

 Prifysgol Cymru Y Drindod Dewi Sant University of Wales Trinity Saint David Component One: <i>What are the key skills required to work on the hotels front desk? 750 words (+/- 10%)</i> Contribution to Overall Module Assessment: 25%	<table> <tr> <td>Student No:</td><td>Amanioaei Eliza Andreea</td></tr> <tr> <td>Module Title:</td><td>Hotel Administration and Front Office</td></tr> <tr> <td>Module Code:</td><td>BMIH4004</td></tr> <tr> <td>Lecturer:</td><td>Chris Wilkin</td></tr> </table>	Student No:	Amanioaei Eliza Andreea	Module Title:	Hotel Administration and Front Office	Module Code:	BMIH4004	Lecturer:	Chris Wilkin
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By doing practice at a hotel like Premier inn I observed that in order to perform multiple jobs and deliver great customer service, front desk staff, especially at Premier Inn Hotel, need a certain set of talents. The front desk acts as the hotel's public face, and the abilities of the workers there have a big influence on how guests are treated as a whole. The main competencies needed to operate at the Premier Inn Hotel's front desk will be covered in this essay. The front desk personnel at the Premier Inn Hotel must have excellent communication abilities. They must be able to communicate clearly with clients, co-workers, and other hotel divisions. Offering outstanding customer service requires attentive attention, verbal communication that is clear and succinct, and the capacity to gently and properly transmit information. Additionally, answering email queries, bookings, and other written interactions requires good written communication skills (Pizam, Shapoval, 2016). The Premier Inn Hotel takes great pleasure in providing exceptional customer service. To make sure that customers feel welcomed and cared for during their stay, front desk workers should have outstanding customer service abilities. Whether it's helping with check-ins, giving information about hotel services, or responding to complaints, they should be welcoming, approachable, and sympathetic to customers' needs. I learned that one essential component of delivering outstanding customer service is going above and beyond to surpass guests' expectations.									

Knowledge of Hotel Policies and processes: The Premier Inn Hotel's front desk employees should be well-versed in the policies and processes of the hotel. The check-in and check-out operations, reservation administration, invoicing procedures, and loyalty programs are all included in this. They should be able to properly communicate these policies to visitors, respond to inquiries, and address any problems that could occur.

Front desk employees must be able to think fast and flexibly in response to a variety of difficulties. To handle challenges, develop solutions, and answer guest complaints, they should have great problem-solving abilities. This may entail working with different departments, making choices quickly, and being composed and professional.

Possessing strong multitasking skills is necessary for the front desk position at the Premier Inn Hotel. The front desk personnel must manage several tasks at once, including welcoming visitors, overseeing check-ins and check-outs, taking phone calls, answering questions, and helping with special requests. It's essential to have the capacity to prioritize work, use time wisely, and maintain composure in a hectic setting. (Wood, Brotherton, Blount, 2012).

Computer literacy: According to study conducted by Gohlich, Harachovec and Koltringer (2017), The front desk employees at the Premier Inn Hotel must be proficient in using computer systems and hotel management software. They must feel at ease carrying out duties including making bookings, welcoming and escorting visitors, controlling room allocations, and processing payments. Additionally, having experience with standard office programs, email, and fundamental troubleshooting techniques is helpful.

A sharp eye for detail is essential for correct visitor information entry and retrieval, proper invoicing, and appropriate room allocations by front desk employees. Finding and fixing errors, keeping the front desk space tidy and organized, and upholding the standards of quality are all examples of paying attention to detail.

Flexibility and Adaptability: Since the hotel business runs around-the-clock, Premier Inn Hotel front desk workers may be asked to work a variety of shifts, including

evening, weekend, and holiday hours. They should be versatile and flexible with their schedules, keen to work in a collaborative setting, and well-equipped to deal calmly and effectively with unforeseen circumstances. (Binkley, Katic, Law, 2016)

Professionalism and poise: Front desk employees should always show themselves in a polished and professional manner as they are representing the Premier Inn Hotel. Even in trying circumstances, they should exude composure, assurance, and a cheerful disposition. Professionalism includes upholding the highest moral standards and using prudence while handling sensitive visitor information. (Jin, Gursoy, Lu, 2016).

The front desk employees at the Premier Inn Hotel should be knowledgeable about the nearby restaurants, tourist sites, transportation alternatives, and other services that are offered to visitors. They need to be ready to provide suggestions and knowledge to improve visitors' stays and aid in navigating the neighborhood.

In conclusion, a variety of abilities are needed to work at the Premier Inn Hotel front desk in order to deliver great customer care and guarantee a positive client experience. Key competencies required to succeed in this work include effective communication, exceptional customer service, familiarity with hotel rules and procedures, problem-solving ability, multitasking skills, computer literacy, attention to detail, flexibility, professionalism, and local knowledge. The front desk personnel at Premier Inn Hotel may contribute to the success of the hotel and give visitors unique experiences by having these talents and consistently improving them.

Word Count	769
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Component Two:

Contribution to Overall Module Assessment: 25%

In this scenario – It is your first day as a front desk associate and your manager has phoned in sick. Create an action plan and answer the following questions.

What are you going to do to ensure that the hotel is represented well to guests?	How will operations run smoothly throughout your shift?	Why would you consider your plan being the most effective?	What contingency plan will you put in place to ensure quick resolution of this scenario in the future?
Recognize the functions of the front desk.	Review and comprehend the hotel's front desk standard operating procedures (SOPs) in detail. Learn how to utilize the property management system (PMS) for reservations, check-ins, and check-outs. Learn about the hotel's rules and practices for providing services to guests, accepting money, and allocating rooms.	I will have a solid foundation of knowledge to do my job successfully by studying and comprehending the hotel's standard operating procedures (SOPs), property management system (PMS), and policies. I can supply correct information and make defensible judgments because of this understanding.	It is crucial to have an acting supervisor chosen who can take over front desk operations in the case of the manager's absence. The person in charge of the front desk should be knowledgeable about the processes and have the power to take charge of any problems that may develop.

Open up direct lines of communication.	Let your coworkers and team know that the manager is out of the office and that you are serving in that capacity as the front desk associate. Create lines of communication with other departments, such as cleaning, maintenance, and concierge, that are clear and efficient. Make sure that essential personnel's phone numbers are easily accessible in case of problems or emergencies.	I make sure that everyone is aware of the manager's absence and my position as the acting front desk associate by alerting co-workers and establishing open channels of contact with other departments. This makes it easier to collaborate and coordinate effectively, allowing efficient operations and rapid problem-solving.	Clearly define who should be notified in case of the manager's absence within the front desk crew. By doing this, it is ensured that there is a central point of contact and that communication between team members is seamless.
Offer hospitable and competent guest service.	Make sure to provide a welcoming smile and a sincere welcome to all visitors. Assist visitors with check-ins, providing a seamless procedure by confirming their reservations, gathering	Making a good first impression on visitors by greeting them with a smile and a friendly demeanor sets the tone for their stay. I make sure visitors are satisfied and improve their entire experience by helping	You may lessen the effects of the manager's absence by cross-training team members in various front desk tasks and duties. This ensures that operations can continue without interruption since there

	required data, and quickly assigning rooms. In order to surpass their expectations, guests' demands and questions should be handled professionally and quickly.	them check in, responding to their questions and concerns right away, and going above and beyond to meet their expectations.	are many people available to handle a variety of responsibilities, including check-ins, check-outs, and responding to guest queries.
Keep the front desk organized and in order.	Maintain a spotless, well-stocked front desk area with all required resources, such as registration cards, key cards, and educational pamphlets. To ensure a seamless flow of check-ins, check-outs, and guest requests, pay close attention to the demands of your guests. Maintain accuracy in record-keeping and update guest information in the PMS on a regular basis.	Maintaining a spotless, well-stocked, and organized front desk area shows care for the little things. I maintain a seamless flow of check-ins, check-outs, and guest requests by remaining alert to guest needs and often updating guest information in the PMS, reducing any disturbances, and optimizing efficiency.	Maintain Updated Documentation and Procedures. Information about the property management system (PMS), guest services, payment policies, and room assignments are all included. To guarantee that everyone on the team has access to the most recent information, evaluate and update these documents on a regular basis.

Seek assistance and Support when needed.	If faced with challenging situations or unfamiliar issues, don't hesitate to seek assistance from senior colleagues or supervisors. Prioritize tasks and manage time effectively, ensuring that all essential front desk duties are attended to promptly. Continuously communicate with the team and provide updates on any significant issues or developments.	Recognizing the importance of seeking assistance when faced with challenging situations or unfamiliar issues demonstrates humility and a commitment to providing the best possible service. By prioritizing tasks, managing time effectively, and continuously communicating with the team, I ensure that all essential front desk duties are attended to promptly and that any significant issues or developments are addressed promptly.	Hold frequent team meetings to alert the front desk staff of any changes, updates, or emergencies. Use these sessions as a chance to discuss any issues or queries with the team and promote open communication. By doing this, it is made sure that everyone is aware of their duties and is prepared to take charge when necessary.
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Component Three:

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

Writing in essay format - ***Describe the key elements that are required when considering these four elements of hotel operations:***

Element 1 – Property Management Systems (PMS)

What I learned in my practice is that the proper running of a hotel like Premier Inn Hotel is greatly dependent on the Property Management System (PMS). In order to provide a seamless guest experience and effective administration of hotel operations, the PMS is a complete software solution that is made to automate and simplify numerous front desk and operational activities.

The PMS's capacity to manage visitor reservations is a significant advantage. According to Hsu and Lee (2015), The technology helps front desk staff book rooms, verify availability, and allocate guests. This saves laborious paperwork and prevents mistakes and multiple reservations. PMS ensures smooth check-in and precise room allocation.

The handling of visitor information is also made easier by the PMS. It saves guest profiles, preferences, and stay history. The hotel may tailor service, anticipate visitor wants, and provide a memorable experience. Front desk staff can access visitor information and customize interactions with a few clicks, improving client happiness and loyalty.

The PMS also streamlines finance. It tracks visitor charges, invoices, and payments through the hotel's accounting system. Management can track income and spending with precise and timely financial reporting. (Park, Yoon, 2019)

The PMS provides extensive reporting and analytics. It provides extensive occupancy, income, and guest preference information for strategic planning and decision-making. These data help the hotel discover patterns, optimize pricing, and improve efficiency. (Kucukusta, Gao, Leng, 2017)

The Property Management System is a crucial tool for the Premier Inn Hotel since it enables effective front desk operations, guest management, financial control, and data analysis. The PMS improves guest experience, operational efficiency, and hotel success with its powerful features and functions.

Element 2 – Hotel reputation

A hotel's reputation affects customers' impressions, booking decisions, and success. Premier Inn Hotel is known for its high standards and customer service.

Premier Inn Hotel's consistent service excellence distinguishes it from competitors. The hotel trains its workers intensively to provide high-quality customer service. From friendly front desk staff to attentive room service, every guest contact shows the hotel's dedication to quality. (Sheikh, Rahman, 2018)

Premier Inn Hotel maintains immaculate facilities and a clean environment. From pristine guest rooms to spotless communal spaces, the hotel prioritizes cleanliness. This attention to detail improves client comfort, creates good experiences, and boosts the hotel's credibility.

Premier Inn Hotel is known for its great value. The motel provides affordable rooms and services. Premier Inn Hotel's value has made it a favorite for leisure and business tourists. (Kattiyapornpong, Miller, 2018)

Premier Inn Hotel has many great ratings and recommendations. Online and word-of-mouth reviews from satisfied visitors strengthen the hotel's image. The hotel's excellent web presence and ability to meet or exceed visitor expectations have earned it a recognized and respectable reputation. (Littlejohn, Batra, 2018)

Premier Inn Hotel's brand is founded on honesty, reliability, and consistency. Guests trust and loyalty the hotel's brand promise and delivery on expectations. Premier Inn Hotels in London and Edinburgh provide the same service, cleanliness, and value, confirming the chain's reputation. (Okeiyi, Kim, 2019)

What I observed by doing practice at Premier Inn Hotel, is that it's success is due to its dedication to service, facilities, value, guest reviews, and brand integrity. This reputation draws guests and encourages repeat business. Premier Inn Hotel's commitment to preserving its reputation makes it a top choice for tourists seeking great experiences in a competitive business.

Element 3 - Communication

Premier Inn Hotel excels at guest communication in the hospitality sector. Premier Inn Hotel promotes communication to improve client experiences, increase contentment, and consolidate its status as a top hotel brand.

Premier Inn Hotel encourages transparent and courteous guest interactions. From booking through check-in, concierge services, and beyond, the hotel's staff prioritizes a warm and informed atmosphere. They immediately and professionally meet customers' requests, building rapport and ensuring a great stay.

Premier Inn Hotel knows guests prefer several communication methods. The hotel makes it easy for guests to contact it by phone, email, online chat, or social media. This accessibility improves guest satisfaction by allowing guests to communicate on their terms. (Chan, Guillet, 2011)

Premier Inn Hotel knows that good communication goes beyond guest interactions and I had a lot to learn from this fact. The hotel encourages staff communication. Regular team meetings, clear communication standards, and efficient information exchange keep personnel informed, aligned, and ready to serve. The hotel's excellent communication is due to its internal cohesiveness.

Premier Inn Hotel anticipates guests' requirements and provides pertinent information. The hotel keeps visitors updated by sending pre-arrival emails on amenities, area attractions, and special activities during their stay. Proactive communication enhances visitor satisfaction. (Han, Hyun, Lee, 2018)

Premier Inn Hotel uses client input to improve. Through surveys, comment cards, and internet channels, the hotel invites customers to provide feedback. Premier Inn Hotel shows its dedication to continual development and makes customers feel heard and appreciated by listening and reacting to guest input. (Kim, Kim, 2015)

What I really liked is that Premier Inn Hotel excels in hospitality communication. Premier Inn Hotel keeps customers informed, valued, and engaged through clear and polite guest encounters, multichannel communication, efficient internal communication, proactive outreach, and sensitive guest feedback handling. Communication improves visitor happiness and the hotel's reputation for excellent service. (Rasoolimanesh, Divandari, Dahlan, 2020)

Element 4 - Staffing

Premier Inn Hotel is known for its excellent client experiences, and its workforce devotion is a major element. Premier Inn Hotel focuses personnel to guarantee a professional and devoted crew, resulting in unsurpassed service and client satisfaction. I observed that Premier Inn Hotel hires only the best qualified and committed people. The hotel wants applicants with the right talents and a true passion for hospitality and client care. Premier Inn Hotel hires devoted individuals by screening, interviewing, and analysing their cultural fit.

Premier Inn Hotel invests on worker development. Employees receive intensive training upon onboarding and throughout their career to provide excellent service. Workshops, seminars, and internet tools help them stay current and improve their skills. (Baum, Amoah, Spenceley, 2016)

Premier Inn Hotel encourages staff collaboration and I felt like I had support every time I needed it. The hotel fosters a pleasant work atmosphere by emphasizing open communication, mutual support, and team member recognition. This collaboration leads to smooth operations, effective problem-solving, and a united staff focused on visitor satisfaction. (Choi, Mattila, 2011)

Premier Inn Hotel recognizes and appreciates its personnel. Employee of the month programs, awards, and recognition ceremonies are implemented by the hotel. Premier Inn Hotel inspires and encourages its workers by celebrating successes and recognizing hard work.

Premier Inn Hotel prioritizes employee well-being and work-life balance. The hotel fosters employee satisfaction and happiness by providing a friendly and inclusive workplace. Premier Inn Hotel keeps its workforce motivated, engaged, and ready to serve customers by offering fair scheduling, complete benefits, and wellness programs. (Kim, Kim, 2015)

Premier Inn Hotel's workforce quality ensures exceptional guest experiences. Premier Inn Hotel builds a devoted workforce that surpasses guest expectations via a rigorous hiring process, extensive training and development, emphasis on cooperation and collaboration, staff recognition and gratitude, and employee well-being. Premier Inn Hotel strengthens its image as a top service provider and provides a rewarding workplace for its workers by investing in them. (Qureshi, Khan, Hijazi, 2019)

Word Count	1149
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