AIM University Group

ASSIGNMENT BRIEF

LEARNING OUTCOME 2:

Demonstrate practical skills in managing various aspects of hotel operations, such as front office operations, housekeeping, food and beverage service, and guest services.
Apply these skills effectively in real-world hotel settings.

Assignment Instructions

Students are required to read and analyze the provided case studies. They will then answer questions and propose solutions based on their understanding and skills acquired from the course. Each case study will focus on different operational challenges within a hotel environment.

You must use the same structure given to you in the guidelines below on page 5.

Case Study 1: Front Desk Operations

Scenario:

The Oceanview Hotel has been experiencing high guest dissatisfaction due to long wait times during check-in and check-out. Many guests have complained about the inefficient front desk operations, leading to negative reviews online.

Question 1:

Discuss the key issues contributing to long wait times at the front desk of Oceanview Hotel. Evaluate how these issues affect guest satisfaction and hotel operations.

Essay Prompt:

Write an essay analyzing the factors that contribute to long wait times at the front desk of Oceanview Hotel. Discuss how these issues impact guest satisfaction and overall hotel operations. Provide detailed solutions to improve front desk efficiency, including the role of technology and staff training.

Question 2:

Evaluate the potential benefits and challenges of implementing mobile check-in technology at Oceanview Hotel. How can this technology improve front desk operations and enhance the guest experience?

Essay Prompt:

Discuss the potential benefits and challenges associated with implementing mobile check-in technology at Oceanview Hotel. Analyze how this technology can streamline front desk operations, reduce wait times, and enhance the guest experience. Support your arguments with examples and case studies from other hotels that have successfully implemented similar technology.

Case Study 2: IT and Property Management Systems

Scenario:

The Seaside Resort recently implemented a new Property Management System (PMS) to streamline operations. However, the staff has struggled to adapt to the new system, leading to frequent errors in reservations and billing, causing guest dissatisfaction.

3. **Question:**

   o Examine the primary challenges faced by the staff at Seaside Resort with the new Property Management System (PMS). Propose a comprehensive training program to help staff become proficient in using the PMS.

Essay Prompt: Analyze the main challenges that the staff at Seaside Resort are experiencing with the new Property Management System (PMS). Develop a detailed training program to address these challenges and ensure staff proficiency. Discuss the benefits of an integrated PMS for hotel operations and how to measure the success of its implementation.

Case Study 3: Housekeeping Management

Scenario:

The Downtown Hotel has received complaints about the cleanliness of guest rooms and public areas. The housekeeping department is understaffed, and the current cleaning schedules are not meeting the hotel's standards.

Question 4:

Analyze the factors contributing to cleanliness issues at the Downtown Hotel. Propose solutions to address these issues, focusing on staffing, cleaning schedules, and room inspections.

Essay Prompt:

Examine the factors leading to cleanliness issues at the Downtown Hotel. Propose comprehensive solutions to address these problems, including strategies to improve staffing levels, optimize cleaning schedules, and implement effective room inspections. Discuss the importance of maintaining high cleanliness standards and their impact on guest satisfaction.

Case Study 4: Restaurant Operations

Scenario:

The Mountain Lodge Hotel's restaurant has been facing operational challenges, including inconsistent service quality, long wait times for food, and frequent order errors. Guests have expressed their dissatisfaction through negative reviews.

Question 5:

Identify the key operational challenges affecting the service quality at Mountain Lodge Hotel's restaurant. Propose strategies to improve service efficiency and consistency, including the use of technology and staff training.

Essay Prompt:

Discuss the key operational challenges impacting service quality at Mountain Lodge Hotel's restaurant. Propose detailed strategies to enhance service efficiency and consistency, focusing on the implementation of technology, such as order management systems, and comprehensive staff training programs. Analyze how these improvements can lead to increased guest satisfaction and positive reviews.

Case Study 5: Guest Service Training

Scenario:

The Royal Palm Hotel has noticed a decline in guest satisfaction due to poor communication and unresolved conflicts between guests and staff. The management has decided to implement a guest service training program focusing on effective communication, problem-solving, and conflict resolution skills.

Question 6:

Develop a comprehensive guest service training program for the Royal Palm Hotel, focusing on effective communication, problem-solving, and conflict resolution skills. How can the effectiveness of this training program be measured?

Essay Prompt:

Create a detailed guest service training program for the Royal Palm Hotel that focuses on enhancing effective communication, problem-solving, and conflict resolution skills among staff. Discuss the key elements of the training program, including specific techniques and methods. Additionally, propose methods to measure the effectiveness of the training program and its impact on guest satisfaction and service quality.

Instructions for Learners

Guidelines for Executing Case Study And Essay Questions

Introduction

This assignment involves analyzing and solving operational challenges in various hotel departments through case study essays. You will demonstrate your understanding of hotel operations by applying theoretical knowledge to real-world scenarios.

Assessment Criteria

You will be assessed based on your:

1.1.   Ability to demonstrate effective management of front office operations, housekeeping, food and beverage service, and guest services in a simulated hotel environment.

1.2.   Ability to perform evaluations of the application of acquired skills in actual hotel settings.

1.3. Ability to satisfy the research standards/criteria:

1. **Relevant Sources:** Use credible academic and industry sources, such as textbooks, journal articles, case studies, and reputable industry reports. Aim to include at least three to five references per essay.

2. **Current Information:** Ensure your research is up to date, reflecting the latest trends and practices in hotel operations.

3. **In-Depth Analysis:** Go beyond surface-level analysis by exploring the underlying causes of the issues presented in each case study. Use evidence from your research to support your arguments.

4. **Practical Application:** Where possible, incorporate examples from real-world hotel operations to illustrate your points. Consider using case studies, industry reports, and news articles as references.

Essay Structure: How to format the essay

1. **Title:** Use the Case Study Title as given, and the question number e.g. Case Study 5: Guest Service Training at the Royal Palm Hotel, followed by the essay question.

2. **Introduction (50 words):**

   o Introduce the case study and outline the key issues or challenges.

   o State the purpose of the essay and what you will cover in your analysis.

3. **Research Findings (150 words):**

   o Research and present the specific challenges or issues presented in the case study.

   o Research and present practical solutions to address the issues.

   o Satisfy the research criteria and *Harvard Referencing Standards*:
      1. **Relevant Sources:** Use credible academic and industry sources, such as textbooks, journal articles, case studies, and reputable industry reports. Aim to include at least three to five references per essay.
      2. **Current Information:** Ensure your research is up to date, reflecting the latest trends and practices in hotel operations.
      3. **Practical Application:** Where possible, incorporate examples from real-world hotel operations to illustrate your points. Consider using case studies, industry reports, and news articles as references.
      4. **Correct Citation:** in-text citations must properly maintain the Harvard referencing standards.

4. **Main Body (350 - 400 words):**

   o **Analysis:** Discuss the specific challenges or issues presented in the case study. Break down the factors contributing to these challenges.

   o **Proposed Solutions:** Present well-researched and practical solutions to address the issues. Use evidence from your research to support your recommendations.

   o **Application of Theory:** Apply relevant theories, models, and best practices in hotel management to your analysis and proposed solutions.

   o **Critical Thinking:** Evaluate the potential impact of your solutions on hotel operations, considering both the benefits and any possible challenges.

5. **Conclusion (50 words):**

    o   Summarize the key points discussed in your essay.

    o   Restate the significance of addressing the identified challenges and the expected outcomes of your proposed solutions.

    o   Provide final thoughts on how your recommendations contribute to the overall improvement of hotel operations.

6. **References:**

    o   Include a reference list at the end of your essay following the Harvard referencing style.

    o   Ensure all sources cited in the essay are included in the reference list.

Formatting Guidelines

- **Font:** Use Times New Roman or Arial, 12-point font size.

- **Spacing:** Double-space your text for readability.

- **Headings:** Use clear headings and subheadings to organize your content.

- **Word Count:** Aim for a total word count of 600-700 words per essay.

Submission

- Ensure your essays are thoroughly proofread and free from grammatical errors.

- Submit your essays in a single document, with each essay clearly titled and separated.

By following these guidelines, you will be able to effectively analyze the case studies, apply theoretical knowledge, and present well-structured and insightful essays.