



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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

Contribution to Overall Module Assessment: 25%

Student

2242894

No:

Hotel

Module

Administration &

Title:

Front Office

Operations

Module

BMIH4004

Code:

Lecturer:

Natalie Brailsford

Introduction:

When I started my journey at the New Steine Hotel, I was in charge of the front desk and had a number of tasks that were meant to make the customers' stay better overall. Using the Gibbs Model of Reflection, I will discuss about my feelings, thoughts, and skills, and how this job has helped me grow as a person and as an employee. This journal has my thoughts and observations about my time at work. I will also talk about how this job has helped me improve as an employee.

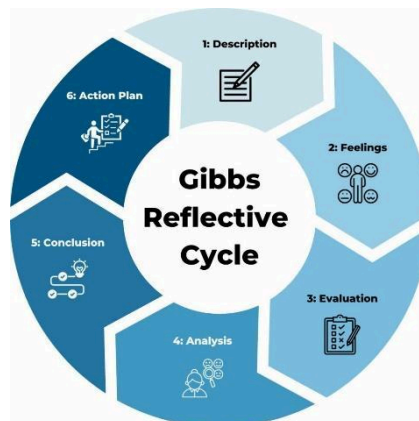


Figure 1: Gibbs Reflective Cycle

Source: (Williams et al., 2020)

Description:

When I worked at the front office before, it was my job to help people check in, answer their questions, and make sure they had a smooth checkout. It was important to finish these tasks so that the guests could have a good time and the hotel looked better overall (Bardi, 2011). To meet the guests' wants quickly and correctly, I had to be able to communicate well while keeping a professional attitude.

Feelings and Emotions:

At first, I was both scared and excited because I knew I would have to do these jobs in a very busy place. Still, I started to feel better as I learned the steps and gained confidence (Corgel *et al.*, 2011). There were times when things went wrong, especially when I had to answered a lot of questions at once, but I felt good about my self-esteem after I finished them.

Evaluation:

Evaluations of my work have shown that I can solve problems and do more than one thing at a time. I made sure the guests were happy with my work by quickly fixing any problems that came up and giving detailed answers to their questions. I did my best, but I thought I could have done better in a few areas, especially with how I dealt with fights and stress when things were busy. In my view, there are some things I could do better.

Analysis:

I saw for myself how important my job is to make sure the customers are happy while I was here. It became more clear to me as my interactions with visitors and coworkers went on that I needed to make a place that was both friendly and useful so that people could meet and get to know each other (Hammer, 2016). My experience taught me that it is important to be flexible when working with guests whose wants and needs are different.

Ethical and Cultural considerations:

Understanding and respecting the diversity of human culture became increasingly clear to me as the number of moral and cultural dilemmas I had to resolve increased. Being a good service provider requires extensive knowledge of different societies as well as the ability to make moral decisions (Tesone, 2010). This is something I discovered the hard way while preparing food for guests from other nations. I was already committed to speaking out for diversity in the service sector before they offered me the opportunity to work for them.

Conclusion:

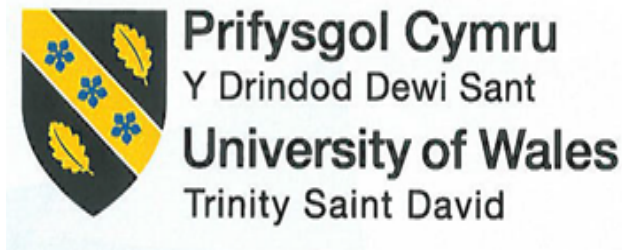
My stay at the New Steine Hotel seemed to have a significant impact on my professional and personal life. As a result, I picked up a lot of knowledge that will be helpful in my role as

a host. It was then that I also understood the significance of a competent front desk. I have some fresh suggestions to offer now that I know more about the service sector. I am prepared to go on a path of constant self-improvement today.

Action Plan:

Since I believe there is room for growth in my current position at the front desk, I intend to compile a lengthy list of tasks to complete. Among the items on the list are:

- I can improve my time management skills and my ability to understand and meet the needs of others by enrolling in a course (ASET, 2013).
- There is a wealth of knowledge that an excellent educator can communicate.
- Discussing my work in detail with my supervisors and colleagues will help me identify areas for improvement (ASET, 2013).
- I might be able to keep up with the latest developments and best practices in my industry by reading extensively on the subject and enrolling in professional development courses (ASET, 2013).
- Following my strategy to the letter will undoubtedly lead to further growth and success in the dynamic food industry.



Component Two

Contribution to Overall Module Assessment: 25%

Trip Advisor Review Response 150 words +/-10%

Dear Cosmopolitan107228,

Thanks for taking the time to let us know about your good experience. We are glad to hear that you had a great time at our Brighton hotel.

Our main goal is to make our guests feel welcome and at home. We are so glad that the friendliness of our staff and the comfort of your room made your stay memorable (Tripadvisor, 2024). It is great to hear that you loved the view of the sea and how cosy your room was, even though it was very stormy outside.

Thank you for your kind words and insights. We hope you have even more fun in Brighton the next time you visit. That is what we will do regardless of what.

Warm regards,

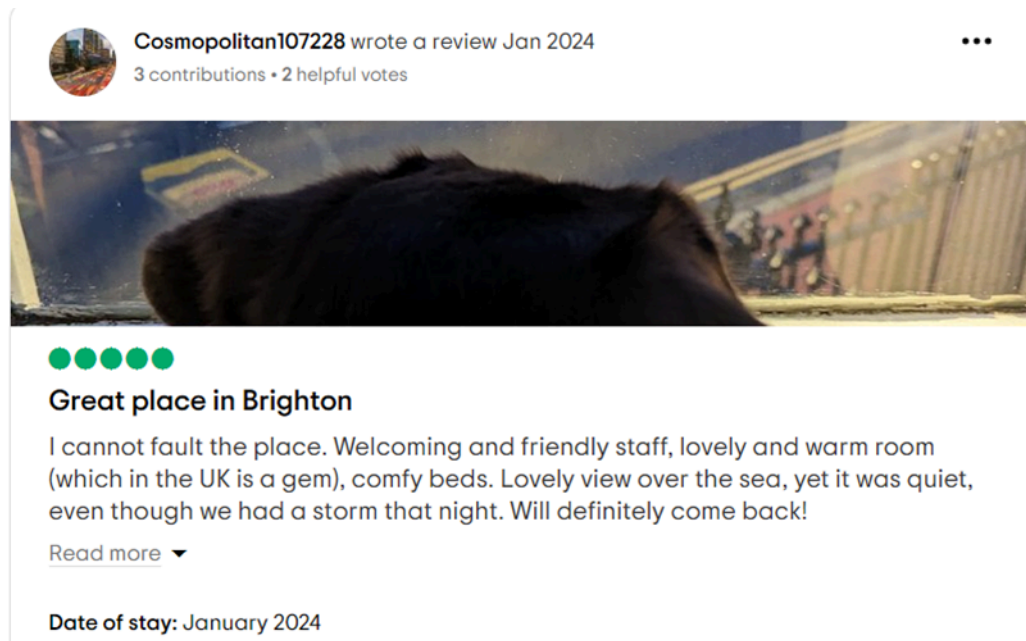
Sincerely,

Rezwana Laboni

Administration and Front office operations

New Steine Hotel

Screen shot of referenced Trip Advisor review used:



Letter of complaint response 500 words +/- 1-%

Subject: Response to your recent stay complaint

Dear Mrs Joanna Blake,

We are sorry that your recent stay in room 330 of our hotel made you feel down and sad. Thanks for your words and for letting us know about these facts.

We are sorry your room was not as clean as you had hoped. We really want to keep things clean. This was told right away to the people who clean up, so it does not happen again. Yes, we promise that the right steps have been taken to always clean up to our standards.

The Wi-Fi issues you had during your stay are being investigated to see if there are any bigger tech issues going on. There are times when our internet service needs to be changed or made better so that it works faster.

We are sorry that the noise level in the house has been a problem. We offer a good time for everyone who stays with us. We are sorry we broke our promise while you were here. We will go over our steps and rules for controlling noise one

more time to make sure we can fix any issues that come up and everyone gets a good night's sleep tonight.

We are sorry that our workers did not answer your questions or get back to you about the service you received. One of the most important things to us is taking care of our customers. Our staff will get more training to help them remember how important it is to be quick to help, friendly, and polite to all our guests.

The comments you made are helpful, and we promise to address the problems you brought up. We hope you will give us another chance to go above and beyond on your next stay. You can email us at our official email address, if you want to talk more about what happened or if there is anything else we can do to make things right.

Thank you for letting us know about these issues; we hope to earn your trust again.

Sincerely,

Rezwana Laboni

Administration and Front office operations

New Steine Hotel

Component Three:

Contribution to Overall Module Assessment: 50% (1000 words +/- 10%)

Writing in essay format

Key Skill 1 – Customer Service Skills

People who work for others need to be able to look at things, it is important to figure out what's going on, and act in a useful way. People who can think critically and solve problems quickly, have happy guests who are more likely to stay at the hotel. This is true whether someone dealing with a problem in a guest's room or a complaint from a

friend. At the front desk of a hotel, it is also important to be able to adapt to new times (Hai-yan and Baum, 2016). As guests' tastes change, goals shift, and problems appear out of the blue, employees must be able to handle them all with ease. Staff who are flexible can change how they do things to meet the needs of different people (Fallon & Rutherford, 2011). This makes sure that everyone has a good time during their stay. Staff members who are flexible keep up the high standards of service and the hotel's reputation for quality, even when they have to deal with problems or requests that come up at the last minute.

Finally, it is important to pay attention to the little things. At the front desk, a employee have to be very careful with everything you do, from taking orders to making sure rooms are clean and have all the facilities people expect (N. Torres and Kline, 2023). Details matter because they help things go more smoothly, cut down on mistakes, and give the image of dependability and professionalism. When guests get good service, they are happy and more likely to stay at the hotel again.

Key Skill 2 – Communication Skills

People need to be able to talk to people if they want to work at a hotel front desk. When staff can converse well, they can talk to guests, coworkers, and other important people with confidence and courtesy. To begin, they need to talk to someone to get their point across quickly and properly (Kijpoonphol and Linh, 2021). The front desk staff should be helpful, friendly, and quick to answer questions. They should also know about the hotel's rules, services, and perks. Guests are happier when they can clearly and easily understand what is being said to them. This is because they feel respected and informed during their stay (Fanthorne, 2004). It is also important to listen actively to find out what the guests want and need. By paying close attention to what guests say and ask, front desk staff can show understanding, solve problems quickly, and can go above and beyond what guests expect.

A big part of how people connect with each other is also through body language. The way someone moves, looks, and speaks sends words that go along with what they say. Guests will think they are more honest, knowledgeable, and nice if what they say and how they act always match up (Baum and Devine, 2018). Employee should also be able to write easily so that they can keep accurate records, letters, and other paperwork. Writing must be easy for people who work at the front desk, whether they are sending emails, making changes to scheduling systems, or writing reports.

Key Skill 3 – Organisational Skills

To do well at the front desk of a hotel, people need to be able to keep things in order. As a front desk worker in the hotel business, they need to be able to handle many tasks at once to be effective and give great service (Bardi, 2023). One important part of being prepared is being able to use the time well. So that every guest gets quick and helpful service, the front desk staff have to decide which tasks, like check-ins, bookings, and questions from guests, come first. Handling their time well has a lot to do with how well they take care of their people and run their businesses.

When people are organised, they can use their time well. This means that guests don't have to wait as long and the service is generally better. When taking orders, keeping track of bills, and answering guests' questions, people who are good at organisation can make sure that everything is right (Garavan, 2020). They learned that even small mistakes in planning or bills can make their stay very bad. People who work at the front desk and know how to keep things in order can make sure no one makes a mistake, and everyone has a good time (Johnston *et al.*, 2012). All at once, workers must do things like answer calls, help guests who are having problems, clean, and do other tasks. When running a hotel, being able to do more than one thing at once is important. People who are good at it can make things go more smoothly and make guests happy.

Key Skill 4 – Problem Solving Skills

People who work at the front desk of a hotel need to be able to solve problems quickly and easily because they have to deal with a lot of them while talking to guests and running the business. To keep guests happy, keep operations running smoothly, and help a business succeed in general, it is important to know how to solve problems well (Sayin and Karaman, 2019). When working at a hotel front desk, they need to be able to solve problems in order to help guests and make the service better. Being able to adapt is one of the most important skills for everyone who works at a hotel front desk (Vallen & Vallen, 2014). The staff needs to be able to quickly tell when the hotel is full, when rooms need to be fixed, or when guests ask for something, they did not expect.

They also need to be able to think things through if they work at a hotel front desk. The people who work there have to look at problems, figure out why it happens, and then give guests what they want and help the organisation reach its goals (Wood, 2013). A study describes that workers who are good at analysing can make better decisions that help them do their jobs better generally (Sriyam, 2019). This makes things run more easily in the hotel business and leads to better service.

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