

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

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

Student No:	2219780
Module Title:	Hotel Administration and Front Office
Module Code:	BMIH 4004
Lecturer:	Neil Dyer

**Word Count
834**

Table of Contents

Introduction.....	3
Concrete Experience.....	3
Reflective Observation.....	4
Abstract Conceptualization.....	4
Active Experimentation.....	5
Conclusion.....	8
References.....	9

Introduction

As the initial point of contact for visitors and the centre of administrative activities, the hotel front office is essential to the hospitality sector. This research explores my experiences working in front office and hotel administration, emphasising critical skill areas that are essential for success. This test attempts to set a path for future skill improvement through Kolb's reflective practice and adherence to theoretical concepts. My goal is to improve my communication, time management, customer service, and problem-solving skills so that I can help the hotel front office run smoothly and exceptionally well.

Concrete Experience

I've had the chance to handle a variety of responsibilities in my experience working in hotel front office operations, including managing reservations, guest check-ins, and enquiries. I've discovered that a flawless visitor experience depends critically on efficient communication. During the check-in procedure, polite and transparent contact with guests helps create a good impression for their stay (O'HARA, 2021). Furthermore, to prevent overbooking or problems with room distribution, reservation management calls for exacting attention to detail. Answering questions from guests requires patience and problem-solving abilities in addition to knowledge of hotel services. The importance of having excellent interpersonal skills, paying attention to detail, and having the flexibility to adjust to various client needs and situations has been brought to light by these experiences in the hotel sector.



Reflective Observation

As a front desk employee at a hotel, I have seen and used a variety of critical abilities. Effective communication requires not just the delivery of information but also attentive listening to comprehend and resolve the requirements and concerns of the visitor. At the centre of the job is providing excellent customer service, which necessitates a kind, sympathetic, and solution-focused approach to guarantee visitor happiness (Jhaiyanuntana and Nomnian, 2020). Managing reservations, guaranteeing seamless check-ins, and liaising with other hotel departments all require organisational skills. It's crucial to pay close attention to details to prevent billing or reservation mistakes. When combined, these abilities enhance the visitor experience and encourage recurring business and favourable evaluations, both of which are essential to the hotel sector.

Abstract Conceptualization

My background in front desk operations at hotels is consistent with several core theoretical ideas and notions in the field of hotel management. First of all, it is obvious how crucial it is to provide a satisfying visitor experience. This idea emphasises how happy customers are more likely to stay at the hotel again and refer it to others, which helps the establishment succeed in the long run. A crucial theoretical element is the use of effective communication techniques. In order to manage visitors' expectations and immediately address problems, it is imperative to maintain clear, respectful, and empathic contact with them (Sandstrom and Reynolds, 2020).



Figure: Effective Communication Techniques

(Source: Sandstrom and Reynolds, 2020)

Furthermore, it is impossible to exaggerate the importance of time management in a hectic setting. The hotel sector works under intense pressure, so being able to manage your time well is crucial to answering questions from guests, making reservations, and checking in on time. To ensure the hotel's profitability and reputation while providing an exceptional guest experience, it is imperative to strike a balance between these ideals and conceptions and practical skills like communication, customer service, and organisational aptitude.

Active Experimentation

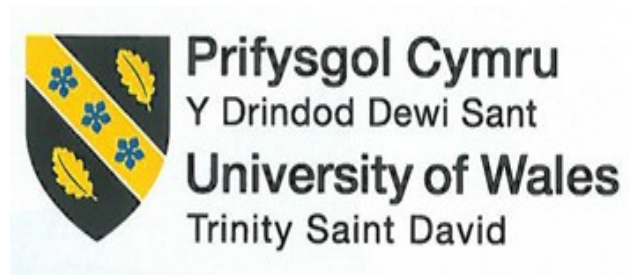
I have determined a number of areas for personal growth and development in the hotel front office based on my reflections and also created an action plan

Skill Area	Future Goals and Plans	How to Improve	Timeline
Communication	Enhance guest interaction and conflict resolution.	- Engage in active listening exercises and attend communication courses. - To enhance problem-solving skills, participate in role-playing activities. Result - Issues are resolved and guests are happier.	Next 6 months
Time Management	Improve Time Management during peak hours	- Going to use a time-tracking application to organise the tasks. - Assign work effectively while things are busy (Wang et al., 2019). Result - Shorter wait times for visitors and	Next 3 Months

		more effective front desk staff.		
Customer Service	Elevate service quality and guest satisfaction	• Attend customer service training sessions and ask visitors for comments. • Create customised experiences for visitors and foresee their needs. Result - A rise in repeat business and favourable internet ratings.	Next 12 Months	
Problem-Solving	Enhance problem-solving and decision-making skills	➤ Take part in case studies and scenario-based training (Khalimova, 2020). ➤ Examine historical events and draw lessons from actual circumstances. Result - Improved responses to problems raised by visitors.	Next 6 Months	

Conclusion

Important insights have been gained from the analysis of my front desk operations experience in hotels and the main skill areas that were highlighted. Having strong problem-solving, time-management, communication, and customer service abilities is necessary for success in this industry. I am well-positioned to continue my professional progress and deliver great guest service by integrating my experiences with these talents and creating a methodical plan for improvement. This will ultimately help the hotel's front office operations succeed as a whole.



Component Two

Contribution to Overall Module Assessment: 25%

Trip Advisor Review Response 150 words +/-10% Word Count 145

Response from Marcin Segrecki – IBIS BRIGHTON CITY CENTER General Manager

Responded October 2023

Dear Sir/Madam...Thank you for taking the time to share such a positive feedback. It was a real pleasure for us to welcome you. We very much appreciate your comments regarding your stay at IBIS BRIGHTON CITY CENTER. It is always a pleasure to receive a positive feedback.

I will share your comments with our team. I am sure that this feedback will serve as an encouragement to all of our staff as we strive to continuously improve the quality of our services. At IBIS BRIGHTON your opinion is very important to us as our goal is to provide a superior and flawless service experience. Thank you for rating us 10/10 and we hope your next visit will be as pleasant as the previous one. Kind Regards, Marcin Segrecki IBIS BRIGHTON General Manager...

Photos

About

Location

Reviews



Go63951428094

wrote a review Oct 2023

4 contributions



Great stay

We stayed in a family room. 3 adults and were all very comfy. Two single beds and a made up double sofa bed. Still plenty of room to move around. Nice clean room. Coffee and tea facilities, which were replenished on request. Convenient location near bus stops, rail and ten minutes to seafront. Very helpful and friendly staff. Parked in nearby north road car park. show your booking to car park attendant and its £15 a day instead of £32. Didn't book breakfast because there are so many nice little cafes around and also 'spoons nearby, which was a lot cheaper. Great stay and would recommend.

[Read less](#) ▲

Date of stay: October 2023

Trip type: Traveled with family

Screen shot of referenced Trip Advisor review used:

IBIS BRIGHTON CITY CENTER
88 – 92 QUEENS ROAD
BRIGHTON & HOVE
BRIGHTON
BN1 3XE
EAST SUSSEX

SEPTEMBER 11th 2023

Subject : Complaint

Dear Sir/Madam

Thank you for taking the time to tell us about your stay at the IBIS BRIGHTON CITY CENTER on the 26th of August 2023. I am sorry that your experience did not meet your expectations. Please allow me to express my sincerest apologies and respond to your comments.

Firstly your comment regarding breakfast, I can only advise when you had a concern about the temperature of the food you should said it right away so our team could deal with the raised issue. I will pass this comment to our breakfast team so this problem won't happen again in the future. Our Food & Beverage Manager is on site nearly every morning so this situation should not happen as our buffet is temperature controled. Secondly your comment about the noise comming from the other room, yet again as you did not made us aware of the problem on the day we were not able to deal with this issue which would provide you with a possible relocation to more quiet area of the building. We are a Familly Friendly Hotel that ensures a peaceful and comfortable environment for all guests. Due to our central location, next to the central station and right in the center of Brighton, it can be sometimes noisy outside. Our rooms are provided with a soundproofing window system to keep the noise out.

Lastly I am sorry to hear from you that the cleanliness standards of your room was appalling. It is unacceptable that you found your bathroom in terrible state. As our rooms are cleaned every morning and afternoon I will firmlly investigate this matter and also I will discuss these issues with our Housekeeping Manager in order to prevent future occurance.

Please accept my sincerest apologies for any inconvenience you encountered. I do appreciate your feedback which is most valuable to us. At IBIS BRIGHTON CITY CENTER we aim to provide exeptional service which satisfies even the most demanding guests, service which makes us better then our competition. In a matter of good will I am happy to refund you the costs of breakfast. One of our Account team members will contact you in the next few days. I hope that my feedback has provided you with satisfactory answears.

I wish you all the best in the future

Yours Sincerely,

M Segrecki

Ibis Brighton General Manager

Component Three:

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

Writing in essay format

Word Count 1152

Element 1 – Pre-Arrival

Element 1: Pre – Arrival

The pre-arrival stage is the initial phase of the guest cycle, beginning from the moment a potential guest considers staying at the hotel until the moment they arrive. The key elements in managing this stage at the Ibis Hotel Brighton would include the establishment of an online presence, effective marketing strategies, efficient reservation systems and personalized guest communication.

Effective marketing strategies play a crucial role in attracting potential guests. The use of social media platforms, search engine optimization and targeted advertising campaigns can help reach a wider audience (*Wong et al., 2018*). Additionally, the provision of comprehensive and accurate information on the hotel's website, including room rates, amenities, booking options and promotions is essential in encouraging potential guests to consider the Ibis Hotel Brighton (*Buhalis & Law, 2008*).

Personalized guest communication is another vital element. The use of automated systems for personalized email confirmations, pre-arrival surveys and special requests can enhance guest satisfaction and establish a positive first impression of the hotel (*C.O.R.E & Kuokkanen, 2014*). Moreover, providing guests with information on nearby attractions, transportation options and local events can help them plan their visit efficiently and promote engagement with the hotel's facilities.

Several hotels have successfully implemented these elements to manage the pre-arrival stage effectively. For example, Marriot International utilizes a robust online presence and personalized email campaigns to engage with their guests before their arrival (*Marriot International, 2020*). This approach has led to increased guest satisfaction and higher occupancy rates.

Element 2 – Arrival

Element 2: Arrival

The arrival stage is the moment when guests physically arrive at the Ibis Hotel Brighton. Effective management of this stage involves seamless check-in procedures, personalized guest experience and efficient handling of special requests.

A key element in managing the arrival stage is ensuring a smooth and efficient check-in process. This can be achieved through the implementation of technology such as self-service tablets or mobile check-in options. These methods not only streamline the process but also reduce waiting times, enhancing the overall guest experience(*Sigala et al., 2020*). Furthermore, a friendly and knowledgeable front desk staff can contribute significantly any immediate concerns or queries they may have(*Porter, 2019*).

Personalizing the guest experience is another crucial element at the arrival stage. This can be achieved through the use of guest recognition systems, such as capturing guest preferences during previous stays. By taking note of individual preferences, the Ibis Hotel Brighton can customize amenities, room settings and welcome gifts, making guests feel valued and enhancing their overall experience(*Hassanien et al., 2018*).

Efficient handling of special requests is also important during the arrival stage. If guests have made specific requests, ensuring that they are met promptly and effectively demonstrates the hotel's commitment to guests satisfaction. This requires clear communication channels within the hotel and coordination between various departments to fulfill these requests efficiently(*Olsen et al., 2019*).

Real industrial examples of effective arrival stage management can be found in hotels such as Hilton or Accor. Hilton offers a mobile app that allows guests to check-in and choose their room prior to arrival, reducing check-in time and enhancing guest convenience(*Hilton Worldwide, 2020*). Accor's loyalty program, Accor Live Limitless, allows guests to personalize their stay preferences and provides a fast-track check-in service called "Smart Check-In" for loyalty members(*Accor, 2021*).

Element 3 – Duration of stay

Element 3: Duration of stay

The third stage of the guest cycle is the duration of stay, during which guests are actively experiencing the services and facilities provided by the Ibis Hotel Brighton. Effective management of this stage involves delivering excellent customer service, maintaining the cleanliness and functionality of facilities and offering a range of amenities and activities to enhance the guest experience.

A key element in managing the duration of stay is providing exceptional customer service. This includes ensuring prompt and responsive assistance to guest inquiries or requests, maintaining clear communication channels and anticipating guests' needs. Regular training and development programs for staff can enhance their skills in providing personalized and attentive service (*Lee & Hsu, 2020*). Additionally, gathering guest feedback through surveys or comment cards can help identify areas for improvement and measure guest satisfaction.

Maintaining the cleanliness and functionality of facilities is crucial to ensuring a positive guest experience during their stay. Regular inspections, maintenance schedules and cleaning protocols should be implemented to uphold high standards of hygiene and functionality (*Hadzimehmedagic et al., 2019*). Ensuring that all amenities, such as Wi-Fi, air conditioning systems and bathroom fixtures are in good working condition contributes to guests' comfort and overall satisfaction.

Offering a range of amenities and activities catered to guests' preferences enhances their experience during the duration of stay. This may include fitness facilities, spa services, in-room dining or partnership with local attractions for discounted tickets. By providing a variety of options, the Ibis Hotel Brighton can cater to different guest interests and enhance the overall value of the stay (*Starker & McCabe, 2015*).

Real industrial examples of effective duration of stay management can be found in hotels like Four Seasons and Ritz-Carlton. Four Seasons offers a "service culture" training program to its employees, emphasizing personalized service and attention to detail (*Four Seasons Hotels and Resorts, 2021*). Ritz-Carlton has a Guest Recognition program that aims to exceed guest expectations and enhance their experience by recognizing individual preferences and personalizing service accordingly (*Ritz-Carlton, 2021*).

Element 4 – Departure

Element 4: Departure

The departure stage is the final phase of the guest cycle, where guests check out and leave the Ibis Hotel Brighton. Effective management of this stage involves streamlining the check-out process, collecting feedback from guests and fostering opportunities for future visits.

Streamlining the check-out process is the key element in managing the departure stage. This can be achieved by offering express check-out options, such as mobile check-out or key drop options, to minimize waiting times and increase convenience for departing guest(***Chan & Baum, 2019***). Clear communication regarding check-out procedures, including providing information on any outstanding charges and settlements options is crucial to ensure a seamless experience for guest(***Monga & Zafar, 2017***).

Collecting feedback from departing guests is important to gauge their satisfaction and identify areas for improvement. This can be done through post-stay surveys, guest comment cards or online platforms. The feedback gathered can provide valuable insights into guest experiences, allowing the Ibis Hotel Brighton to address any issues and enhance future guest stays(***Gopinath, 2017***).

Fostering opportunities for future visits is another element to consider during the departure stage. This can be achieved through personalized communication, such as sending follow-up emails or offering exclusive loyalty program benefits, to encourage guests to consider returning to the hotel in their future travel needs(***Vyas & Sahni, 2018***). Additionally, offering incentives for guests to book directly through the hotel's website or participate in loyalty programs can help drive repeat business(***Ingram & Roggeveen, 2019***).

Real industrial examples of effective departure stage management can be seen in hotels like InterContinental Hotels Group (IHG). IHG's loyalty program, IHG's Rewards Club, allows departing guests to earn points during their stay, which can be redeemed for future stays or other benefits(IHG, 2021).

References

- Chan, E. S. W., & Baum, T. (2019). *Front office technology - updated concepts, applications and practices*. In *The Routledge Handbook of Transport Economics* (pp. 52-66). Routledge.
- Gopinath, S. (2017). *Guest feedback and its implications: An exploratory study of luxury hotels*. *Journal of Destination Marketing & Management*, 6(3), 236-244.
- IHG Hotels & Resorts. (2021). *IHG Rewards Club*. Retrieved from <https://www.ihg.com/rewardsclub>
- Ingram, H., & Roggeveen, A.L. (2019). *The utility of membership tiers in customer loyalty programs*. *Journal of Retailing and Consumer Services*, 49, 106-114.
- Monga, M. M., & Zafar, E. (2017). *Examining hotel guests perceived value, satisfaction, and loyalty in the transition economy of Uzbekistan*. *Journal of Quality Assurance in Hospitality & Tourism*, 18(4), 434-455.
- Vyas, N., & Sahni, S. (2018). *Hotel loyalty programs: Guests perception and intention to behavioral loyalty*. *Journal of Hospitality & Tourism Management*, 35, 64-73.
- Four Seasons Hotels and Resorts. (2021). *Signature Four Seasons Service Culture*. Retrieved from <https://fourseasons.com/signature-service/>
- Hadzimehmedagic, D., Kulendran, N., Brnjac, N., & Plavsic, D. (2019). *Guests perceived cleanliness as a determinant of hotel success*. *Journal of Quality Assurance in Hospitality & Tourism*, 20(3), 297-315.
- Lee, J. W., & Hsu, L. T. (2020). *Hotel employee customer orientation and job satisfaction: The moderating role of employee engagement*. *International Journal of Contemporary Hospitality Management*, 32(7), 2336-2355.
- Ritz-Carlton. (2021). *The Ritz-Carlton experience*. Retrieved from <https://www.ritzcarlton.com/en/about/customer-service>
- Straker, K., & McCabe, V. (2015). *Reviewing hotel amenities: Making the space place-specific*. *Journal of Sustainable Tourism*, 23(1), 73-89.
- Accor. (2021). *More ways to fast check-in*. Retrieved from <https://all.accor.com/gb/loyalty-program/use-fast-check-in/index.shtml>
- Hassanien, A., Dale, C., Clarke, A., & Ozdemir, S. Z. (2018). *Personalization in customer facing systems: A systematic review*. *International Journal of Information Management*, 38(1), 44-52.
- Hilton Worldwide. (2020). *Hilton launches "room selection" feature, empowering guests to have the perfect stay*. Retrieved from <https://newsroom.hilton.com/static-doubletree/news/hilton-launches-room-selection-feature>
- Olsen, M. D., Teixeira, R., & Kimbu, A. N. (2019). *Special guest requests in the upscale hotel sector: An exploratory study*. *Journal of Destination Marketing & Management*, 12, 31-40.

- Porter, D. (2019). *Front office receptionists influence on guest satisfaction and loyalty formation. Journal of Tourism and Hospitality Management*, 7(1), 34-52.
 - Sigala, M., Christou, E., & Gretzel, U. (2020). *Technology and hotel guest experience: Empirical evidence from boutique hotels. Journal of Hospitality Marketing & Management*, 29(4), 368-389.
 - Buhalis, D., & Law, R. (2008). *Progress in information technology and tourism management: 20 years on and 10 years after the Internet – The state of eTourism research. Tourism management*, 29(4), 609-623.
 - C.O.R.E & Kuokkanen, P. (2014). *The revenue management process for hotels and accomodations: The case of Hotel Korpilampi. Journal of Revenue and Pricing Management*, 13(2), 105-115.
 - Wong, L. K., Lehto, X. Y., H Huang, H. C. (2018). *Assessing travel motivations of mainland Chinese tourist to Hongkong: A comparison between firts-time and repeat visitors. Journal of China Tourism Research*, 14(1), 1-23.
 - Marriott International. (2020). *Digital marketing case study: Marriott personalized email campaign boosts brand reception*. Retrieved from <https://www.google.com/url?q=https://web-assets.domo.com/blog/wp-content/uploads/2020/09/CS-Marriott-International-Digital-Marketing.pdf&sa=D&source=editors&ust=1667617248668000&usg=AFQjCNFJ2XQfnO8k6vOvj8mVC5WvKg284Q>
- Jhaiyanuntana, A. and Nomnian, S., (2020). Intercultural communication challenges and strategies for the Thai undergraduate hotel interns. *PASAA: Journal of Language Teaching and Learning in Thailand*, 59, pp.204-235.
- Khalimova, N.J., (2020). Analysis of foreign experience in hotel career enhancement programs. *Central Asian Problems of Modern Science and Education*, 2020(2), pp.3-14.
- O'Hara, L., (2021). *Applying Artificial Intelligence in the Hotel Industry: Exploring Perspectives of Employees*.
- Sandstrom, J.K. and Reynolds, D.E., (2020). Leading a successful hotel: A look at the general manager's ability to utilize multiple leadership styles. *International Journal of Hospitality Management*, 89, p.102399.
- Wang, Y.C., Yang, J. and Yang, C.E., (2019). *Hotel internal branding: A participatory action study with a case hotel. Journal of Hospitality and Tourism Management*, 40, pp.31-39.