

TITLE: REFLECTION PORTFOLIO

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Writingxperts Sample

Reflection Portfolio

I visited a 3-star hotel named Cliftonville Hotel, situated amidst the western outskirts of Cromer in the United Kingdom. I was elated by their warm greetings. Through this reflection portfolio I will try to reflect upon hotel business using management theories, concepts and business performance tools to measure, review and evaluate the essential issues in hospitality industry and try to reflect about what I have learned from the theoretical as well as practical elements taught to me during the lectures in weeks.

In week 2, we were introduced to a 3-star hotel named the Cliftonville Hotel, situated amidst the western outskirts of Cromer in the United Kingdom (Cliftonvillehotel.co.uk). Every hotel requires a predefined organizational structure that enables them to carry out all the daily viable hospitality operations. And what enticed me more is the categorical responsibilities of the different departments in the hotel especially the front office management. The prospective role of front office personnel is of utmost significance. I found that they got to deal with a plethora of responsibilities. These include desk services, laundry, reservations and bookings, concierge, payments, telephonic communications, and finally housekeeping services. Their continued activities have taught me to categorically do multi-tasking effectively. The front office of any hospitality business is where the guests arrive initially and are greeted. My first visit made me acknowledge their warm greetings even more. Starting from their respective registrations to room assignment to bill clearance and finally check out, everything was methodically coordinated by the front office team. I also observed their actions upon encountering an emergency. Now, when it comes to front office communication, healthy and cordial interaction is highly solicited as it fosters a deep sense of mutual trust and cooperation among the guests as well as the management body. My personal experience stood out because I received all the amenities before inquiring. Their communication with peers and also the subordinates is very clear and transparent. Hence, I learned to bestow communication with positivity, warmth, and congeniality. In this regard, Douglas's management theory of motivation is mention-worthy (Pugh & Subramony, 2016). Its application is a critical managerial challenge for every front office management. It guided me with the opportunity to categorically understand the basic hospitality behaviors and how to deal with varied departmental activities. In my experience, I found them to sort out and provide us, the guests with the updated status of the discount offers and other coupon-based settlements as well.

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In week 3, we were introduced to the varied aspects of the Reservation department of the hotel corresponding to their role and purpose. They handle all the basic reservation-related accommodation requests with the guests and consistently monitor the reservation and room status. Their choicest activities made me reflect on my personal experiences too. I learned that the intended role of this department is not just restricted to making guest reservations; I have observed them documenting the records of the occupancy list. This automatically assists the sales and marketing group to strategize the necessary planning wherever required. As guests, we received the finest of reservation facilities and comfort from the hotel. They accepted my reservation and cohesively explained to me all about the room revenues. So when I made this for a specified period, I expected them to honor my request and bestow their commitment. My experience was immensely good upon finding reality to my expectations from this hotel. I experienced the sudden arrival of a female to the hotel owing to some emergencies. Despite being full, the reservation department readily accommodated her without being inconsiderate. This showed that they inculcate accommodating culture in their hospitality business to progressively ameliorate the guest experience so that through visitors their reputation is disseminated all across the country. My experience also enabled me to be professionally more accommodating and generous. In this regard, the management theories of human relations deserve specific mention. It enables humans to subsequently be a part of a warm and supportive unit that promotes eventual growth (Mavin & Grandy, 2016). If I as a visitor receive attention, I would categorically perceive and be motivated to re-visit the place resulting in sharing positive reviews and contributing towards their better revenue generation.

Thus, in my conclusion, any hotel's reservation department is a pivotal part that the higher officials and management team should consider improving.

In the fourth week, we were taught a new concept of hotel management called the guest cycle. This makes me elucidate my personal learning as a guest. The guest cycle typically possesses a wide variety of stages. It initiates from the pre-arrival, followed by arrival, stay, and occupancy, and ends with the final departure. It categorically represents a viable approach to the designated front office functions. I realized that one of the most prudent tasks pertaining to this is guest services and their corresponding accounting. I understood that the front office personnel is very well aware of such guest service-related responsibilities at all

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stages of their stay. From the hotel's perspective, I found that the concerned individuals harbored a clear comprehension of the business flow of the hotel. My personal decision of having this hotel reserved was affected by customer reviews and also the way they communicated over the phone. I also collected various details while staying that helped me to methodically learn and imbibe patience and people management. Their greeting practices enhanced my positive grounding about the hotel and I was specifically amazed by their prompt service when I expressed my intent for a room alteration in odd hours owing to weak internet connectivity. This was not an anticipatory service but I learned to be professionally co-operative through this experience. During my stay, they were consistent in monitoring the daily necessities timely. Even more, interestingly, they were in need of my feedback. It accounts for the Administrative management principle wherein through the well-defined forecasting, strategies, and control of the management, a business can categorically flourish and establish its stern foothold very soon (De Camargo Fiorini et al., 2018). I experienced the same where the hotel management keeps maintaining the relevant services orderly to the core value of ameliorating the guest experiences. Finally, during my exit, they bid a congenial goodbye and additionally encourage me to have a revisit soon.

In week 5, I was privileged to have substantial experience in the hotel as a satisfied guest. The guest experience categorically strengthens or diminishes a hotel's brand reputation (Li et al., 2019). I experienced their outstanding team functionality from the individual groundings I developed during my short stay. I realized that the accommodation providers were innovating their services and modulating them every day. Eventually, my experiences strengthened when I found them taking practical initiatives to engage us prior to the arrival. They were in regular contact through email campaigns. This created an enormous experience right from its inception. I was also elated to find their online presence every time I tried to specifically reach them for any minute queries. Additionally, I found complimentary 24/7 beverage services on each floor which is not so likely. I even got to experience alternative accommodations when needed. Secondly, their upgraded amenities successively impressed me. My alternative room was updated with modern standards and I never faced any delay related to receiving housekeeping services. Therefore, in my novice opinion, assembling business structures that are fundamental to refining guest experience should be implemented in any hotel business architecture. In this regard, once again the human relations based management principle is solicited; where progressive outcomes occur through repeated

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diligence and generosity (Mavin & Grandy, 2016) I experience the sudden happenings in the hotel at rush hours and also observed the steady involvement of each responsible individual and the potent ways they adopted. This not just impressed my personal experiences but also assisted me in imparting the same professional generosity to the near ones. I felt the minimum necessary to be consistently helpful and learn from any unprecedented intricate situations. This analysis helped me clear the earlier doubts I bleared on sound guest and/or customer experiences from the hospitality industries.

In the 6th week, I got well acquainted with the conceptualization of housekeeping management. As a novice learner, I got well-versed with their job description, core responsibilities, and basic requirements. Any hotelier must implement effective housekeeping management strategies to improve guest grounding. I found them to categorically comply with cleanliness standards and hygiene. Hotels that are untidy and shabby looking become unappealing in terms of aesthetics. The hotel I visited presented a substantial aesthetics where each room I checked were in proper order. This ameliorated my previous broken understanding of the vivid roles of the housekeeping personnel. I also realized that their activities do not limit within the cleanliness boundaries of the hotel but they are chiefly responsible for training new staff and preparing staff schedules. They are always engaged in coordinating the needs of housekeeping stuff for the incoming guests and more. I found all the housekeeping members with a minimum of diploma certificates; hence I realized this hotel prioritized education requirements as well. I found many members being promoted as a supervisor in the department. The cooperative housekeeping management of the mentioned hotel prepares rota biweekly so that no one is unethically burdened with excessive duty hours. In this context, Taylor's theory of Scientific Management is of great relevance. This principle centers on staff productivity and how effectively it can be maximized (Dahlgaard-Park, Reyes & Chen, 2018). I was introduced to this notion and could subsequently relate this to the standardization of the hotel's housekeeping management. I noticed for beginners, the team superiors allocate individual training sessions so that personal care and time could be invested to sequentially train the novice employee the most effective way to get a given task done. Such practices promote customer satisfaction and increase the eminence of the hotel. Thus, in conclusion, I would mention and emphasize the relevance of the housekeeping department and how well a hotel can strategize their responsibilities to strengthen guest experiences.

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In week 7, we were made acquainted with one of the most predominant parameters of hotel service delivery that is communication. This concept made me reflect on my individual experience where I observed how clear professional communication drives the smooth business operations of the hotel. I noticed their effective capability of communicating with the guests, fellow colleagues, and the workers. I learned that even on today's date where people rely more on electronic communication, the significance of verbal communication abilities must be well-executed especially in the hospitality industry. I experienced that such compelling skills are realistically beneficial. Their cordial professional communication increases guest experiences because they convey that we as guests are being listened to and given attention to. All of us were dazzled with their clear communications throughout our stay. What intrigued me more was not just their communication with us and how uniformly they communication and regulate business operations with all the other department staff. Interestingly, those staff with weaker English were not belittled; a senior supervisor was guiding along to ensure his thoughts are being categorically conveyed. This made me learn more about being supportive of my peers. The departmental head however encountered some challenges with collateral reports not being cohesively documented by a few junior workers. So, they immediately announced a staff training session. As a learner, I expressed my intent to attend this and I learned the professional means to deal with intricate guest complaints and more importantly how well to document menus, reception bills, reports, and other paperwork. I realized the relevance of periodic training. This enabled me to associate these practices with the Principle Communication theory by Shannon and Weaver (Van Ruler, 2018). From a common contact source, communication is disseminated across and executed in an accurate direction. Also, I learned that successful professional communication is effectively a dual-process. It requires higher management to methodically listen to the respective viewpoints of the staff. And I understood the concept of weekly feedback sessions that work as the pivotal means of hearing from the junior workers.

In Week 8, I came across a novel concept that I never explored earlier. Among the various hotel services, the job responsibility of a night auditor is significantly prioritized for a plethora of reasons. Their predominant operation is to categorically track the accounting records. They help the guests with all of their overnight requirements and balance the whole day's accounting details from the earlier shift. I noticed their steady involvement in tracing the respective charges as assigned in the hotel's different departments. I found the concerned

person printing and reserving all the files for the upcoming business day. Another interesting concept I was introduced to be the business process updates through property management software. I found them reconciling all the processed invoices and thoroughly preparing the departmental paychecks. The night audit personnel provided us with excellent guest services and also ensured the front desk accounting operations going steadily. Hence, every hotelier must categorically implement an effective night auditing service to ensure better customer satisfaction. I also learned that a potent night auditor harbors immense mathematical skills beyond their abilities to possess stern customer service expertise. I experienced some discrepancies with my room bill; as an efficient night auditor, the concerned individual summarized me with all the minute details of the operations management. Despite his rush hours, he took considerable time explaining the breakdowns of the bill and verified each with his documented record as well as computerized information. These made the convoluted calculations much more comprehensive. I collated this new concept with the management principles of human relations. Having accommodating people help in stimulating the overall business growth (Lindebaum, 2016). Thus, I conclude that the night audit responsibility is an effective parameter that every hospitality business should consider implementing.

In **Week 9**, I subsequently learned one of the preliminary parameters of hotel service delivery, which is **guest safety**. This can emphasize my experience pertaining to the hotel's safety services. The hotel had well-lit lobby areas, staircases, and elevators to ensure visitor's safety. I also found valet based parking lots so that females do not bear the compulsion to visit that area. Each room was laces very close to the lifts. I noticed adequate safety lockers in each room as well. What enticed me was the fact that each transaction was getting recorded immediately and the guests were instantly provided with the distinct token against receipt. A supervisor was intensely monitoring the activities at all times. This ensures a cross-verification as well (Birinci, Berezina & Cobanoglu, 2018). Each floor was specifically assigned with two individuals even at night to ensure the safety of each visitor. Every floor and corridors had closed cameras to categorically capture the on-going activities. This helps to monitor thefts and malicious doings inside the premises. Hence, I found their internal guest safety to be very stern. Even the poolside was properly fenced and the serviceman was placed at the respective entrance to limit unwanted entries. I learned that it requires the management to categorically screen and appoint effective staff to inspect and have a stern vigilance of

these activities. Thus, I conclude that it is of utmost importance to implant a safe domain to protect the guests as well their physical belongings to polish guest experience.

Another area our focus was especially drawn to was **risk management**. From my experience, I comprehended that there are multifaceted risks in the hotel business and at each level, they are viably identified through multiple aspects. In my experience, risks are identified owing to a series of prospective incidents that range from customer audits to self-assessment. This hotel categorically implemented a long-term management strategy to modulate and limit its risks to ameliorate guest experiences. However, I realized these goals are strategically aligned and bestow in distinct aspects. All these coherently maintain and refine the hotel's reputation. They construct a risk profile and implement management standards into the same. This includes the pertinent areas of report reviews, operational control, risk financing, safety framework analysis, and others. They have imbibed a cordial culture that offers more resilience to any unexpected or unwanted risks. In both safety and risk management tactics, Fayol's administrative management theory is relatable. I realized the relevance of the management to maintain an orderly facility so that teamwork and guest experiences are simultaneously promoted (Voxted, 2017). From the training agenda I attended, I summarized some of its key messages. I experienced how to seek for the most viable risks through quality audits and intelligence accumulation. They discuss all of the prominent issues in their monthly action safety meetings. People are provided with the liberty to disseminate their viewpoints. Which risk is to be instantly prioritized and which to be escalated further depends on the managerial verdicts.

In Week 10, I successively experienced and acquired abundant knowledge on cost controlling in the hospitality business. There are multifaceted opportunities for any hotel to cost controlling to run their management architecture with ease. This hotel hired expert candidates in their finance division who can comprehend the changes related to the market valuation. This assists the hotel management in saving considerable taxes. I realized it helps more when the property has not been specifically appraised for a prolonged period. Also, on their core revenue side, one can maximize their profit by bestowing the bottom line flow through all across uniformly. From a session, I learned how hoteliers can progressively execute better initiatives for controlling viable costs. This enhanced my satisfaction and experience of this new conceptualization as a first time visitor. Additionally, this management aspect taught me

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how to take successive care of the accounting details. There are categorically three segregated layers including direct expenses, overhead cost margins, and labor charges. Furthermore, I realized that the initiation needs to have a detailed model that can slowly flex and progress with demands and occupancy. But it becomes ambiguous if the hotel management reluctantly implements this. The Douglas management motivation theory is relatable as it generates cross-training and prodigious management which is visibly crucial to facilitate enormous cost control (Pugh & Subramony, 2016). The finance employees can actively inculcate this strategy during the peak periods which would result in more productivity during the sluggish period. This is categorically one of the most crucial departments because it frequently offers numerous contacts with a broad range of potential customers like us.

Therefore, from this notion, I learned that to enhance revenue generation and investment returns, hoteliers must implant cost controlling strategies to effectively operate even during acute emergencies and intricacies.

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