

**HOTEL PLACEMENT- HOTEL ADMINISTRATION&FRONT OFFICE
OPERATIONS.**

LEVEL 4

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Introduction

In the fast-paced world of hotel administration and front-of-office operations, adaptability and proficiency are essential. This evaluation seeks to investigate the many responsibilities within hotel administration and front office operations, while emphasising the importance of core skills required for success in this industry. This investigation seeks to offer a thorough awareness of the complexities involved in efficiently managing hotel operations by studying the multidimensional nature of these roles and the critical role of work-based essential skills.

Component One -Journal - Gibbs Model of Reflection.

During my placement in the front office department at Delta by Marriott Tudor Park, situated in Maidstone Kent, I faced a variety of problems and gained significant learning experiences. This reflective diary post intends to go into my investigation of front office dynamics, using the Gibbs Model of Reflection to examine and analyse various parts of my internship experience.

Description:

During my tenure at the front office, I was responsible for many responsibilities such as administration and customer service. I found myself in the centre of the organisation, acting as the first point of contact for customers and visitors. One particular event sticks out strongly in my memory: a chaotic morning rush in which many visitors approached the front desk at the same time, requesting assistance with various issues.

Feelings:

Initially, I was overwhelmed by the sheer amount of requests and the need to respond to each one as quickly as possible. Despite my nervousness, I recognised the significance of remaining composed and professional in such situations. In the middle of the commotion, I felt a rush of adrenaline, motivating me to approach each duty with newfound purpose. However, behind the surface, there was a sense of unease, arising from the dread of making errors or failing to fulfil expectations.

Evaluation:

Reflecting, I see that negotiating high-pressure circumstances in the front office department requires both efficiency and agility. While I was able to handle the flood of queries, I did struggle to adequately prioritise jobs, resulting in minor delays in response times. This event taught me the importance of practicing time management and remaining cool in the face of hardship.

Analysis:

Delving further into the difficulties experienced, I recognise the fundamental causes of the hectic pace of the front office atmosphere. The continual flow of queries highlights the significance of efficient procedures and excellent communication channels inside the organisation. Furthermore, the wide range of client requirements emphasises the importance of adaptability and ingenuity in meeting different needs quickly.

Conclusion:

My experience in the front office department has been transformative, giving me vital insights into the complexities of customer service and organisational dynamics. Through periods of victory and uncertainty, I've gained a new understanding for the essential role front-of-house people have in moulding the entire customer experience. Moving ahead, I intend to use the lessons learnt from this experience to improve my competency and efficacy in comparable jobs.

Action Plan:

In light of these observations, I am resolved to aggressively explore chances for professional growth, particularly in time management and dispute resolution. In addition, I hope to create a proactive attitude by predicting prospective obstacles and implementing preventative tactics to solve them. By constantly honing my talents and

adopting a growth-oriented mentality, I am confident in my capacity to prosper in future front office endeavours.



(Fig.1)

Component Two: Practical task – Scenario.

Reference: Smith, J. (2023). TripAdvisor review of "A Hidden Gem: My Stay at XYZ Apartments. <https://www.tripadvisor.co.uk/> (Accessed at 19 February 2024)

"I recently had the pleasure of staying at XYZ Apartments, and I must say that it exceeded all of my expectations. The flat was immaculately clean, big, and well designed. The amenities were excellent, from the fully equipped kitchen to the comfortable sitting room.. The location was ideal, near to stores and restaurants yet being remote enough to provide a calm respite. The staff was wonderfully nice and accommodating, making my stay unforgettable. I definitely suggest XYZ Apartments to anybody searching for a pleasant and relaxing vacation."

Response:

Dear Mr. Smith,

Thank you for taking the time to write about your excellent experience at XYZ Apartments. We are delighted to hear that our accommodations surpassed your expectations. Our first concern is to provide a clean and comfortable atmosphere for our visitors, and it is wonderful to know that we have been successful in doing so. Your kind feedback on our facilities and location is much appreciated. We are dedicated to upholding the high hospitality standards for which we are recognised, and we hope to welcome you again for another great visit in the future.

Best regards,
Denisa Nedelea
Administration and Front Office departments,
XYZ

Denisa Nedelea
Administration and Front-Office Department's
Radisson Blu
350 Oxford Street London
W1C 1BY GB
January 11th,2024

Mrs. Joanna Blake
558 Longford Road, Swansea
SA1 2AR
January 10th, 2024

Dear Joanna Blake ,

hope this letter finds you well .To begin, I'd want to convey my heartfelt appreciation for choosing Radisson Blu for your recent stay. It was a joy to have you with us, and I apologise if your experience did not fulfil your expectations. Please accept my heartfelt apologies for any trouble or disappointment you may have faced during your

time with us.

Your input is crucial to us since it enables us to continually improve our services and products. After receiving your letter, I launched an internal inquiry to address the issues you identified. We take guest input seriously, and I promise you that your complaints have been forwarded to the appropriate departments to avoid such incidents in the future.

While you did not indicate any particular difficulties during your stay, I recognise that certain parts of your experience may have fallen short of our regular expectations. I want to reassure you that we are dedicated to providing great service and ensuring that all of our visitors have a pleasant and memorable stay.

Given your input, I'd like to send a gesture of goodwill as a sign of our apologies. I've arranged for [particular compensation or offer, such as a free stay, meal voucher, or discounted cost] to be applied to your future visit with us. It is my hope that this gesture displays our dedication to your pleasure and motivates you to give us another chance to surpass expectations.

Furthermore, I want to reassure you that we have taken actions to rectify any concerns that have been detected in order to prevent them from occurring again. Our crew attends frequent training sessions to improve their abilities and guarantee that they are prepared to deal with a variety of scenarios efficiently. In addition, we have instituted tougher quality control methods to ensure that the highest standards are met throughout the hotel.

I apologise again for any trouble you may have had, and I appreciate you bringing these issues to our notice. any input is critical in maintaining our reputation for quality, and we appreciate the chance to resolve any issues.

If you have any more questions or need assistance, please don't hesitate to contact me at 02076297474 / resvondst_edwardian.com . It would be my pleasure to serve you in any manner that I can.

Thank you have chosen to consider Radisson Blu . We appreciate your business and look forward to welcoming you back for another very delightful visit.

Warm regards,
Denisa Nedelea
Admn.& Front-Office Dmnts.
Radisson Blu

Component Three: – Portfolio – 4 Elements(Essay)

Key Skills Required for Front Office Operations in the Hotel Industry.

Introduction

Front office operations are crucial for a hotel's performance as they are the main point of contact for visitors. This department's employees must have a wide range of talents in order to properly manage varied jobs and provide a smooth visitor experience. The purpose of this essay is to investigate and analyse the major abilities required for working at a hotel's front office, notably customer service, communication, organisational, and problem-solving skills, using current literature and industry examples.

The first key skill is customer service.

Customer service skills are essential in the hotel sector since they directly affect visitor pleasure and loyalty. Employees must be empathetic, patient, and attentive in order to respond quickly to guests' wants and problems. According to a study, Kandampully and Suhartanto (2000) found that great customer service had a substantial impact on visitors' perceptions of service quality as well as their inclination to return or promote the hotel to others. For example, The Ritz-Carlton Hotel Company is well-known for its extraordinary customer service culture, which is summed up in the phrase "We are Ladies and Gentlemen serving Ladies and Gentlemen." Employees get intensive training to anticipate client needs and give personalised service, resulting in memorable encounters.

The second key skill is communication skills.

Effective communication is vital for correctly presenting information and developing connections with visitors and coworkers. Front office employees must have great verbal and written communication skills in order to connect with customers from all backgrounds and quickly manage queries, reservations, and complaints.

Marriott International, for example, focuses on communication training for its workers in order to improve visitor relations. Front desk professionals are educated to communicate effectively and address difficulties quickly, resulting in increased visitor satisfaction and loyalty.

Organisational skills are the third key skill.

Organisational abilities are essential for managing numerous activities at once and keeping front-office operations running smoothly. To guarantee that check-in/check-out operations, room assignments, and billing procedures go smoothly, employees must prioritise activities, manage their time wisely, and keep correct records. Hilton Worldwide employs innovative property management systems (PMS) to streamline front-office operations and improve organisational efficiency. These technologies streamline reservation procedures, manage visitor profiles, and monitor room availability, allowing personnel to focus on providing outstanding service rather than administrative responsibilities.

Problem-solving skills are the fourth key skill.

In a dynamic environment such as the hotel sector, problems and concerns are unavoidable. To address client concerns, manage disagreements, and deal with unforeseen events quickly, front office employees must display critical thinking and problem-solving talents.

For example, Four Seasons Hotels and Resorts encourages personnel to settle guest concerns on their own by offering rules and guidance. Front desk agents are educated to actively listen, empathise with customers' issues, and provide suitable solutions, increasing client satisfaction and loyalty.

Effective front-office abilities are crucial for providing outstanding guest experiences in hotels. Customer service abilities such as empathy and attention are essential for properly recognising and meeting the requirements of guests. Communication skills allow for clear and succinct conversations with visitors and coworkers, creating

strong connections and addressing concerns quickly. Employees with organisational abilities may handle tasks more effectively, resulting in smoother operations and fewer mistakes. Problem-solving abilities enable employees to approach difficulties proactively, increasing visitor pleasure and loyalty.

Furthermore, industry examples such as The Ritz-Carlton, Marriott International, Hilton Worldwide, and Four Seasons Hotels and Resorts demonstrate how these core abilities are applied in real-world situations. These businesses prioritise staff training and development in order to establish a service-oriented culture and constantly provide remarkable visitor experiences.

Conclusion

In conclusion Working in the front office of a hotel demands different abilities in customer service, communication, organisation, and problem-solving. These abilities are necessary for addressing the demands of visitors, resolving difficulties quickly, and guaranteeing operational efficiency. This article has offered insights into the relevance of these important talents and their practical implementation in the hotel business by drawing on relevant literature and real-world experiences. Continued emphasis on training and development is critical for preparing front-of-house personnel with the capabilities required to thrive in their professions and provide excellent guest experiences.

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