



Component One:

What are the key skills required to work on the hotels front desk? 750 words (+/- 10%)

Contribution to Overall Module Assessment: 25%

Student No:	2210332
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Lecturer:	Kathryn Flynn

Introduction

The hospitality industry is a sector in which, the service industry, event planning, travel agency, tourism, hotels, restaurants food and drink services are available, and directly or indirectly economic activists depend on it. It is not only important for business but also important for economics, employees, and customers, because through this positive guest experience is created, which helps to maintain the company's reputation management, increase revenue and increase customer loyalty (Hammer, 2016). For example, UK-based TLH Leisure Resort, Empire Laundry London, Food Alert, etc., famous hospitality companies who are providing services to their customers in various ways. In this report, what kind of key skills required for working in hospitality companies will be discussed.

Key skills required to work on the hotel front desk

Hotel front desk job, responsible for greeting guests professionally in an efficient manner. Hotel front desk agent always provides hotel services through guest in and

out of their rooms, answers guest questions, process payments and distribute room keys (Bardi, 2011). Moreover, in terms of the responsibility of hotel front desk agents, employees online and offline reservations, registering guests by collecting necessary reservations, arranging VIP customers and event attendees like business events or wedding events also maintain updated records of payments and bookings. Of course, to fulfil these responsibilities, the front desk agent needs several skills - In this case, it is important to learn work through experience or training sessions for a hotel frontline job, because, through this, work experience is very important in similar roles and job-related work. As well as how to make hotel reservations for customers, it is important to know about using different software like RoomKeyPMS and Cloudbeds. Moreover, how to operate a travel planning website through TripAdvisor or booking, but one of the skills is to know customer service attitude about how to behave with customers (Guachalla, 2022). As a front desk job, employees have to communicate with customers constantly, so front desk agents must have excellent communication and organisational skills. Also in the front desk job, those who can get institutional degrees, it is easy to get a job in this sector and it works as a plus point skills. The skills mentioned above are important for the front desk job agent of a hotel because by using these skills, a hotel group can attract customers and become loyal customers by getting customers good service and recommending the hotel to others around their remains (Sisson and Adams, 2013). Even if there is no proper experience for a hotel desk job agent, receptionist, or similar role job, some skills are required so that employees can fulfil the company's customer target through their work. Also, if anyone can complete the skill requirement according to the hotel company, the company expresses interest in using this employee for the development of the company (Tesone, 2017).

Personal reflection of hotel front desk at Maldron Hotel Newcastle:

I worked as a front desk officer in the hospitality industry of Maldron Hotel Newcastle, where I was told about several skills from hotel recruitment: fluent communication with customers, how to manage customer service, teamwork, problem-solving, etc. Although I have communication and problem-solving skills, I got customer service and teamwork skills while working at Maldron Hotel, which I feel very excited about while learning. Because while providing customer service, I get the opportunity to

communicate with different types of people and understand their different needs, which makes it easy for me to serve them. Moreover, VIP guests get new experiences by registering, taking reservations, and arranging various wedding events or business event planning for VIP attendees. Important lessons are taught through work experience or training sessions for these skills because these skills are at the front desk (Solomon, 2018). Job-related work can be done. Moreover, in the case of hotels, front desk employees are kept for professionally and mannerly guest greetings, and for this, front desk officers have to be very decent, which is included in one of the skills. Front desk agent does various necessary work related to various queries of customers about hotel, rooms, and payment process in a decent manner (Sturman et al., 2011). Moreover, front desk agents need to know various information about the hotel they work in so that they can answer any kind of questions from customers and create good communication with them. Therefore, working in this hotel has created many different experiences, which will help me become more skilled in the future. It will be easy to achieve the company's goal by using my various skills and the skills of working at the hotel together.

Conclusion

In this journal, in the case of hotel front desk work, what kind of skills are needed, and what kind of experience is created for these other related jobs will be known about.

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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 a quick resolution of this scenario in the future?
1. Inform colleagues about the situation: Conduct a team meeting and provide a clear overview of the manager's absence and your responsibilities as the acting manager.	Assign specific tasks to each team member, ensuring coverage across all areas, such as front desk, housekeeping, and maintenance.	By promptly and transparently informing colleagues, they will understand their roles and feel empowered to perform their tasks effectively, ensuring a positive representation of the hotel to guests (Kasavana, 2013).	Make sure everyone is aware of their duties in the manager's absence by establishing a communication strategy with specified backup roles for distinct jobs.

2. Greet guests professionally: Provide training or refresher sessions to staff on professional and friendly guest greetings, emphasizing the importance of creating a positive first impression.	Implement a dress code policy to ensure the professional appearance of all staff members.	Consistent professional and friendly greetings will enhance guest satisfaction and contribute to a positive representation of the hotel (Sisson and Adams, 2013).	Find front desk employees who are interested in learning new skills and cross-training them so that they can meet and check in guests in the manager's absence.
3. Handle guest inquiries and requests: Create a comprehensive FAQ document or reference guide for common guest inquiries, including information on hotel amenities, local attractions, and services.	Implement a digital ticketing or tracking system to manage guest inquiries and requests efficiently (Guachalla, 2022). Through this, I will be able to better handle guests' inquiries timely.	By having readily available information and an organised system to address inquiries, guests will receive prompt and accurate responses, contributing to a positive representation of the hotel (Casado, 2014).	Make sure that even when the manager is not around, the system can track and allocate tasks to the appropriate staff members so that they may be resolved as quickly as possible by establishing a dedicated online platform or portal where guests can submit inquiries or requests.
4. Coordinate with other departments: Schedule regular meetings with department heads to discuss ongoing	Maintain open lines of communication with other departments through a dedicated communication	Effective coordination and communication with other departments will ensure seamless operations and	Create a cross-departmental training program to teach employees about the functions of other departments so that they can help out while the boss is absent. It

operations, special requests, and any potential issues.	channel or software (Fonseca, 2017).	enhance guest experiences (Kasavana, 2013).	will also increase leadership capabilities among the employees (Raske, 2017).
5. Monitor and address any issues: Conduct regular rounds and inspections of different areas to identify any maintenance or cleanliness issues.	Encourage staff to report any issues or concerns promptly, ensuring that a log is maintained to track and follow up on reported issues.	A problem-free operation and satisfied clientele are the results of constant vigilance and speedy problem-solving.	Create an electronic system for logging and monitoring problems in real-time so that any problems that arise may be dealt with quickly and effectively (Tewari, 2016).
6. Assist with administrative tasks: Provide training to staff on handling administrative duties, such as managing reservations, processing payments, and updating guest records.	Implement a centralized system or software for managing reservations, payments, and guest records to streamline administrative tasks (Hayes, 2022). It will help to automate tasks and will enhance efficiency.	By ensuring staff members are trained in administrative tasks and utilizing efficient systems, accuracy and efficiency in administrative duties will be maintained, positively impacting guest experiences (Guachalla, 2022).	Maintain and update the administrative procedures manual, which contains specific instructions and methods for performing a wide range of administrative duties. In the manager's absence, employees will be able to refer to this document for guidance, which will help keep administrative tasks moving along smoothly.
7. Continuously monitor guest feedback: Implement a system	Regularly review guest feedback and identify	By actively monitoring guest feedback, necessary	Assign a designated staff member or team responsible for monitoring

for collecting and analyzing guest feedback through surveys or online reviews.	areas for improvement or potential issues.	improvements can be made promptly, leading to enhanced guest satisfaction and a positive representation of the hotel.	guest feedback in real-time, promptly addressing any concerns or issues raised by guests, and taking necessary actions to ensure guest satisfaction (Casado, 2014).
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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)

Many things are needed to smoothly run a hotel's operation. First of all, a hotel's ability to run smoothly relies heavily on its property management system (PMS) (Casado, 2014). Reservations, guest profiles, room assignments, payments, and reports are just some of the hotel operations that may be managed with this programme. Integration, functionality, usability, and security are essential features in a PMS.

Integrating diverse parts of a hotel is important since it facilitates the free flow of information and communication among them. POS, online booking engines, revenue management systems, and guest feedback platforms are just some of the various technologies that a powerful PMS should be compatible with (Hayes, 2022). The guest experience is improved as a result of the integration's real-time updates, precise inventory control, and speedy service. PMS functionality is its features and capabilities. It should have a reservation, guest profile, room inventory, invoicing, housekeeping, and reporting functions. Advanced PMS features like mobile check-in/check-out, channel management, and automated guest communication can improve operations, efficiency, and guest happiness (Kasavana, 2013).

PMS usability is crucial. Hotel workers with different technological skills should find the system straightforward to use and navigate. A well-designed user interface and clear processes help workers learn the system fast and reduce errors (Solomon, 2019). Mobile access to the PMS lets workers give efficient service from wherever on the premises. Financial transactions, guest data, and hotel information must be secure. Data encryption, user access controls, and regular data backups should safeguard a PMS against cyber threats and unauthorised access (Sturman, Corgel and Verma,

2011). The Payment Card Industry Data Security Standard (PCI DSS) shows the system's commitment to data security and builds trust with guests and hotel management.

Element 2 – Hotel Reputation

The quality of a hotel's reputation is crucial to its ability to draw in customers, keep them coming back, and stay ahead of the competition. Guest contentment, internet reviews, service quality, and guest involvement are the four most important aspects of a hotel's reputation (Tesone, 2012).

Maintaining a good name depends on happy customers. High levels of customer satisfaction can only be maintained by the provision of first-rate service that goes above and beyond the norm and the production of unforgettable moments (Tewari, 2016). Hotels need to provide each client with individualised attention, a pleasant stay, and swift problem-solving. Hotels can learn how to better serve their customers by soliciting consistent feedback via guest surveys and post-stay reviews. Online reviews affect a hotel's reputation. Guests increasingly share their experiences on TripAdvisor, Google Reviews, and social media (Bardi, 2010). Online reviews, both positive and negative, can influence potential visitors' decisions. Hotels must monitor and respond to them. Timely and sincere responses show guest satisfaction and can offset negative criticism. Service quality determines the hotel's reputation. Guests expect great service from the start. Hotel workers should be trained in empathy, problem-solving, and customer service. Consistency, detail, and proactive visitor requirements drive return visits and referrals. Hotel reputation depends on guest engagement. Engaging guests throughout their stay and beyond builds loyalty and connection (Fonseca, 2017). Personalization, loyalty programmes, returning guest offers, and guest-centric events can achieve this. Hotels may stand out and build a great image by providing memorable experiences and emotional connections.

Element 3 - Communication

For a hotel to run smoothly, it is crucial that all staff members can clearly and consistently convey to one another and guests. Internal communication, guest communication, multilingual capabilities, and technological integration are four essential components to handle when addressing communication in a hotel context (Raske, 2017). It is impossible to have productive teamwork and smooth operations without good internal communication. Communicating effectively and promptly across teams and divisions is essential. Email, instant messaging, and regular employee meetings are just some of the channels and tools that hotels should implement for internal communication. Hotels can better coordinate daily operations, guest demands, and operational changes by encouraging open and honest communication among all staff members (Hammer, 2016).

Guest communication helps personalise and surpass expectations. To improve guest service, hotels should set up effective phone, email, and mobile message systems. To make guests feel valued and supported, swiftly address their questions, requests, and concerns (Raske, 2017). Communication personalization improves guest pleasure and reputation. Global hospitality requires multilingualism. Hotels host international guests. Multilingual employees or translation services can improve guest communication. Effective communication in the guest's preferred language not only makes interactions seamless but also makes them feel welcome and understood.

Today's communication relies on technology. Use property management systems with integrated guest messaging platforms or mobile apps to simplify guest-staff communication (Sturman, Corgel and Verma, 2011). Hotels may monitor and respond to guest feedback through guest feedback and review services. Technology improves hotel communication, response, and visitor engagement.

Element 4 - Staffing

Hotel guests' experiences, service quality, and general productivity are all directly influenced by the hotel's staffing practices (Hammer, 2016). Recruitment and selection, training and development, staff retention, and performance management are four crucial aspects of hotel staffing.

Building a competent and skilled team relies heavily on careful recruitment and selection. To fill their open positions with people who have the right set of skills, experience, and mentality, hotels need to use extensive recruitment efforts. Candidates' compatibility with the hotel's principles and service standards might be assessed through a series of interviews, tests, and reference checks. Hotels can only provide outstanding service if they hire the best employees. To ensure that employees are successful in their positions, training and development programmes are crucial (Raske, 2017). New hires should be given a thorough orientation to the hotel's norms and practices through an onboarding programme. Staff members who have access to ongoing training in technical and soft skills like communication and problem resolution are better able to satisfy guests' needs in a dynamic environment. Improvements in customer service are a direct result of higher employee morale and work satisfaction brought about by constant training and improvement (Hayes, 2022). Staff retention ensures a steady and seasoned workforce. Recognition, professional growth, and a nice work environment should be hotel employee engagement priorities. Hotels may reduce attrition, retain talent, and establish a service-oriented team by creating a supportive and inclusive environment (Solomon, 2019).

To conclude, Staff performance, feedback, and recognition require performance management. Clear performance goals and regular performance reviews help managers and workers communicate and improve. Hotels encourage staff to flourish by rewarding good work. So, these elements are needed to run a hotel's operation.

Word Count	1073
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