

# **A Study on Hotel Front Office Practices and its Impact on Guest Satisfaction with Reference to the Vivanta by Taj Blue Diamond, Pune**

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**Abstract:** *The Vivanta case study from Taj Blue Diamond in Pune focuses on identifying the creative methods used by the front office division and calculating their influence on how satisfied guests are. According to the results, it was noted that inventive thinking had a favourable effect procedures, level of service, politeness, competence, and Staff responsiveness (CCR) to visitor satisfaction the hotel's level.*

**Keywords:** Creative Methods, Contented Visitors, Service Quality

## **I. INTRODUCTION**

The hospitality sector is making an effort to change and improve the experience for visitors. The front desk of the hotel is an essential component of Front Office activities since it generates the initial impression of the guest. In this competitive age The motels have implemented fresh procedures to enhance their degree of performance and simultaneously make the audience happy visitor. Every visitor is given the highest attention to give him a particular feeling. Because of the intense competition Each hotel sets itself out in the market by using creative methods to aid in drawing in an increasing number of visitors.

Indian hotels are branded under the Vivanta by Taj Blue Diamond name. Company Limited (IHCL), which made its debut in the 2010 to serve the business traveller population. The hotel (Blue The former name, Diamond, was founded in Pune. owned by the Kirloskars in 1973, but was eventually acquired by Renamed by the IHCL group. Previous Diamond Blue was Pune's only five-star hotel. The article is available online at <http://www.publishingindia.com> as well as Sand and Sun. The level of competitiveness grew over time. and a growing number of hotels began to appear. It developed into Required for the hotel to provide the highest quality services and to To ensure their guests are satisfied, try something different for them. There were more alternatives available to the guest, and it was It's critical to keep the visitor and provide them with lifetime encounters in order to turn them into devoted clients. The. The candid feedback from guests allowed the hotel to make a handful of their procedures and put into effect the modern, economical, and among the industry's most inventive.

Survey results indicate that Wi-Fi technology, online High-speed internet connection and reservations are the top Customers are offered technical amenities through the hotels. (Technological Trends in the Hotel Industry, 2013 Sustainability Survey).

The client of today demands prompt service. The hotel provides flexible and straightforward check-in process. It comprises When checking in in-room, the visitor doesn't have to wait at for his turn to arrive or complete the check-in procedure at the counter. The Guest Relations Executive escorts the guest, and We've finished rooming. With technological advancements, When the idea of the rapid kiosk check-in was first introduced, the Guest makes his own check-in. The system for counter check-in is used by the hotel since in-room service is not feasible registration for each and every visitor. The group has completed its check-in. in the coach by the front desk employees in order to save time element for the visitors. Members of the group receive pre-allocated spaces from the rooming list. The front desk employees engages with the visitors, pays attention, and makes an effort to manage all client grievances amicably.

**Among the newly adopted procedures are digital boards.**

employed by the drivers on their way to pick up guests; 2 Atithya: A Journal of Hospitality Volume 1, Issue 2, 2015 the travel desk executive provided the guest with information about the driver before the pickup, making it easier for them to locate the driver; a traditional welcome with arti and tikka along with cold towels and some refreshments; a small minibar was available for the guest to enjoy themselves in the car. The hotel's characteristics, locations, and room styles are all known to the staff members thanks to training. The desk staff members receive training to familiarise them with the area and tourist attractions. In order to increase guest retention, hoteliers can better identify which amenities are most valued by their patrons by using the guest satisfaction tracking system. The purpose of the new guest services is to improve communication with the guests. For couples and kids, the hotel hosts events on the weekends. At check-in, children are given a kids registration card on which they can write down their favourite food and beverage, which will then be brought to them as a surprise in their rooms. Every visit is acknowledged, and at reaching the tenth, twenty-five, and fiftyth visit, the stay is commemorated with dinner in the hotel's restaurant and a gift.

Goals 1. to research the different prevailing patterns in the hotel front desk division. 2. to evaluate the degree of visitor satisfaction with the Vivanta by Taj Blue Diamond, Pune's application of the newest trends. Significance of the Study: The paper analyses current front desk procedures and how they affect guest satisfaction, which is crucial for hotel chains like Taj Hotels, Resorts, and Palaces to maintain their reputation and clientele. Every property must uphold the group's standards for quality and consistency. With several foreign brands joining the Indian market, the company must maintain its position in this fiercely competitive market. The study's conclusions will also be helpful in creating an action plan for upcoming enhancements to front office procedures. The study will assist those who want to work in the hotel sector in comprehending the types of procedures used in the front desk, as well as the expectations and preferences of guests. The study will aid the researcher in developing a deeper comprehension of the notions of visitor retention and satisfaction. It will also result in a great deal of knowledge about the hotel's front office procedures.

**II. REVIEW OF LITERATURE**

The study's literature review was conducted using a variety of theses, trade journals, books, and online resources. According to study by Riza Munira Binti Shamsudin (2012), a hotel's ability to satisfy its guests sets it apart from the competition and is essential to its success. It displays the findings of the investigation into visitor satisfaction and front office performance management. The staff' motivational levels and attitudes have an impact on the performance of the hotel. According to Asad Mohsin (2010), the study aims to evaluate how customers perceive the quality of the services provided by the hotels and assists management in identifying areas that require attention in order to meet and surpass customer expectations. The findings show that there is a significant discrepancy between guests' expectations and their actual experiences. According to Melia's (2010) study, a key success element for the longevity of a hotel is the level of client happiness. The happiness of the guests is crucial since it informs the hotel about its rivals and helps them raise their standards. Customer happiness at the hotel is likely to result from effective and cooperative front desk workers, according to a 2010 study by Alin Sriyam. The study by Kong Hai-Yan (2006) focuses on the front desk employees of China's four and five star hotels. The results imply that this hotel department's work is hard and demanding, and that staff members' ability to communicate effectively is crucial. Additionally, it states that the hospitality industry lacks high-quality human resources and places a strong emphasis on professional development and training to raise front desk staff members' skill levels. According to Minghetti Valeria's 2003 paper, hoteliers need to be aware of their guests' wants and preferences in order to raise occupancy levels, which will then raise revenue levels and improve the guest experience. It claims that it will add value for the clients and aid in visitor retention. A methodological framework for analysing the guest-hotel connection has been established by the study. An analysis of hotel front desk procedures and how they affect patron satisfaction using the Vivanta as a case study by Taj Blue... 3.

In Tom Baum's 2001 study, the researcher highlights how front office activities are evolving. It covers the role of the staff, multiskilling, striking a balance between providing excellent customer service and technological innovation, anticipating a quicker reaction to increasingly complicated communication methods, and setting benchmarks for a range of services. It provides insight into the several ways that front office procedures are changing and how technology is facilitating rather than displacing conventional jobs. It also discusses how crucial it is to teach and prepare staff members to work more effectively. In order to enhance operations, Judy Siguaw (1999) talks about putting excellent or

best practises into practise. Guest and employee satisfaction rose when efficient procedures were put in place at the front desk, particularly with regard to check-in and check-out, and profits significantly increased as a result. One of the practises is to distribute the savings from updated work procedures to the staff, especially for those that set standard times for every task. According to Hermon, customer satisfaction is a gauge of the client's opinion of the quality of the services received. It implies that customer happiness is a function of service delivery and is associated with what the consumer expects. For the consumer to be satisfied, the service performance must surpass their expectations. However, if the level of service provided falls short of the customers' expectations, they are more likely to be unhappy. According to Kotler, satisfaction is the emotion a person has based on how well or poorly a product performs in comparison to what they had anticipated.

### III. RESEARCH APPROACHES

1. Research Design: The study will describe and explain the numerous services provided by the front office department as well as the degrees of guest satisfaction. (a) Primary data: Information was gathered via the Vivanta by Taj Blue Diamond, Pune guest satisfaction tracking system, which allows for online input from visitors. (a) Secondary data: Books, trade journals, published papers, and the internet were used to gather secondary data. 2. Sample Size: 84 visitors who stayed at the Vivanta by Taj Blue Diamond in Pune between June 1 and June 30, 2015, were chosen at random and completed the online feedback form. These visitors served as the study's responders. Three. Research Tool: The questionnaire for visitor comments was employed as a means of gathering data. The questionnaire asked about aspects of service quality related to the hotel's front desk. The questionnaire asked about several degrees of satisfaction with the front office procedures and services. The scale goes from 0 to 10, with 10 representing the highest level of satisfaction and 0 representing the lowest. The visitor made other recommendations for enhancements to the hotel's procedures and offerings. They were also questioned about the efficiency with which the employees resolved complaints and various operational scenarios.

### IV. RESTRICTIONS

1. Due to its small sample size and focus on a single Indian city, the current study is not able to be considered entirely conclusive. 2. There was less room for elaboration because not every respondent rated every parameter. Results and Discussion: The primary data obtained from the online guest feedback system (Guest Satisfaction Tracking System) was subjected to a percentage method analysis, with a graphical representation made. The following findings were reached when the data was analysed in accordance with the respondents' responses. The following are the findings derived from the information gathered from hotel guests: the Vivanta by Taj Blue Diamond, Pune is a five-star business hotel situated in the heart of Koregaon Park, with 110 rooms available. Front office practises, such as the crucial arrival and departure procedure and the courteousness, competency, and responsiveness (CCR) of the receptionist, phone operator, chauffeur, and travel desk staff, are among the many characteristics included in the study. It also takes into account the hotel's provision of an airport transfer service and catering to the individual preferences of each visitor, particularly returning ones. The front desk staff at the hotel is the initial point of contact for a guest upon check-in 4 Atithya: A Journal of Hospitality Volume 1, Issue 2, 2015. Based on the findings, it can be deduced that the majority of visitors were pleased with the front desk staff's procedures and services. When guests check in, they have already formed an opinion of the hotel and the services provided, with the majority rating it as outstanding. The front desk employees' CCR was found to be the highest, followed by the hotel's airport transfer and the chauffeur's CCR. Some respondents gave the front desk staff's CCR a bad rating since the receptionist failed to promptly react to inquiries from guests and provided inaccurate information on the hotel reservation. These findings were taken into account based on the visitors' unique remarks. Although the leaving process received a higher rating than the arrival, a star hotel should have far greater percentages for these parameters. The guest felt that the departure process was completed satisfactorily or to their satisfaction. The travel desk employees and phone operators gave their CCR a satisfactory percentage grade. Due to the prevalence of personal mobile phones, it may be inferred from the number of respondents that not many people utilised the phone services. certain guests assessed the meeting of their own preferences or special requests as great; nevertheless, certain observations indicate that not all requests and guest preferences were met, such as requests

for particular special amenities that were not fulfilled. Only reviews with an excellent rating are taken into account by the hotel as a brand, and all other criteria are improved by altering current procedures to be more efficient.

#### V. CONCLUSION

The key components of a satisfied client base that encourages recurring business are consistent merchandise, highly skilled and driven employees, and effective quality control. According to the study's overall findings, the majority of visitors are happy with the front desk department's overall level of service. Overall, it appears that the front office division is one area that significantly contributes to the promotion of guest pleasure. Effective staff motivating strategies include the Employee of the Month Award, the Star-o-meter (which awards stars for providing high-quality services), and posting such information on notice boards for public consumption. Additionally, it can be claimed that the hotel's hiring procedures and training methods are both successful. Guest satisfaction has increased as a result of the front desk's departure procedures, which include sending the bill the night before or leaving it in the news paper for the guest to check, providing goody bags and gifts as the guest leaves the hotel, capturing special moments in photos and mailing them to the guest, responding to inquiries, and effectively handling complaints. It is evident in the visitors' steadfast devotion to the Taj hotel brand.

Advice and Words of Wisdom: 1. Given that Vivanta by Taj is a business hotel, guests anticipate complimentary Wi-Fi in line with the general global trend. 2. The sale of the hotel's travel desk services, chauffeur services for airport pickup, and local transportation should be prioritised since they will provide the hotel with additional income. Three. The merging of front desk and telephone operator services is a global trend. 4. Through briefings and training programmes, staff members can become more attentive to the needs and preferences of guests, improving their stay and overall experience.

#### REFERENCES

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