desk may benefit from using these skills to effectively manage several jobs. According to Yaşar et al. (2023), this ability may be used to prioritise jobs based on

their importance. For example, it can be used to handle customer calls more quickly than stock upkeep. Additionally, front desk executives may complete all tasks within the allotted time with the aid of prioritisation and time management skills.

These people may benefit from being able to multitask if they have good organisational abilities. For instance, they are able to organise the general schedules, answer client inquiries, and make duty schedules all at the same time. Errors may happen while multitasking, however. As a result, executives working the front desk must demonstrate their ability to multitask precisely in order to lower the likelihood of errors and raise customer satisfaction. Therefore, it is reasonable to assume that those who work at the hotel's front desk would greatly benefit from having strong organisational abilities, as they would allow them to carry out their jobs in a coordinated fashion (Guzmán-Pérez et al., 2023).

Key Skill 4 – Problem Solving Skills

One definition of problem-solving is the capacity to immediately recognise an issue, think of possible solutions, and implement them in order to lessen the problem's negative effect. The indoor atmosphere of a hotel might give rise to a multitude of difficulties (Yaşar et al., 2023). When issues arise on the property, such as visitors' competing interests, a lack of departmental collaboration, or concerns about cleanliness, it is usually the front desk's job to resolve them. In order to keep operations running smoothly, employees at the front desk, for instance, are required to show that they can solve problems when faced with the wide variety of customers who use their goods and services.

Plus, visitors often interact with the front desk staff first, as they are the ones who are tasked with helping guests in any given circumstance. Work in this field requires someone with strong problem-solving abilities to handle unexpected situations and visitor complaints.

The ability to think creatively, critically, listen attentively, and make sound decisions is all necessary for resilient problem-solving (Wang et al., 2023). Guest happiness, streamlined processes, and positive guest interactions are just a few ways in which the front desk staff's problem-solving skills may boost the operational efficiency of the organisation.

Word Count

964

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