

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

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

**Student
No:**

2229576

**Module
Title:**

**Hotel Administration
& Front Office
Operations**

**Module
Code:**

BMIH4004

Lecturer:

Natalie Brailsford

Word count: 687

Understanding Key Skills in Hotel Front Office Operations

Introduction:

Working in the hotel front office demands a diverse set of skills that extend beyond traditional job descriptions. This reflective journal aims to identify key skills essential for success in this dynamic sector, linking personal experiences and theoretical principles to industry examples.

Identification of Key Skills:

Customer Service Excellence:

The ability to provide exceptional customer service is not just a requisite but a defining aspect at the core of hotel front office operations. In the dynamic landscape of the hospitality industry, the front office serves as the primary interface between the hotel and its guests, shaping the overall guest experience (Bardi, 2011). It is the front office staff who set the tone for a visitor's stay, from the warm welcome during check-in to the assistance provided throughout their entire journey. resolution. Effective communication, empathy, and

problem-solving are vital components of ensuring positive guest experiences and fostering loyalty (Bardi, 2011).

Organizational Proficiency:

Hotel front office professionals must manage multiple tasks simultaneously. This involves effective time management, organisational skills, and the ability to prioritise (Tesone, 2010). My experience managing check-ins during peak hours showcased the importance of staying organised within the department to maintain a smooth workflow.

Technological Competence:

In today's digital landscape, familiarity with hotel management systems and reservation platforms is indispensable for effective operations (Tewan, 2009). Reflecting on my involvement in implementing a new reservation system during my internship, I recognized the paramount importance of staying updated with technological advancements. This experience underscored the critical role of technological fluency in adapting to industry changes, ensuring efficient processes, and maintaining a competitive edge in the dynamic field of hotel management.

Revenue Management:

Comprehending revenue management principles is essential for hotel profitability optimization (Hammer, 2016). A workshop on pricing strategies provided insights into the delicate equilibrium between guest attraction and revenue maximization, highlighting the strategic acumen required. This firsthand exposure emphasized the nuanced thinking essential for navigating the dynamic landscape of hotel revenue management.

Team Collaboration:

Efficient hotel front office operations hinge on successful teamwork (O'Fallon & Rutherford, 2011). Through reflection on group projects within a simulated hotel environment, I recognized the pivotal role of shared responsibilities and transparent communication in boosting overall efficiency. This experience underscored the significance of collaborative efforts in creating a cohesive and smoothly functioning front office team, essential for providing exceptional service in the dynamic hospitality industry.

Reflection on Customer Service Excellence Using the Gibbs Model:

Description:

During my internship at a high-end hotel, Premier Inn, I encountered a challenging situation where a guest had a complaint about their room. The issue was a malfunctioning air conditioner, and the guest was visibly frustrated upon arrival (Bardi, 2011). As part of the front office team, it was my responsibility to address their concerns promptly.

Feelings:

I initially felt a mix of nervousness and empathy. The guest's frustration was evident, and I was concerned about how to handle the situation effectively. However, I also recognized the opportunity to turn a negative experience into a positive one (Williams et al., 2012).

Evaluation:

In retrospect, my response was quick, but I could have better managed the emotional aspect of the interaction. While I addressed the technical issue promptly, I could have been more empathetic in my communication. This experience taught me the importance of balancing efficiency with genuine care for the guest's experience (Tewan, 2009).

Analysis:

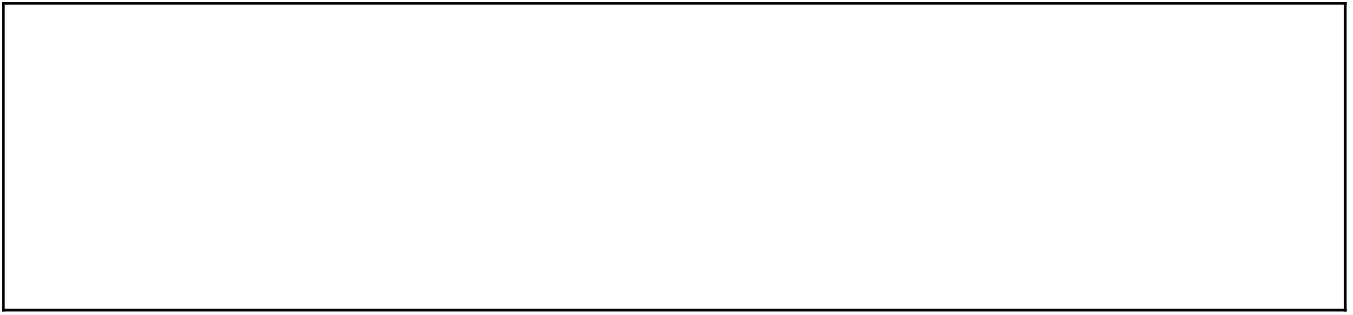
Bardi's (2011) theoretical principles underscore the crucial role of empathetic communication in hospitality. This concept, as exemplified in Wood's (2013) industry illustration, accentuates the necessity of combining technical proficiency with a human touch to ensure a positive guest experience. Beyond efficient problem-solving, the emphasis is on genuine connections, active listening, and understanding guests' needs.

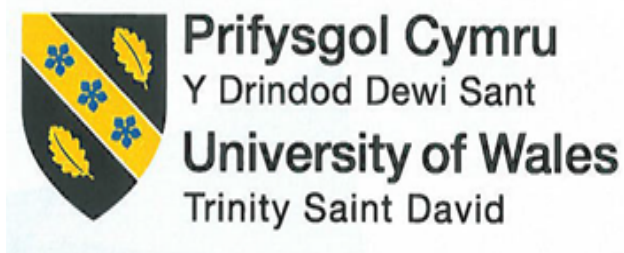
Conclusion:

This reflection emphasizes the symbiotic relationship between technical proficiency and emotional intelligence in achieving customer service excellence. While effective technical problem-solving remains crucial, I recognize the equal importance of emotional resonance in guest interactions. Moving forward, my aim is to seamlessly integrate both aspects, drawing insights from this experience to enhance my customer service skills (Vallen & Vallen, 2014). This holistic approach ensures a more enriching and satisfying guest experience.

References component one:

1. Bardi, J.A. (2011) *Hotel Front Office Management* [online]. 5th ed. London: Wiley. [Accessed 03 November 2023].
2. Tesone, D. (2010) *Principles of Management For the Hospitality Industry* [online]. London: Routledge. [Accessed 08 November 2023].
3. Tewan, J. (2009) *Hotel Front Office: Operations and Management*, Oxford Higher Education Press. [Accessed 08 November 2023].
4. Hammer, J. (2016) *Revenue Superstar! : The Simple Rules of Hotel Revenue Management* [online]: .[Accessed 07 November 2023].
5. O'Fallon, M.J. and Rutherford, D.J. (2011) *Hotel Management and Operations* [online]. 5th ed. London: Wiley. [Accessed 05 November 2023].
6. Williams, K., Woolliams, M. and Spiro, J. (2012) *Reflective Writing* [online]. Oxford: Macmillan International. [Accessed 10 November 2023].
7. Wood, R.C. (2013) *Key Concepts in Hospitality Management* [online]. : Sage. [Accessed 09 November 2023].
8. Vallen, G.K. and Vallen, J.J. (2014) *Check-in Check-out : Managing Hotel Operations* [online]. 9th ed. : Pearson. [Accessed 08 November 2023].





Component Two

Contribution to Overall Module Assessment: 25%

Trip Advisor Review Response 150 words +/-10%

Word count: 164

Positive TripAdvisor Review Response

Dear NoraKB34,

Thank you for taking the time to share your positive experience at Premier Inn Newcastle, The Gate. We are thrilled to hear that you had a great stay and that our hotel's location, style of the room, and cleanliness met your expectations.

We're thrilled that our central location made it easy for you to explore the city and enjoy local attractions. We take pride in offering exceptional cleanliness and comfort, and we're glad you experienced that during your stay. The proximity to the train station and St James's Park added to the convenience of your visit.

We appreciate your recommendation to other visitors to Newcastle. Our team works hard to create a positive experience for our guests, and it's rewarding to receive such positive feedback.

Thank you again for choosing Premier Inn, and we look forward to welcoming you back on your next visit to Newcastle.

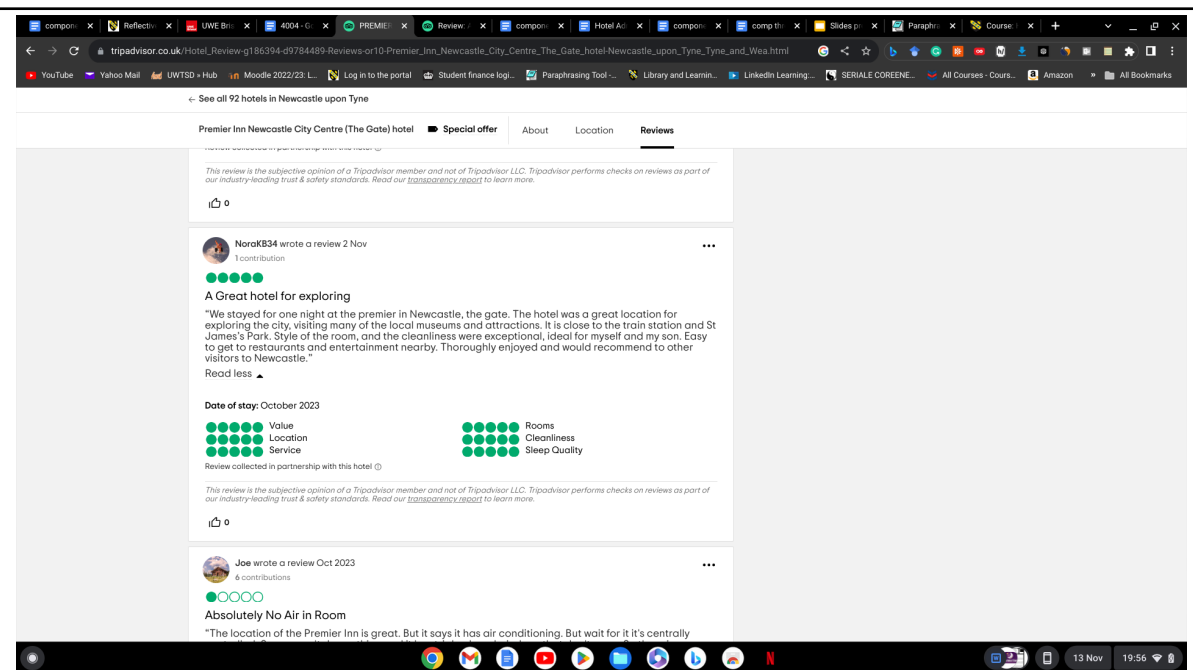
Best regards,

Ionut Margarit

Manager

Premier Inn Newcastle Upon Tyne, The Gate

Screen shot of referenced Trip Advisor review used:



Letter of complaint response 500 words +/- 10-%

Word count: 479

Letter of Complaint Response

Ionut Margarit

Manager

Premier Inn

Newcastle Upon Tyne, The Gate

September 1st 2023

Mr. Ronald Federick,

17 Trinity Court,

Swansea,

SA1 2AR

Subject: Resolution of Your Recent Concerns

Dear Mr. Federick,

I trust this letter finds you in the best of health and high spirits, and I sincerely hope that the joys of life have been surrounding you. It is with a sense of responsibility and genuine concern that I reach out to you today. Firstly, I want to express my heartfelt apologies for any disappointment, discomfort, or dissatisfaction that may have marred your stay at our esteemed hotel on the date of August 26th.

Having conducted a thorough investigation into the issues you raised regarding the quality of breakfast, noise disturbances, and room cleanliness, I want to assure you that your feedback has not gone unnoticed. Steps are being taken promptly to address each concern individually, and we are fully committed to rectifying these matters to enhance the overall guest experience.

Concerning the quality of breakfast, we are implementing comprehensive measures to ensure the prompt and efficient serving of warm, appetizing meals. Our kitchen staff will undergo additional training to maintain the high standards we strive for, guaranteeing a more enjoyable dining experience for our valued guests.

We are also in the process of reviewing our procedures to minimize occurrences of noise disturbances and to ensure a peaceful environment for all guests. Your comfort is our top priority, and we are dedicated to taking proactive measures to prevent such inconveniences in the future.

Regarding the cleanliness issue in room 205, I am genuinely sorry for the oversight. Our housekeeping team will undergo retraining on our cleanliness standards, and additional quality checks will be implemented to ensure that each room meets the highest standards of cleanliness and comfort.

Your feedback is invaluable to us, and we appreciate your role in helping us continuously improve our services. As a gesture of our sincere regret for the inconveniences you faced, I would like to offer you a 75% discount on your next stay with us. To arrange for this discount, please contact our customer service department at 07442071172, and they will be delighted to assist you.

Once again, I apologize for the shortcomings during your stay, and I genuinely hope we can regain your trust in the future. Your satisfaction is of utmost importance to us, and we are fully committed to making the necessary changes to ensure a more pleasant experience for all our guests.

Thank you for bringing these matters to our attention. We look forward to the opportunity to not only address your concerns but also to exceed your expectations on your next visit.

Wishing you all the best, and we are earnestly committed to restoring your faith in our services.

Yours sincerely,

Ionut Margarit
Manager

Premier Inn Newcastle Upon Tyne, The Gate

07435710524

Component Three:

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

Writing in essay format

Element 1 – Pre-Arrival

The pre-arrival stage marks the beginning of the hotel guest cycle and sets the tone for the entire guest experience. The online reservation process is crucial during this phase, as it not only simplifies bookings but also allows for the gathering of guest preferences to provide personalised service upon arrival (Bardi, 2011). Corgel et al. (2011) emphasized the importance of effective communication, stating that it is equally pivotal. The importance of providing clear and timely information about amenities and promotions through channels like email or mobile apps was also emphasized.

According to Hammer (2016), understanding guest preferences, previous stays, and feedback is crucial, with a focus on the role of data analytics in meeting guest expectations. This information gives hotels the power to customize their services to meet the specific expectations of each guest, resulting in a more enjoyable stay. Leading hotels such as Marriott (serve360.marriott.com) use pre-arrival communication to not only provide necessary information but also to ask about individual needs in order to provide a personalised experience. This highlights the importance of efficient pre-arrival management as the essential first step in the guest cycle, laying the groundwork for a pleasant and customised guest experience (Wood, 2013).

Element 2 – Arrival

The arrival stage is the tangible beginning of the hotel guest cycle, where first impressions are formed, setting the foundation for a positive stay. O'Fallon and Rutherford (2011) stated that it is central to this phase. Hilton's streamlined check-in process is both efficient and welcoming, reducing wait times and increasing convenience. This enhances overall guest satisfaction significantly. (cr.hilton.com) Johnston et al. (2021) emphasize the crucial role of hotel staff. A well-trained and attentive staff not only makes check-in seamless but also fosters a welcoming

atmosphere, positively impacting the guest's emotional bond with the hotel. Premier Inn's dedication to ongoing staff training sets a standard for best practice in the industry (Premier Inn, n.d.).

Wood (2013) stresses the importance of the lobby and common areas' aesthetics, cleanliness, and functionality. Drawn from successful practices, hotels have the opportunity to utilise innovative design and layout strategies to craft visually captivating and practical spaces. The check-in process, staff interactions, and the overall ambiance significantly shape a guest's initial impression. Emphasised by O'Fallon and Rutherford (2011), the most crucial impression is the first impression determinant of overall satisfaction with their stay. The lasting impact extends to the likelihood of their return in the future. Thus, a positive initial experience, encompassing efficient check-ins, positive staff interactions, and an appealing atmosphere, not only ensures immediate satisfaction but also contributes substantially to fostering guest loyalty and encouraging repeat visits.

Element 3 – Duration of stay

The duration of stay, a key stage in the hotel guest cycle, is actively managed to ensure guest satisfaction. O'Fallon and Rutherford (2011) emphasize the importance of efficient management, creating impeccably clean spaces according to individual preferences. This is where room service adds personality. The Cornell School of Hotel Administration (2011) emphasizes the importance of prompt and high-quality room service. Marriott's commitment to service excellence (serve360.marriott.com) is demonstrated through innovative technology such as mobile applications that enhance the guest experience.

Engaging guests during their stay is essential. Johnston et al. (2021) emphasize personal interactions, loyalty programs and cultural events. Customizing experiences based on preferences creates memorable moments and promotes positive perception beyond physical amenities. Flexibility to respond to guests is critical. Tesone (2010) suggests real-time feedback mechanisms that allow hotels to quickly resolve issues during the guest's stay. Premier Inn (n.d.) integrates customer feedback into its operational strategies, reflecting industry best practice.

In summary, the duration of stay is a pivotal stage, where adept management, personalized room service, guest engagement, and responsive feedback mechanisms mold the guest experience. This not only heightens overall satisfaction but also enhances the probability of guests returning for future visits (Tesone, 2010).

Element 4 – Departure

The departure stage, representing the culminating act in the hotel guest cycle, holds a pivotal role in leaving a positive last impression (O'Fallon and Rutherford, 2011). Smooth check-out procedures are paramount, exemplified by Premier Inn's (2021) express options designed for a seamless departure. Insights from a diverse array of scholarly perspectives and hospitality industry, as outlined by Vallen and Vallen (2014), the departure stage is a critical juncture where the hotel's commitment to guest satisfaction is put to the test.

Hilton's post-stay surveys (cr.hilton.com) further exemplify best practices, providing a mechanism to gauge satisfaction and gather valuable feedback for continuous improvement. Beyond operational efficiency, a positive last impression involves expressions of gratitude and personalized farewells, echoing the sentiments put forth by Solomon (2018). Practices like acknowledging guest loyalty and offering incentives for return visits contribute significantly to a memorable departure, fostering a sense of connection that goes beyond the physical confines of the hotel.

Moreover, in line with the industry trend of communicating broader values and engaging guests in sustainability efforts, Marriott's sustainability initiative (serve360.marriott.com) integrates environmental responsibility into the departure experience. This reflects not only a commitment to ecological consciousness but also an understanding of guests' increasing expectations for ethically responsible practices in the hospitality sector.

The departure stage is a critical moment where smooth check-out procedures, strategic feedback collection, expressions of gratitude, and alignment with broader values contribute to a positive last impression, impacting guest satisfaction and laying the groundwork for the likelihood of future visits (Solomon, 2018). This approach to managing the departure stage underscores the nature of guest experiences and the

need for considerations that extend beyond immediate operational concerns (Vallen & Vallen, 2014).

References

1. Bardi, J.A. (2011) *Hotel Front Office Management* [online]. 5th ed. London: Wiley. [Accessed 03 November 2023].
2. Corgel, J.B., Sturman, M.C. and Verma, R. (2011) *The Cornell School of Hotel Administration on Hospitality : Cutting Edge Thinking and Practice* [online]. : Wiley. [Accessed 03 November 2023].
3. O'Fallon, M.J. and Rutherford, D.J. (2011) *Hotel Management and Operations* [online]. 5th ed. London: Wiley. [Accessed 05 November 2023].
4. Hammer, J. (2016) *Revenue Superstar! : The Simple Rules of Hotel Revenue Management* [online]: .[Accessed 07 November 2023].
5. Johnston, R., Shulver, M., Slack, N. and Clark., G. (2021) *Service Operations Management : Improving Service Delivery* [online]. 5th ed. London: Pearson. [Accessed 07 November 2023].
6. Solomon, M. (2018) *The Heart of Hospitality : Great Hotel and Restaurant Leaders Share Their Secrets* [online]. 1st ed. : Selectbooks, Inc. [Accessed 06 November 2023].
7. Tesone, D. (2010) *Principles of Management For the Hospitality Industry* [online]. London: Routledge. [Accessed 08 November 2023].
8. Vallen, G.K. and Vallen, J.J. (2014) *Check-in Check-out : Managing Hotel Operations* [online]. 9th ed. : Pearson. [Accessed 08 November 2023].
9. Wood, R.C. (2013) *Key Concepts in Hospitality Management* [online]. : Sage. [Accessed 09 November 2023].
10. Premier Inn (n.d.) Available at: www.premierinn.com/gb/en/why/force-for-good.html [Accessed 05 November 2023].
11. Marriott serve 360 (n.d.) Available at: <https://serve360.marriott.com> [Accessed 05 November 2023].
12. Hilton (n.d.) Available at: <https://cr.hilton.com> [Accessed 05 November 2023].