

## STATION 1

**Reservation Management and Upselling:** In this engaging activity, students will step into the role of reservation agents and gain practical experience in handling guest reservations and upselling techniques. Students will interact with various scenarios, enhancing their skills in effective communication, guest service, and the art of upselling.

**Duration:** 45 min

**Activity:**

- Create a reservation desk setup
  - Arrange a designated area with a computer, phone, and reservation forms to replicate a reservation desk.
  - Ensure that the setup is organized and reflects the tools typically used in a reservation office.
- Provide students with different scenarios:
  - Scenario 1: Weekend Getaway Booking
    - Guest Scenario: A guest calls to book a room for a weekend getaway with their partner. They are interested in a room with a view and inquire about any special packages or offers available.
    - Student Role: Reservation Agent
    - Feedback - Students should:
      - Acknowledge the guest's interest in a weekend getaway and express enthusiasm.
      - Inform the guest about room availability, including rooms with a view.
      - Mention any ongoing special packages or offers, such as a romance package with added amenities like champagne and chocolates.
      - Highlight the benefits of the package, such as complimentary breakfast and late check-out.
      - Provide the guest with the rates and available options, and offer to assist with the reservation.
  - Scenario 2: Room Type Inquiry
    - Guest Scenario: A guest calls to inquire about the different room types available, along with their amenities and rates. They express interest in a room suitable for a family with children.
    - Student Role: Reservation Agent
    - Feedback - Students should:
      - Greet the guests warmly and thank them for inquiring about room options.

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- Briefly describe the different room types, emphasizing family-friendly options.
- Highlight amenities such as spacious layouts, connecting rooms, and child-friendly amenities like cribs.
- Explain the rates and any applicable discounts for families.
- Offer to provide more detailed information and assist with making a reservation based on their preferences.
- Scenario 3: Additional Services Request
  - Guest Scenario: A guest has booked a room and calls to inquire about additional services, such as spa treatments and airport transfers, that can enhance their stay.
  - Student Role: Reservation Agent
  - Feedback - Students should:
    - Welcome the guests and thank them for choosing your hotel.
    - Enthusiastically share information about available additional services, such as spa treatments, airport transfers, and dining options.
    - Mention the convenience of booking these services in advance to secure availability.
    - Highlight the benefits of each service, such as relaxation, convenience, and added comfort.
    - Offer to assist the guest in adding these services to their reservation and provide relevant details.
- Scenario 4: Group Booking Inquiry
  - Guest Scenario: A guest representing a corporate group inquires about booking multiple rooms for a company event. They want to know about group rates, meeting facilities, and any exclusive packages.
  - Student Role: Reservation Agent
  - Feedback - Students should:
    - Acknowledge the guest's interest in booking for a corporate group event.
    - Provide information about group rates, mentioning any special discounts or perks.
    - Describe the available meeting facilities, including audiovisual equipment and seating arrangements.
    - Mention any exclusive packages tailored for corporate groups, such as meeting packages with catering and breakout rooms.
    - Offer to assist with coordinating the group booking and addressing specific requirements.
- Scenario 5: Special Occasion Reservation
  - Guest Scenario: A guest calls to make a reservation for a special occasion, such as a birthday celebration. They mention their desire for a

**Commented [1]:** This is really more of a Sales Department job. Front desk agents do not have the ability to offer groups pricing plus booking the event. That has to be with a contract. They should however right all information down and pass along to Sales Department if it is after hours for the Sales Department. It is the Front Desks job to get as much information as possible before passing over to Sales.

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- memorable experience and inquire about options for room decorations and dining arrangements.
- Student Role: Reservation Agent
- Feedback - Students should:
  - Express enthusiasm for the guest's special occasion and appreciation for considering your hotel.
  - Offer congratulations and inquire about their preferences for the celebration.
  - Describe options for room decorations, such as balloons, flowers, or personalized welcome amenities.
  - Mention the availability of a special occasion dining package that includes a specially curated menu and a reserved table.
  - Emphasize that you're committed to making their celebration memorable and offer assistance in planning the details.
- Scenario 6: Last-Minute Booking
  - Guest Scenario: A guest calls to inquire about availability for a last-minute booking due to a change in travel plans. They are seeking a comfortable room for a short stay and are open to any available options.
  - Student Role: Reservation Agent
  - Feedback - Students should:
    - Greet the guest warmly and assure them that you'll assist with their last-minute booking.
    - Check availability and describe the available room options, highlighting their comfort and convenience.
    - Mention any ongoing promotions or discounts for last-minute bookings.
    - Suggest any available room upgrades or amenities that could enhance their stay.
    - Offer to assist in finalizing the booking quickly and efficiently.
- Scenario 7: Vacation Package Inquiry
  - Guest Scenario: A guest calls to inquire about vacation packages that include room, meals, and activities. They are interested in exploring options for a relaxing vacation experience.
  - Student Role: Reservation Agent
  - Feedback - Students should:
    - Welcome the guests and express excitement about helping them plan a relaxing vacation.
    - Describe available vacation packages, mentioning the inclusive nature of the room, meals, and activities.
    - Highlight the activities included in each package, such as spa treatments, guided tours, or recreational activities.

**Commented [2]:** This as well is a Sales thing. IF the group wants to have a private meeting space then this should go to Sales. If it is just to make sure they have a special room and have amenities in the room then it would stay with Front Desk. (happy to explain more if needed)

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- Explain the convenience of having everything bundled in one package for a seamless vacation experience.
- Offer to provide more details, answer questions, and assist in customizing the vacation package to their preferences.
- Scenario 8: Upselling Opportunity
  - Guest Scenario: A guest calls to book a standard room for their upcoming stay. During the reservation process, they mention their interest in celebrating a special occasion during their visit.
  - Student Role: Reservation Agent
  - Feedback - Students should:
    - Acknowledge the guest's reservation and express gratitude for choosing your hotel.
    - Inquire about the special occasion they are celebrating, showing genuine interest.
    - Mention an available room upgrade option, such as a deluxe room or a room with a view, to enhance their celebration.
    - Describe any add-on packages, such as a celebration package with champagne and a personalized cake.
    - Emphasize that upgrading their room or adding a celebration package could elevate their experience and make their occasion even more memorable.
    - Instruct students to handle the reservations professionally, upselling relevant room upgrades or add-ons, and effectively conveying information about the hotel's amenities and offerings.

### Instructor Notes:

- Briefing (5 minutes):
  - Introduce students to the Reservation Management and Upselling station's objectives and relevance to hotel operations.
  - Explain the importance of effective communication, guest engagement, and upselling in reservation management.
- Role Play and Scenarios (30 minutes):
  - Assign students to take on the role of reservation agents.
  - Provide each student with different reservation scenarios to interact with.
  - Instruct students to handle reservations professionally, actively explore upselling opportunities and share information about the hotel's offerings.
- Upselling Techniques Discussion (10 minutes):
  - After role-play interactions, lead a group discussion on effective upselling techniques.
  - Encourage students to share successful upselling strategies and approaches they used during the scenarios.

- Debrief and Reflection (5 minutes):
  - Conclude the activity with a brief reflection session, allowing students to share their experiences and insights gained.

## STATION 2

**Front Desk Check-In Simulation** - In this engaging lab, students will immerse themselves in the world of hotel front desk operations within a realistic hotel or hotel simulation environment. Students will be asked to step into the roles of both front desk staff and hotel guests, gaining valuable hands-on experience in effective communication, guest handling, and problem-solving. The lab provides a dynamic opportunity for students to interact with each other, showcase their hospitality skills, and practice responding to real-world scenarios commonly encountered in the hotel industry. The **objective** of this lab is to provide you with a practical understanding of front desk operations by simulating authentic guest interactions. Through role-play and real-world scenarios, you will develop the ability to employ effective communication techniques, gather guest preferences, offer information about hotel services, and handle guest inquiries and requests professionally and efficiently. By alternating between the roles of front desk staff and guests, you will enhance your guest-centric mindset and contribute to creating a positive and seamless guest experience.

**Duration:** 1 hour

**Activity:**

- Create a hotel or hotel simulation environment with an authentic front desk setup, including computers, a check-in counter, and guest registration. Assign students to alternate between the roles of front desk staff and hotel guests. Instruct the front desk staff to showcase effective communication and guest handling skills, such as asking open-ended questions to understand guest preferences, offering information about the hotel's services, and using positive language. Have the student guests present real-world scenarios (e.g., early check-in request, billing inquiry) for the front desk staff to address professionally and efficiently.

**Instructor Notes:**

- Set up a designated area to replicate a hotel front desk, complete with relevant equipment and supplies. Provide students with a brief overview of the activity and its learning objectives. Prepare a variety of guest scenarios for students to choose from or assign specific scenarios to ensure coverage of different situations. Assess students based on their ability to engage in professional guest interactions, use effective communication techniques, and handle guest requests or concerns appropriately. Provide feedback on their performance, highlighting

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effective strategies and suggesting improvements for guest handling and communication.

- Set Up the Environment:
  - Arrange a designated area to replicate a hotel front desk, complete with a check-in counter, computers, guest registration forms, and relevant hotel information.
  - Ensure that the setup is organized and visually resembles a real hotel front desk to enhance the authenticity of the simulation.
- Introduction and Overview:
  - Start by introducing the Front Desk Simulation activity and its learning objectives to the students.
  - Explain the importance of effective communication, guest handling, and problem-solving skills in hotel front desk operations.
- Role Assignments:
  - Divide the students into pairs or groups, depending on the number of participants.
  - Assign each group a specific role: front desk staff or hotel guests.
  - Emphasize that students will alternate between these roles to gain a comprehensive understanding of both sides of the interaction.
- Instructions for Front Desk Staff:
  - Provide clear instructions to the front desk staff on showcasing effective communication and guest handling skills.
  - Emphasize the use of open-ended questions to understand guest preferences and needs.
  - Instruct front desk staff to offer information about the hotel's services, amenities, and relevant details.
  - Highlight the importance of maintaining a positive and welcoming demeanor throughout the interaction.
- Scenarios for Student Guests:
  - Have student guests prepare real-world scenarios commonly encountered at a hotel front desk (e.g., early check-in request, billing inquiry, room preferences).
  - Instruct student guests to present their scenarios to the front desk staff during their rotation.
  - Scenarios:
    - Early Check-In Request  
Guest: "I arrived earlier than expected. Is it possible to check in now?"  
Feedback: The correct response is to acknowledge the guest's request and check room availability. Politely explain that early check-in is subject to room availability and offer to store the guest's luggage until the room is ready.

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- **Special Room Request**  
Guest: "I booked a room with a view. Can I get a room on a higher floor?"  
Feedback: Respond by acknowledging the guest's request and checking room availability on higher floors. If a room with a view is available, provide the option to upgrade and explain any associated charges.
- **Billing Inquiry**  
Guest: "I have some questions about the charges on my bill."  
Feedback: Politely inquire about the specific charges the guest is inquiring about. Provide a breakdown of the charges, explain any taxes or fees, and address any discrepancies.
- **Reservation Modification**  
Guest: "I'd like to extend my stay for an extra night."  
Feedback: Thank the guest for their request and offer to modify the reservation. Confirm the new check-out date, provide any information on rate changes, and update the guest's details.
- **Lost Key Card**  
Guest: "I can't find my key card. Can you help me?"  
Feedback: Apologize for the inconvenience and request the guest's name and room number. Verify the guest's identity and reissue a new key card.
- **Early Check-Out**  
Guest: "I need to check out earlier than planned. Can you arrange that?"  
Feedback: Acknowledge the request and confirm the new check-out time. Advise the guest about any early check-out procedures and inquire if they need assistance with luggage storage.
- **Room Upgrade Request**  
Guest: "Is it possible to upgrade to a suite?"  
Feedback: Respond positively to the request and explain the available suite options. Provide information on the additional features and amenities of the suites and offer the option to upgrade for an extra fee.
- **Late Check-Out Request**  
Guest: "Can I have a late check-out? My flight is in the evening."  
Feedback: Express understanding of the guest's situation and check the possibility of a late check-out. Inform the guest about any late check-out fees and confirm the new check-out time.
- **Special Occasion Arrangement**  
Guest: "It's my anniversary. Can you arrange something special for our room?"

Feedback: Show enthusiasm for the guest's celebration and offer options for special arrangements, such as flowers, champagne, or a personalized note. Confirm the guest's preferences and coordinate the arrangement.

- **Complaint Resolution**

Guest: "There's an issue with the room's air conditioning. It's not working properly."

Feedback: Apologize for the inconvenience and express concern. Offer immediate assistance by sending maintenance to address the issue. Provide a timeframe for resolution and ensure the guest's comfort.

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## STATION 3

**Housekeeping Efficiency Challenge** - In this hands-on lab, students will have the opportunity to experience real hotel room housekeeping tasks and challenges. Students will work in teams to complete specific housekeeping tasks, such as making the bed, replenishing amenities, and cleaning. The lab aims to enhance skills in time management, attention to detail, and effective teamwork, all of which are crucial in maintaining high standards of cleanliness and guest satisfaction in a hotel setting.

**Lab Objective:**

- To demonstrate proficiency in common housekeeping tasks within a real hotel or hotel room environment.

**Duration:** 1.5 hours

**Activity:**

- Set up a hotel room with relevant amenities, supplies, and equipment. Divide students into teams, ensuring an equitable distribution of tasks. Assign each team a specific housekeeping task to complete within the given time frame. Start the timer and challenge teams to complete their tasks accurately and efficiently.

**Instructor Notes:**

- Room Setup and Preparation:
  - Assign a team to set up the hotel room by arranging furniture, making the bed, and placing amenities.
  - Ensure that the room is clean and well-organized, ready for the housekeeping challenge.
- Bed Making:



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- Another team will be responsible for making the bed with clean linens, pillows, and a neatly folded bedspread.
  - Emphasize proper bed-making techniques, such as tucking in corners and ensuring a smooth and tidy appearance.
- Replenishing Amenities:
  - Students should familiarize themselves with the placement and arrangement of different amenities within a hotel room.
  - Task a team with replenishing amenities: towels, toiletries, and coffee supplies.
  - Learn the significance of maintaining a tidy and well-prepared environment for incoming guests.
  - Discuss efficient management of amenities to enhance guest satisfaction.
  - Ensure that the amenities are neatly arranged and easily accessible for guests.
- Cleaning and Dusting:
  - Assign a team the task of cleaning and dusting the surfaces in the room, including furniture, countertops, and electronic devices.
  - Emphasize attention to detail in removing dust and maintaining a clean and inviting environment.
- Trash Disposal:
  - Another team will be responsible for emptying trash bins, replacing liners, and ensuring proper disposal of waste.
  - Stress the importance of maintaining cleanliness and hygiene in waste management.
- Final Inspection:
  - Designate a team to conduct a final inspection of the room, ensuring that all tasks have been completed accurately and to the highest standards.
  - The inspection team will verify the overall cleanliness, organization, and presentation of the room.
- Timer Management:
  - Appoint a timekeeper to manage the timer and provide updates on the remaining time throughout the challenge.
- Documentation and Reporting:
  - Designate a team member from each group to document the tasks completed and any observations during the challenge.
  - Prepare a brief report or summary of the team's performance and lessons learned.
- Challenge Execution:
  - Briefing (5 minutes):
  - Provide an overview of the housekeeping challenge tasks and objectives.
  - Explain the importance of teamwork, accuracy, and efficiency in completing the tasks.

- Task Allocation (5 minutes):
  - Divide students into teams and assign specific housekeeping tasks to each team.
  - Ensure a fair distribution of tasks and emphasize the collaborative nature of the challenge.
- Housekeeping Challenge (25-35 minutes):
  - Start the timer and challenge teams to complete their assigned tasks within the given time frame.
  - Encourage teams to communicate, coordinate, and work together effectively.
- Inspection and Evaluation (10 minutes):
  - Stop the timer when the challenge ends and allow each team to present their completed tasks to the inspection team.
  - The inspection team assesses the accuracy and quality of each task performed.
- Debrief and Discussion (10 minutes):
  - Conduct a debriefing session where teams share their experiences, challenges, and strategies.
  - Facilitate a group discussion on the importance of teamwork, time management, and attention to detail in housekeeping operations.
  - Discuss each team's performance, highlighting effective strategies and areas for improvement.
  - Facilitate a discussion on the importance of time management in meeting guest expectations, the significance of attention to detail in maintaining cleanliness, and the role of teamwork in achieving efficient housekeeping operations.

### STATION 4

**Conflict Resolution and Guest Satisfaction:** The objective of this station is to provide students with experiential learning in conflict resolution and guest satisfaction within a simulated hotel setting. Through role-playing scenarios, you will develop the skills to address guest concerns, practice active listening, and find appropriate solutions to enhance guest satisfaction.

**Duration:** 45 min

**Activity:** Students will engage in dynamic scenarios as both front desk staff and upset guests, learning valuable conflict resolution techniques and strategies to enhance guest satisfaction. This station focuses on developing the ability to handle challenging situations with professionalism, empathy, and effective communication.

- Role Assignment:

- Divide students into pairs or groups, with one group playing the role of front desk staff and the other group playing upset guests.

## Scenario Development:

- Scenario 1: Room Issues
  - Front Desk Staff Scenario: A guest approaches the front desk, visibly upset, and complains about a leak in their room's ceiling due to heavy rainfall. They express dissatisfaction and demand a room change.
  - Feedback - Students should:
    - Acknowledge the guest's concern and apologize for the inconvenience.
    - Assure the guests that their comfort and satisfaction are a top priority.
    - Offer a sincere apology for the leak and explain that the issue will be addressed promptly.
    - Propose a room change to a similar or upgraded room, highlighting its features and amenities.
    - Ensure that the guest feels heard and valued throughout the interaction.
- Scenario 2: Billing Discrepancy
  - Front Desk Staff Scenario: A guest confronts the front desk staff with a discrepancy in their final bill, claiming that they were charged for services they did not use, such as room service and spa treatments.
  - Feedback - Students should:
    - Greet the guest with a welcoming and attentive demeanor.
    - Thank the guest for bringing the billing concern to your attention.
    - Listen actively to the guest's explanation of the discrepancy without interruption.
    - Apologize for any billing errors and assure the guest that the issue will be resolved.
    - Offer to review the bill together, make necessary corrections, and provide an updated bill for their approval.
- Scenario 3: Noise Complaint
  - Front Desk Staff Scenario: A guest approaches the front desk, visibly frustrated, and complains about excessive noise coming from the neighboring room, disrupting their sleep.
  - Feedback - Students should:
    - Approach the guest with a calm and understanding attitude.
    - Apologize for the inconvenience caused by the noise disturbance.
    - Assure the guest that their comfort is important and that the matter will be addressed immediately.
    - Offer an option to move to a quieter room if available, highlighting its benefits.
    - Follow up with the guest after taking measures to resolve the noise issue.
- Scenario 4: Unsatisfactory Service

**Commented [3]:** I love that you are saying listen without interruption. Most conflicts can be resolved if we just listen and show empathy.

**Commented [4]:** If the guest let the Front Desk know when it happened make sure they know they will address the noise complaint with the room immediately.

**Commented [5]:** Be careful saying to move to a quieter room. There is not guarantee it will be quieter. It is something that the Front Desk can not guarantee.

**Commented [6]:** Follow up with guest if you moved them to another room to assure it was quieter as well as if they stayed in their same room.

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- Front Desk Staff Scenario: A guest expresses dissatisfaction with the quality of service they received at the hotel's restaurant, highlighting issues with slow service, incorrect orders, and overall disappointment.
- Feedback - Students should:
  - Greet the guest with a sympathetic and attentive approach.
  - Thank the guest for sharing their feedback and express regret for their unsatisfactory experience.
  - Show empathy by acknowledging their disappointment with the service.
  - Apologize for the inconvenience and assure the guest that their concerns will be addressed with the restaurant management.
  - Offer a sincere commitment to improving the service and invite the guest to share more details for follow-up.
- Scenario 5: Wi-Fi Connectivity
  - Front Desk Staff Scenario: A guest complains about poor Wi-Fi connectivity in their room, expressing frustration with the inability to work or connect online.
  - Feedback - Students should:
    - Approach the guest with a helpful and understanding demeanor.
    - Express empathy for their Wi-Fi connectivity issues affecting their work or leisure.
    - Apologize for the inconvenience and assure the guest that you will address the problem promptly.
    - Offer immediate troubleshooting steps to improve the connectivity.
    - Provide a contact number for technical support and offer to follow up to ensure the issue is resolved.
- Scenario 6: Housekeeping Oversight
  - Front Desk Staff Scenario: A guest informs the front desk staff that their room was not properly cleaned, with visible dust and unemptied trash bins.
  - Feedback - Students should:
    - Greet the guest with a professional and apologetic tone.
    - Express regret for the oversight and assure the guest that cleanliness is a top priority.
    - Thank the guest for bringing the issue to your attention and apologize for any inconvenience caused.
    - Offer a solution, such as arranging for housekeeping to revisit the room immediately for a thorough cleaning.
    - Ensure the guest's comfort by offering a sincere apology and reiterating the commitment to maintaining high cleanliness standards.

**Commented [7]:** Most hotels have their complimentary WIFI services but you can always offer an upgraded service which is also an upsell.

**Commented [8]:** or schedule a time that is convenient to the guests when they will not be in the room. Follow up to make sure the task is completed.

### Instructor Notes:

- Briefing (5 minutes):

- Introduce students to the Conflict Resolution and Guest Satisfaction station's objectives and importance in maintaining guest loyalty.
- Explain the focus on effective conflict resolution techniques and turning negative situations into positive guest experiences.
- Role Play and Scenarios (30 minutes):
  - Assign students to either the front desk staff or upset guest role based on the pair/group assignment.
  - Provide each group with a scenario to role-play.
  - Instruct front desk staff to employ conflict resolution techniques, including active listening, empathetic responses, and problem-solving.
- Feedback and Debrief (10 minutes):
  - After each scenario, facilitate a discussion where both front desk staff and upset guests share their experiences and perspectives.
  - Provide constructive feedback on the effectiveness of conflict resolution techniques used.
  - Discuss how the situation could have been turned around to ensure guest satisfaction.

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## STATION 5

**Customer Feedback and Improvement Plans:** This lab is to provide students with hands-on experience in analyzing customer feedback, identifying areas for improvement, and creating actionable improvement plans in a hotel setting. Through group collaboration, students will develop skills in problem-solving, effective communication, and teamwork.

**Duration:** 60 min

**Activity:**

- Feedback Analysis (15 minutes):
  - Distribute the guest feedback scenarios to each group.
  - Instruct students to review the feedback carefully, identifying specific areas where the hotel could improve its services or address guest concerns.
- Improvement Plans (30 minutes):
  - Have each group discuss and brainstorm potential improvement strategies for the identified areas.
  - Instruct students to develop actionable improvement plans that include clear steps, responsibilities, and timelines.
- Presentation and Discussion (15 minutes):

- Invite each group to present their feedback analysis and improvement plans to the class.
- Facilitate a discussion where students can share insights, strategies, and potential challenges.
- **Scenario 1: Online Review - Complaint about Check-In Process**
  - Feedback/Complaint:
    - "I was disappointed with the check-in process during my recent stay. The front desk staff seemed unorganized and took a long time to process my reservation. I expected a smoother and quicker check-in experience."
  - Feedback Analysis:
    - Guest identified a specific issue: Check-in process was slow and unorganized.
    - Guest's expectation was not met: Anticipated a smoother and quicker check-in.
  - Improvement Plan:
    - Provide additional training to front desk staff on efficient check-in procedures.
    - Implement a streamlined check-in process, including pre-assigning rooms whenever possible.
    - Offer express check-in options for guests who prefer a faster process.
- **Scenario 2: Comment Card - Praise for Housekeeping, Concerns about Restaurant Service**
  - Feedback:
    - "The housekeeping staff did an exceptional job maintaining my room during my stay. However, I had some concerns with the restaurant service. The wait staff seemed overwhelmed, and my order took longer than expected."
  - Feedback Analysis:
    - Positive aspect: Housekeeping services were excellent.
  - Area for improvement: Restaurant service was slow and overwhelmed.
  - Improvement Plan:
    - Maintain the high standard of housekeeping services.
    - Address restaurant service issues by hiring additional wait staff during peak hours.
    - Implement efficient order-taking and kitchen communication systems to reduce wait times.
- **Scenario 3: Online Review - Feedback on Room Amenities and Noise Levels**
  - Feedback/Complaint

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- "The room amenities were great, and I appreciated the comfortable bed. However, the noise levels from nearby construction were disruptive, especially early in the morning."
- Feedback Analysis:
  - Positive aspect: Room amenities, including the bed, were satisfactory.
  - Concern raised: Noise levels from nearby construction were disruptive, particularly in the morning.
- Improvement Plan:
  - Continue providing quality room amenities.
  - Communicate with guests about potential construction-related noise during booking and check-in.
  - Offer complimentary earplugs or soundproofing options to minimize inconvenience.
- **Scenario 4: Comment Card - Suggestions for Improved Fitness Facilities**
  - Feedback:
    - "While I enjoyed my stay, I believe the fitness facilities could be improved. The gym equipment was outdated, and the space felt cramped. Consider upgrading the equipment and creating a more spacious workout area."
  - Feedback Analysis:
    - Constructive feedback: Fitness facilities need improvement due to outdated equipment and limited space.
  - Improvement Plan:
    - Invest in new gym equipment to enhance the fitness experience.
    - Redesign the layout to maximize space and provide a comfortable workout environment.
    - Consider offering fitness classes or personal training sessions to cater to different guest preferences.
- **Scenario 5: Online Review - Positive Feedback on Front Desk Service, Suggestion for Concierge Services**
  - Feedback:
    - "The front desk staff was incredibly friendly and helpful during my stay. However, I felt that the hotel lacked adequate concierge services to assist with local recommendations and bookings."
  - Feedback Analysis:
    - Positive aspect: Front desk service was friendly and helpful.
    - Opportunity for enhancement: Guests desire improved concierge services for local recommendations and bookings.
  - Improvement Plan:
    - Maintain the high level of front desk service.
    - Train front desk staff to provide local recommendations and assistance.
    - Consider introducing dedicated concierge services to cater to guests' local needs.

**Commented [9]:** and let them know hours of construction.

**Commented [10]:** Possibly move to another part of the hotel further away from the construction site.

**Commented [11]:** This is good the layout could be off. Always add mirrors to the room. Makes the room look larger.

- **Scenario 6: Comment Card - Complaints about Wi-Fi Connectivity, Praise for Room Comfort**
  - Feedback:
    - "The room was comfortable, and I enjoyed a good night's sleep. However, the Wi-Fi connectivity was consistently poor, which was frustrating as I needed to stay connected for work."
  - Feedback Analysis:
    - Positive aspect: Room comfort and quality of sleep were satisfactory.
    - Negative aspect: Poor Wi-Fi connectivity impacted the guest's work-related needs.
  - Improvement Plan:
    - Maintain room comfort and quality standards.
    - Invest in upgrading Wi-Fi infrastructure to ensure reliable and fast connectivity.
    - Provide clear instructions on how to connect to Wi-Fi and troubleshoot issues.
- **Scenario 7: Online Review - Mention of Inadequate Parking Facilities, Praise for Breakfast Options**
  - Feedback:
    - "The breakfast options were delicious and offered a variety of choices. However, I found the parking facilities inadequate, and it was a challenge to find available parking spaces."
  - Feedback Analysis:
    - Positive aspect: Praise for the breakfast menu and options.
    - Concern raised: Inadequate parking facilities caused inconvenience for guests.
  - Improvement Plan:
    - Continue providing a diverse and delicious breakfast menu.
    - Address parking concerns by expanding parking space or implementing valet parking options.
    - Clearly communicate parking availability and alternatives to guests during the booking process.
- **Scenario 8: Comment Card - Positive Feedback on Spa Experience, Suggestion for More Local Area Information**
  - Feedback:
    - "The spa experience was exceptional, and I thoroughly enjoyed the relaxing treatments. However, I suggest providing more information about local attractions and activities for guests who want to explore the area."
  - Feedback Analysis:
    - Positive aspect: Praise for the exceptional spa experience.

Commented [12]: and at check in



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- Suggestion: Offer more information about local attractions and activities to enhance the guest experience.
- Improvement Plan:
  - Maintain the high standard of the spa experience.
  - Create a comprehensive guide or information booklet about local attractions, dining, and activities.
  - Train staff to provide recommendations and assistance for guests looking to explore the area.