

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

**Contribution to Overall Module
Assessment: 25%**

Student No: 2243006

**Module Title: Hotel Placement – Hotel
Administration and
Front Office Operations.**

**Module
Code: BMIH4004**

Lecturer: Giulia Chiari

Introduction

I learned a lot about international hospitality working at the front office. This reflection study will utilise the Gibbs Model to examine how each duty and responsibility affected guest service. We will discuss the importance of good communication and professionalism in making visitors happy, as well as the sentiments, obstacles, and abilities gained throughout the placement (Das et al., 2020).

Reflection

Description

I handled guest questions, check-ins and check-outs, reservations, and operations at the front desk. I also handled visitor complaints and provided information on the hotel's services and nearby attractions. These duties shaped guests' first and final impressions of the hotel, which shaped their overall opinion. Professionalism and communication were crucial at the front office. It ensured that visitors' expectations were met via clear and simple communication and prompt issue resolution. The hotel's professionalism in both manner and conduct gave clients confidence in its commitment to excellent service, creating a positive and welcoming environment. These traits were needed to engage with consumers and collaborate with colleagues to keep the company running well (Arsu et al., 2021).

Feelings

I felt several emotions throughout the internship, from the satisfaction of answering visitor questions to the stress of conducting check-ins and check-outs in a fast-paced workplace. As the first point of contact for visitors, I felt both excited and nervous. Managing many tasks at once required adaptability and persistence, which increased feelings of success in tough situations.

Evaluation

One issue was the fast-paced front office environment. Managing tourist queries, check-ins, and check-outs during busy hours required quick thinking and multitasking. Overbookings and late reservations tested problem-solving and calmness. What amazed me was that the fast-paced job kept me engaged. The variety of jobs and constant visitor interaction kept the work exciting. Working together in a high-pressure atmosphere encouraged teamwork and a shared commitment to guest service.

Analysis

I found my strengths and weaknesses when I assessed my performance. I was able to manage visitor difficulties and overcome unexpected obstacles since I could solve problems well. I also improved my multitasking skills, which allowed me to do multiple tasks at once during busy periods. The dispute resolution process still had room for improvement. Even though most of my interactions were positive, I was able to enhance my de-escalation and resolution skills when I had disgruntled guests. Reflecting on these elements helped me identify places where I might focus my efforts for growth (Tag-Eldeen et al., 2017).

Front Office Role Recognition Implications

The placement helped me understand how important the front office is to visitor satisfaction. Through encounters with guests and colleagues, the importance of customer service in shaping hotel perceptions was highlighted. The front office was the business's face, and it shaped visitors' first and last impressions. To promote a positive working culture and visitor satisfaction, a pleasant and efficient environment was needed.

Considerations for Ethics and Culture

I had several ethical and cultural considerations throughout the placement. Respect for diversity was essential for engaging with guests from other cultures. To ensure guests felt valued, it was necessary to respect diverse cultures and customs. Ethics were important while processing bookings and addressing visitor complaints. Maintaining honesty in all communication and relationships is crucial. The handling of sensitive situations was instructional (Enz, 2010).

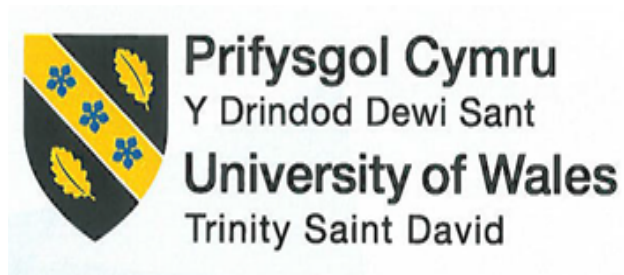
Conclusion

I would want to say that the Gibbs Model allowed me to reflect on my front office experience. Duties and responsibilities shaped the guest service experience, but they also stressed professionalism and good communication. The emotional journey, difficulties, and skills taught a complete understanding of the front office role. Through my encounters with guests and colleagues, I learned more about customer service and the importance of a welcoming, productive environment. As the hotel industry is global, ethical and cultural challenges highlighted the need for attention and respect in all interactions. (Gupta, 2020).

Action Plan:

I created a front office growth plan based on this knowledge. To increase my skills and knowledge, I will:

- Attend conflict resolution, communication, and cultural competency training to improve these skills.
- Seek guidance from front office gurus with years of experience to learn how to manage challenging visitor encounters and solve difficulties.
- Continuous Education: By participating in professional development and continuous education courses, you may stay current on front office operations technology and trends.
- input and reflection: Asking supervisors, coworkers, and visitors for input may help identify areas for improvement. Reflecting on these suggestions helps you improve personally and professionally (Tag-



Component Two

Contribution to Overall Module Assessment: 25%

Trip Advisor Review Response 150 words +/-10%

Your first task is in relation to guest feedback and responding to a positive trip advisor post along with a letter of complaint.

Trip Advisor review

Source: https://www.tripadvisor.com/Hotel_Review-g186338-d20030227-Reviews-Zedwell-London_England.html

Response:

Hi there,

We appreciate you making Zedwell Piccadilly Circus your London destination of choice. It makes us happy to hear that our staff was able to make your stay more pleasant by giving you a room upgrade and a free extension on your check-out time.

Zedwell takes the value of a clean and pleasant atmosphere seriously and maintains high standards of cleanliness; it's unfortunate to learn that we failed in this instance. Our dedication to your sleep and health is paramount, therefore we've gone out of our way to keep things simple so that you may relax. By excluding commonplace items like televisions, hairdryers, and shelves, our minimalist cocoons aim to provide a spacious and airy atmosphere. With our innovative windowless design, you can sleep in peace and quiet for as long as you need to, recharging your batteries in the process.

We are looking forward to seeing you return for another fantastic visit!

Take care... Zedwell!

Screen shot of referenced Trip Advisor review used:

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

Hi there, Joanna!

We appreciate you going into such depth about your recent stay with us. It gives us great pleasure to know that our hotel's central London location, lovely, roomy lobby, and reasonable prices met your expectations; we work hard to provide our visitors with the chance to stay in a fantastic position at a wonderful price.

Nevertheless, it is unfortunate to hear that your stay at Zedwell was not up to par. Here at our hotel, we value your health and relaxation more than anything else. We apologise for the disappointment caused by our failure to provide you with a clean and comfortable atmosphere during your stay. We do realise the significance of ensuring that our guests have a good night's sleep. As part of our routine procedure, we clean rooms thoroughly between each visitor and periodically renew them for longer stays. Nonetheless, our cleaning staff will review your feedback and make any necessary adjustments based on their findings. Additionally, we would like to emphasise that our front desk is continuously staffed to attend to your requirements. You may always ask the front desk for more frequent housekeeping services or to have your linens, towels, toiletries, etc. changed more often than the regular cleaning.

When you book a room at the Zedwell Hotel, you can escape the hustle and bustle of the city and relax in peace. The absence of windows in the architecture was done on purpose to give the hotel an air of seclusion. With our innovative windowless design, you can sleep in peace and quiet for as long as you need to, recharging your batteries in the process. It should also not be surprising given that our motel is prominently promoted as having no windows on any of our webpages. Regarding the early check-in fee, it is common practice in the hotel business to charge for early check-in. For a little charge, we are happy to provide this helpful service to our visitors. We have also made this charge visible on our brand's website under Terms & Conditions in the hopes that it would not be a nuisance. When the hotel is at capacity, there is limited room for guests' bags, therefore we charge a fee to cover the cost of coordinating this service for you. However, we will carefully analyse your opinion and communicate any concerns to our management team in order to enhance the guest experience in the future, since our main objective is to consistently surpass expectations of comfort, convenience, and quality amenities.

We appreciate you being here with us during this process and for bringing these issues to our notice. Thank you for both. We really hope that we can regain your faith in the future by providing a more pleasant experience that reflects our brand.

Component Three:

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

Writing in essay format

Introduction

When it comes to doing business in the hotel sector, providing excellent service to customers is the cornerstone upon which any successful enterprise is constructed. It does not matter whether the establishment in question is a tiny boutique hotel, a large international resort, or a local restaurant; offering outstanding customer service is crucial for the success of any company (Arsu et al, 2021).

Key Skill 1 – Customer service skills

Quality service, responsiveness to guest concerns, and great customer interactions are three ways in which hospitality firms may increase customer satisfaction and loyalty. When consumers are happy with the service they get, they are more inclined to buy from the firm again and tell their friends about it. Delivering exceptional service that exceeds clients' expectations is a key responsibility of customer service representatives in the hospitality sector. Checking visitors in, making suggestions for restaurants and excursions, and making sure they have a pleasant stay are all part of this (Gupta, 2020).

Customers will remember the level of service they received from your hospitality company based on their overall impressions of the encounter. This is especially true in cases of very excellent or very terrible customer service; ordinary service is usually easier to forget.

The importance of providing excellent customer service in the hotel business is rooted in human psychology. Customers' recollections of experiences are heavily influenced by human interactions and emotional occurrences.

Providing outstanding customer service is about more than just making a sale; it's about connecting with the consumer on a personal level and making a lasting impact. Hospitality firms have the power to elevate routine visits into unforgettable experiences by offering personalized, friendly, and courteous service. The word-of-mouth (WOM) promotion will be beneficial to both your company and your consumers.

Marketers have found that seventy-eight percent of consumers tell friends and family about their best recent experiences on a weekly basis, and that ninety percent will listen to the advice of a complete stranger when it comes to choosing a brand. However, a single instance of poor customer service may leave a visitor or client with an unfavorable impression of your business. Typically, after that, they'll tell their friends and family about it. A quarter of consumers would not buy a product from a company after hearing a bad review from a friend or relative, the study found.

Key Skill 2 – Communication skills

In the hotel sector, providing outstanding customer service relies heavily on effective communication. Workers in the hospitality industry require strong communication skills to listen to customers, find out what they need, and then fix any problems that crop up. Ability to professionally manage challenging or irate clients, as well as active listening and clear and succinct language, are further components of good communication skills. Customer service representatives in the hotel industry must possess the traits of friendliness and empathy. No matter how difficult the circumstance, employees should always reply to guests with a smile and a willingness to understand their point of view. As a result, the guest's experience may be improved and the ambiance can be more inviting.

Strengthening client loyalty

Maintaining devoted customers is crucial in a highly competitive market. The best way to keep customers coming back is to build lasting connections with them via good interactions and outstanding service. As a result, several advantages follow:

- When faced with adversity, like the pandemic, your hospitality company can weather the storm with the support of a dedicated client base.
- On average, loyal clients spend 67% more than new ones in the travel, hotel, and tourist industry.
- Keeping current customers happy is more cost-effective than investing in promotion to attract new ones. Plus, as stated in the first point above: long-term loyal clients who really care about your company can become your brand ambassadors, delivering essential word-of-mouth promotion for free. Data shows that getting a new customer might cost five to seven times more than maintaining an old one (Arsu et al, 2021).

Key Skill 3 – Organisational skills

In addition to being essential components of providing good customer service in the hotel sector, effective time management and organization are also essential components. When it comes to providing guests with service that is both efficient and effective, professionals in the hospitality industry need to be able to prioritize activities, properly manage their time, and maintain a high degree of organisation consistently. Additionally, the financial performance of a hotel firm may be improved by the use of organizational skills. Increasing the level of pleasure that visitors have will result in expanded income and expansion. Moreover, efficient customer service may contribute to cost reduction by reducing the amount of customer complaints and problems that need to be handled. This, in turn, helps to lower expenses (Das et al, 2020).

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