

Student name: Laura Ciubotariu Student

ID number: 2117512

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Lecturer: Lisa Bassler Assignment

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Student log

During my placement in the front office sector of Best Western Hotel, I obtained valuable understanding of a critical role this department plays in shaping the guest experience. Using Gibbs' Reflective Cycle, I will reflect on my involvement, feelings, evaluations, studies, final ideas, and plans related to my time at the front office.

Section 1: Reflection on Experience and Personal Development

The hotel's nerve center is the front office division, which oversees booking reservations, addressing complaints and inquiries from visitors, and liaising with other divisions to provide a flawless guest experience. Direct visitor interaction, payment processing, booking management, and information sharing about hotel amenities and nearby activities were all part of my job description. I felt a combination of emotions and exaltation when I started my placement. In the fast-paced front office, I was very happy to put my management skills to use in a practical situation but also anxious about meeting the high expectations of the guests. My confidence increased and I came to like the job as I got to know the procedures better and got along with my coworkers.

The necessity of effective and transparent communication has been highlighted by my experience working in a variety of hospitality-related professions, including my placement at the Best Western Hotel. I've learned how to communicate clearly and listen intently to fully grasp and immediately address problems from my real-world contacts with visitors and colleagues.

Section 2: Critical Analysis of Work-Based Skills and Technical Knowledge

At the front desk, where I worked, it was essential to have good contact with customers and coordinate with different departments daily. To make sure visitors felt informed and welcomed, I made use of both verbal and nonverbal

communication techniques. Sometimes I felt a bit nervous because many guest was coming straight to me to ask me many questions and I felt a bit embarrassing because I didn't know to answer to all the question, but I said to them I'm a student and my colleague can help them better.

My ability to actively listen and respond to guest inquiries and concerns helped build rapport and trust. Clear communication with colleagues facilitated smooth operations, particularly during busy periods. Coordination of duties with maintenance, housekeeping, and other front desk employees required teamwork. Working together guaranteed efficient guest requests processing and on-time room rotations. I started to learn how to make check in and check out and using digital tools like Property Management Systems (PMS) and task lists helped manage workloads effectively. Setting daily priorities ensured critical tasks were completed on time.

There are both opportunities for growth and strengths when my technical knowledge and work-based abilities from my placement at the Best Western Hotel are critically analyzed. Effective communication, teamwork, and task management were crucial in delivering high-quality guest services, while proficiency in PMS, customer service techniques, and data analysis enhanced operational efficiency.

By focusing on continuous improvement through targeted training and practical application, I can further develop these skills and knowledge areas. This will improve my performance in upcoming employment and help me advance professionally in the hospitality sector.

Section 3: Reflection on Organizational Issues

Thinking back on my practice at Best Western Hotel, I counted several institutional problems that impacted efficiency at the front office and the overall guest experience. Some problems were with communication, staffing level and guest complaints.

I have noticed inadequate departmental communication, especially regarding the front desk and housekeeping and inadequate staffing during peak periods, leading to long wait times for guests and increased stress for employees.

At the beginning, these problems were frustrating because they interfered with the front desk's seamless function and lowered visitor pleasure. My empathy for my coworkers who were putting in a lot of effort despite these obstacles grew with time. I also have a great desire to find and suggest ways to make things better. At that time in my head, I made an action plan what i though will be beneficial to achieve a smooth transition. If i become a manager there the first thing what i want to change is communication. I was thinking of having short meetings in the morning with all the departments to listen to everybody, it will be beneficial to make the work easier. On second time to implement flexible staffing models that can adjust to varying demand levels, particularly during peak periods.

Another good idea is to conduct regular training sessions to keep staff updated on the latest hospitality standards and practices.

The hotel may improve guest experiences, staff happiness, and operational efficiency by addressing these issues. These comments have not only shed light on the difficulties encountered in the hotel industry, but they have also emphasized how crucial proactive and strategic management techniques are to the organization's success.

Section 4: Future Action Plan

My placement at the Best Western Hotel provided me with valuable experiences and insights that I used to create a future action plan that will address my areas of weakness in technical knowledge and work-based abilities. To support my career advancement in the hotel sector, this plan will help me improve my communication, teamwork, task management, personal skills, and guest services. It is in line with both my personal and professional development objectives.

Regarding the communication, doing my placement there, i didn't find much information about the Best Western Hotel Eastbourne and this made me think to promote this hotel on social media and also to encourage the guest to give us feedback. It is very important to attend workshops and seminars on advanced communication techniques, focusing on clarity, active listening, and non-verbal cues. I was thinking if I were the hotel manager I would set realistic goals and targets and regular reviews of completed tasks and workflows to identify areas for improvement and adjust strategies accordingly. For my personal development I would like to learn another language, like a French, and to try to find a job in event planner hotel management. Also, I would like to attend conferences and workshops, to learn how to be a good leader. I need to work with my weaknesses, i need to learn how to delegate tasks. I want to stay updated on industry trends and innovations to continuously improve and differentiate guest services. This proactive approach will ensure that I am well-prepared for the dynamic challenges of the hospitality industry and positioned for long-term career success.

Conclusion

Reflecting on my shadowing experience at the Best Western Hotel, I am reminded of how important it is to combine real-world experience with ongoing professional and personal development. My present competencies have been strengthened by the insights I've received, and they've also established a solid basis for my future career

goals in the hotel guest service sector. I am well-equipped to contribute to and succeed in the hospitality industry by putting a strong emphasis on communication, teamwork, task management, personal skills, and guest services, and coordinating these with continual professional growth.

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