



IMPROVEMENT OF FRONT DESK SERVICES: A STRATEGY FOR INCREASED
REVENUE GENERATION IN HOTELS IN RATED HOTELS. STUDY OF ACACIA
KISUMU

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ADMISSION NUMBER: 2308989

RESEARCH PROPOSAL SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF A DIPLOMA IN CULINARY ARTS.
BOMA INTERNATIONAL HOSPITALITY COLLEGE

OCTOBER,2024

DECLARATION

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“This proposal is my original work and has not been presented by any diploma student in another school”

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DEDICATION

I would love to dedicate this to my family who have supported and encouraged me during the research journey throughout the whole term

ACKNOWLEDGEMENT

I would love to express my sincere gratitude to the Almighty for His blessings and guidance throughout my research and academic journey. I am also thankful to my supervisor, Madam Naomi Mwaurah, for her mentorship and support in this research journey. Special thanks to my family and friends for their unwavering encouragement and belief in my abilities which have kept me motivated throughout the process. Lastly, I am grateful to all individuals and organizations whose prior work has laid the foundation for this research endeavor.

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ABSTRACT

This research examines into the improvement of front desk with a focus on Acacia Premier Kisumu. By examining the causes, this study seeks to provide an understanding of the problem and to inform the development of effective mitigation strategies. This study investigates techniques for improving front-desk service by looking at issues such as staff training, technological integration, operational efficiency, and guest feedback channels. The study takes a mixed-methods approach, incorporating surveys of hotel visitors and personnel, observational studies, and case studies of top hotel brands. The findings emphasize the necessity of customized service, shorter check-in and check-out times, efficient communication, and the use of new technology such as self-check-in kiosks and customer relationship management (CRM) systems. Furthermore, the research emphasizes the importance of ongoing staff development in maintaining excellent service standards. The report concludes with recommendations for introducing cost-effective, guest-centric innovations to improve front desk operations, resulting in increased visitor satisfaction and a competitive advantage in the hospitality industry.

CHAPTER ONE: INTRODUCTION

1.1 Introduction

This chapter introduces the topic by highlighting the background of the study that has been provided by providing the background information of the research. In addition, it defines the need for study, the purpose of the study, objective and research questions, in detail and clarity. Lastly, the limitations and scope of the study are also outlined within.

1.2 Background of study

The hospitality industry is highly competitive, and hotels are constantly seeking ways to differentiate themselves from their competitors while increasing their profitability. In rated hotels, guests expect high levels of service. The front desk plays a major role in perfecting the overall experience the guest gets. As the first point of contact between the hotel and its guests, the front desk significantly influences guest perceptions, satisfaction, and loyalty. Front desk operations, which include check-in and check-out processes, concierge services, handling guest complaints, and managing reservations, are integral to a seamless and positive customer experience (Shin et al., 2019). Research indicates that exceptional service delivery in hotels can lead to increased guest satisfaction, positive reviews, repeat visits, and, ultimately, higher revenue. Conversely, poor service at the front desk can result in guest dissatisfaction, negative reviews, and loss of revenue (Cnam et al., 2018).

This study seeks to explore how to improve front desk services can be used as a strategy to increase revenue in rated hotels. The research will investigate the current front desk services, identify areas where to improve, and examine the relationship between the financial outcomes and improvement.

1.2.1. High Guest Expectations

In rated hotels guest usually expects high level of personalized service and attention to detail. Managing these expectations, especially during high demand period can be challenging. Inability to meet these expectations will lead to weakened guest satisfaction, negative reviews and complaints from the guests.

1.2.2. Workload Management And Task Prioritization

Front desk staff are required to manage several tasks at once sometimes including checking in, processing payments, addressing inquiries and answering phone calls. This management of responsibilities can be overwhelming especially during high demand periods leading to mistakes and delays.

1.2.3. Data Protection and Guest Privacy Issues

Front desk staff must balance the need for efficient service with the responsibility of safeguarding the guest security and privacy. This ensures that the personal and financial information is handled securely while still maintaining good services is a significant challenge, especially with growing concerns over identity theft and data leaks.

1.2.4. Communication Barriers

In rated hotels they cater for guests from different linguistic and cultural backgrounds. Language differences and variations in communication styles can make it very difficult for front desk staff to understand and address guest needs effectively leading to potential misunderstanding or dissatisfaction from the guest to the front desk staff members.

1.2.5. Technology Adoption

The increasing use of technology in rated hotels operation such as automated reservation systems, mobile check-in and guest service apps presents both opportunities and challenges.

While these technologies can improve efficiency, they also require front desk staff to be techsavvy and capable of troubleshooting any technical issues that may arise(Shin et al., 2019).

1.2.6. Shortage of Staffs

In many rated hotels they struggle with shortage of manpower, especially during high-demand seasons or after economic crisis. This can lead to overworked staff, longer guest wait times and reduced service quality. Limited staffing also restricts the ability to provide personalized attention to guests(Oxenswärdh, 2022).

1.2.7. Handling Difficult or Unhappy Guest

In rated hotels, front desk staff often deal with challenging guest situations due to issues such as billing errors, room availability or unsatisfactory services. Managing these circumstances diplomatically while maintaining professionalism is a significant challenge, as unresolved complaints can damage the hotels reputation.

1.2.8. Variable Service Quality

Providing consistent service across shifts and staff members can be difficult due to differences in training, experience and individual working styles. Variable service quality may lead to guest frustration, especially when they receive different levels of services at different times during their stay.

1.3. Statement of the Problem

Despite significant investments in marketing and infrastructure, most rated hotels fail to prioritize front desk service quality in their revenue generation strategies. Rated hotels in

competitive markets often struggle to maintain high service standards due to inadequate staff training, outdated technology, and variable service quality, leading to guest dissatisfaction, negative reviews, reduced repeat bookings, and lower revenue. While the importance of front desk operations in enhancing guest satisfaction is acknowledged, there is limited empirical research linking improvements in these services to increased hotel revenue. This study aims to address this gap by investigating strategies that rated hotels can implement to enhance front desk operations and, consequently, boost revenue.

1.4. Purpose of Study

The purpose of this study is to examine how enhancing front desk services can improve revenue generation in rated hotels by identifying effective strategies to improve service quality. It will assess current practices, address challenges faced by staff and evaluate service enhancement strategies. By exploring the link between front desk service quality and financial performance, the research seeks to fill the gap in this area. It will provide actionable insights for hotel management to boost guest satisfaction, increase loyalty and profitability.

1.5. Objectives of the Research

The main objective of this is to examine how to improve front desk services to increase revenue in rated hotels.

1.5.1 General Objectives

The general objective is to investigate the relationship between improving front desk services and revenue generation by identifying effective strategies that enhance service quality and provide actionable insights to boost financial outcomes in a competitive market.

1.5.2. Specific objectives

- i. To assess current front desk service to identify strengths and weakness.

- ii. To identify challenges faced by front desk in maintaining good services and strategies to address them.
- iii. To explore guest feedback and reviews to check key points influencing customer satisfaction in the front desk area.
- iv. To recommend specific service enhancement strategies for rated hotels to improve front desk operation and boost revenue.

1.6. Research Questions

To meet the research objectives, this study will address the following questions:

1. What is the current state of front desk service quality in rated hotels and how is it seen by guests?
2. What challenges do front desk staff encounter that affects the provision of high quality services?
3. What strategies can rated hotels adopt to improve front desk operations and boost profitability?
4. Which training programs and technologies are most effective in improving front desk service delivery?
5. How does guest feedback and review analysis inform improvements in front desk service quality?

1.7. Significance of the study

This study is significant for stakeholders in the hotel industry, such as hotel management, front desk staff, and industry regulators. Hotel management will receive actionable insights on how improving front desk services can enhance guest satisfaction and drive repeat business and revenue. Additionally, the research will highlight critical skills for front desk staff to improve guest experiences while informing industry regulators about the relationship between front desk service quality and hotel performance. This study will fill a gap in

hospitality management literature by establishing a direct link between front desk service quality and financial outcomes

1.8. Limitation of the Study

The limitations of this study regarding the enhancement of front desk services as a strategy for boosting revenue in rated hotels include a small sample size, possible tendency in guest feedback, the ever-changing landscape of the hospitality industry, constraints on resources that may impact data collection, response preference from participants, and an emphasis exclusively on front desk services without examining other operational aspects.

1.9. Delimitation of the study

This study on improving front desk service to increase revenue in rated hotels will focus only on a specific location and a chosen group of rated hotels, leaving out independent or nonrated hotels and other areas of hotel operations beyond front desk services

CHAPTER TWO: LITERATURE REVIEW

2.1 introduction

This chapter examines the relevant literature on enhancing front desk services and its significance as a strategy to boost hotel revenues. It provides a critical analysis of existing studies on the key role of front desk services in the hospitality area, approaches to improving service quality, and the

connection between service quality and customer satisfaction. Additionally, it explores how these elements impact revenue generation. The chapter concludes by identifying gaps in the current research that this study aims to address.

2.2. Importance of Front Desk in Hotel Service

The front desk is often referred to as the "nerve center" of a hotel. This is because it is the primary point of contact between guests and the hotel, handling key operations such as check-in, check-out, guest inquiries, and issue resolution, making it central to the overall guest experience and hotel operations. The importance of front desk in hotels can be understood through different ways(Ustrov et al., 2016).

2.2.1. Service Recovery and Guest Relations

The front desk plays a crucial role in maintaining guest relations and ensuring that guests feel acknowledged, appreciated, and well-cared for during their stay. Front desk staff are tasked with handling guest concerns, responding to questions, resolving problems, and providing customized services.

According to Mathew et al. (2020)the front desk's capability to effectively manage complaints or resolve service issues can transform a negative experience into a positive one, enhancing guest satisfaction and fostering loyalty.

2.2.2 First and Lasting Impressions

The front desk is the place where guests develop their first impressions of the hotel.

According to (Cenophat et al., 2024)it states that the initial encounter at the front desk shapes the overall experience for the guest. A smooth and pleasant check-in leaves a positive impression, while a poor interaction can create a negative outlook for the rest of the stay.

This first interaction impacts the guest's expectations of service quality and plays a key role in determining their overall satisfaction.

2.2.3. Guest Experience and Personalization

The key role of the front desk is to customize the guest experience. Personalized service, like acknowledging returning guests or addressing specific preferences, can enhance a guest's stay, resulting to higher satisfaction and loyalty (Bowen & Chen, 2001). By keeping detailed records of guest profiles and preferences, front desk staff can deliver tailored experiences that surpass guest expectations, a crucial factor in the highly competitive hospitality industry today.

2.2.4. Problem Solving and Crisis Management

Front desk staff frequently handle unexpected issues, such as overbookings, guest complaints, or emergencies. Their capacity to stay composed, offer solutions, and communicate clearly is crucial for reducing guest dissatisfaction in these situations. Training in conflict resolution and problem-solving enables front desk employees to manage these challenges efficiently, leading to smoother operations and improved guest experiences.(Motarjemi, 2023)

2.2.5. Customer Retention and Loyalty

High-quality front desk service significantly influences customer retention and loyalty. Research by (Lentz et al., 2022) indicates that exceptional service at the front desk enhances guest satisfaction, which in turn leads to repeat bookings and favorable word of mouth referrals. Since attracting new customers is typically more expensive than keeping existing ones, the front desk is crucial in fostering guest loyalty and driving long-term revenue for the hotel.

2.3. Strategies for Improving Front Desk Services

2.3.1. Focus on Customer Satisfaction

Service recovery strategies are crucial for keeping guests happy in the hotel industry. By creating clear steps for handling guest complaints and quickly resolving issues, hotels can show they care about providing great service. This approach helps reduce guest dissatisfaction and builds trust and loyalty. (Mmutle & Shonhe, 2017)

Follow-up communications also play an important role in building relationships with guests. After a guest's stay, sending a thank-you email or a survey helps hotels get useful feedback while showing appreciation for their business. This practice can lead to better services and a stronger connection with guests. Additionally, having or improving loyalty programs can greatly encourage guests to return. By offering discounts, room upgrades, or special deals to repeat guests, hotels give them a good reason to come back, which helps create lasting relationships and boosts revenue. Overall, these strategies can enhance guest experiences and promote loyalty, ensuring hotels thrive in a competitive market.

2.3.2. Continuous Improvement

- **Performance Metrics:** Establishing indicators to evaluate front desk performance such as: service response time and guest satisfaction scores to identify areas for improvement
- **Feedback from staff:** Encourage staff to share their insights and suggestions for improving front desk operations to foster a culture of continuous improvement (van Assen, 2021)

- Updates on regular training: Hotels should provide ongoing training and development opportunities to keep staff updated on industry trends and best practices (Lameijer et al., 2023)

2.3.3. Creating a Welcoming Guest Experience

- Visual Guides: Use visual elements like signs or displays to direct guests and share information regarding hotel services, amenities and nearby attractions.
- Comfortable Environment: Ensure that the front desk is clean, organized and inviting. Provide the guest with comfortable seating and a pleasant atmosphere can enhance the check-in experience
- Friendly Attitude: Encourage staff to maintain a friendly and approachable attitude, making guests feel welcome and valued from the moment they arrive.

2.3.4. Personalized Guest Experiences

- Personalized Recommendation: Train staff to provide personalized recommendations for local attractions, dining options or hotel services based on guest interests.(Wang et al., 2018)
- Guest Profiles: Maintain detailed profiles for returning guests, including their preferences and past stays, allowing staff to offer personalized services.
- Special Recognition: Acknowledge and greet returning guests by name, and consider providing small complimentary gestures, such as welcome drinks or room upgrades, to enhance their experience.

2.3.5. Efficient Communication

- Regular Briefings: Conduct daily briefings for front desk staff to discuss guest arrivals, special requests, and any potential challenges that may arise during the day.
- Feedback Mechanism: Implement a system for collecting and addressing guest feedback in real time, allowing staff to make immediate improvements.

- Clear Communication Channels: Establish clear communication channels between the front desk and other departments (e.g., housekeeping, maintenance) to ensure timely responses to guest requests and issues (Riedel et al., 2023)

2.4. Factors Affecting Front Desk Service Quality

The quality of front desk service in hotels is critical because it impacts guest satisfaction, loyalty and overall hotel performance.

2.4.1 Technology and Automation

Technology improves front desk operations by reducing wait times and minimizing errors through self-check-in kiosks and mobile check-ins. Automation frees up staff for personalized guest services, enhancing efficiency (Molina-Castillo et al., 2023)

2.4.2 Customer Service Culture

A customer-focused culture motivates front desk staff to offer excellent service. Prioritizing guest satisfaction and empowering employees to make decisions leads to better service quality and happier guests (Pine & Gilmore, 2017)

2.4.3. Resource Management and Staffing Levels

Proper resource management ensures the front desk is adequately staffed during peak times. This reduces wait times and prevents staff burnout, maintaining service quality (Lee & Chen, 2019).

2.4.4. Guest Expectation Management

Managing guest expectations through clear communication about services and policies prevents dissatisfaction. Setting realistic expectations leads to smoother guest experiences (Lovelock & Wirtz, 2017).

2.4.5. Service Recovery

Effective service recovery is essential in handling complaints and turning negative experiences around. Quick responses and offering solutions like apologies or upgrades help restore guest satisfaction (Hart, Heskett, & Sasser, 2018).

2.4.6. Staff Development and training

Training plays a crucial role in front desk service quality. Well-trained employees handle guest requests, complaints, and offer personalized service more efficiently. Regular training improves communication, problem-solving, and reduces errors, leading to higher guest satisfaction. It also helps staff manage stress during busy periods, ensuring they maintain professionalism (Brown & Lynn, 2019)

2.5. Strategies For Improving Front Desk Services

There are strategies which have been shown to improve front desk services which will lead to increased revenue

2.5.1. Collect and Act on Guest Feedback

- Regular Feedback: Gather guest opinions through surveys or follow-up emails to find areas that need improvement.
- Implement Changes: Make adjustments based on guest feedback to improve their experience.

2.5.2. Create a Welcoming Environment

- Organized and Clean Space: Keep the front desk area tidy and appealing to make a good first impression.
- Guest Amenities: Offer comfortable seating, refreshments, or entertainment options for guests who are waiting.

2.5.3. Improve Communication Channels

- Clear Communication: Make sure the front desk communicates well with other departments like housekeeping and room service to prevent delays.
- Multilingual Support: Provide language support for international guests through staff training or translation tools.(Smith et al., 2018)

2.5.4. Optimize Staffing Levels

- Guest Traffic Analysis: Look at guest patterns to know busy times and adjust staff levels accordingly to minimize wait times.
- Cross-Training: Train employees to perform multiple tasks so they can step in wherever needed, especially during staff shortages

2.5.5. Comprehensive Staff Training

- Ongoing Training: Regularly train front desk staff on customer service, communication, and problem-solving skills so they can handle guest requests and issues effectively.
- Handling Complaints: Teach staff how to deal with complaints, manage stress during busy times, and understand hotel services and systems(Elsafy & Oraby, 2022).

2.5.6. Technology Integration

- Advanced Systems: Use modern Property Management Systems (PMS) for easy check-ins, check-outs, and managing guest accounts.
- Self-Service Options: Set up self-service kiosks or mobile check-in options to reduce wait times, especially during busy hours.
- Personalized Services: Use Customer Relationship Management (CRM) tools to keep track of guest preferences and provide personalized services(Chen et al., 2023).

2.5.7. Enhance Guest Experience through Personalization

- **Anticipate Needs:** Use guest information to offer personalized suggestions, celebrate special occasions, or provide rewards for loyal guests.
- **Recognize Regular Guests:** Train staff to remember frequent guests and greet them by name to create a friendly atmosphere.

2.5.8. Focus on Service Recovery

- **Quick Issue Resolution:** Set up a process for staff to quickly resolve guest issues, like offering free services or upgrades when problems occur.
- **Conflict Resolution Training:** Teach staff how to handle complaints politely and effectively.

2.6. Challenges in Front Desk Operations

They face challenges which may lead to bad reputation and lower income rate. These challenges are:

2.6.1 Managing Guest Expectations

Guests have high expectations for service quality, and balancing these with hotel policies can create conflicts or dissatisfaction if not handled well.

2.6.2 Handling Complaints and Issues

Front desk staff are often the first to address guest complaints. Effective resolution requires strong problem-solving skills and emotional intelligence, which can vary among employees.

2.6.3 Communication Barriers

Effective communication is crucial for smooth operations. Language differences, cultural misunderstandings, and poor interdepartmental communication can lead to confusion and service delays.(Madera, 2011)

2.6.4 High Employee Turnover

The front desk in the hospitality industry often sees high turnover rates, leading to inconsistent service, low staff morale, and higher training costs for new employees.

2.6.5 Inconsistent Service Quality

Variations in staff experience and training can result in inconsistent service, negatively affecting guest satisfaction and loyalty, which may lead to poor reviews and reduced revenue.

2.6.6 Inadequate Staffing Levels

During busy check-in and check-out periods, front desk staff may be overwhelmed, causing long wait times and diminished service quality. Lack of sufficient staffing hampers the ability to serve guests promptly.

2.6.7 Lack of Effective Training

Insufficient training in customer service, upselling, and hotel systems can lead to mistakes in reservations and billing, resulting in lost revenue opportunities.

2.6.8 Technological Challenges

While technology can improve efficiency, staff may face difficulties with new systems, leading to service delays. Technical issues can disrupt operations and frustrate guests.(Al-Tit et al., 2022)

2.7. Financial Impact on Enhanced Front Desk Services

Enhancing front desk services can boost the financial performance of a hotel in different ways.

2.7.1 Positive Online Reputation

High-quality service often results in favorable reviews on sites like TripAdvisor and Yelp, attracting new guests and boosting bookings without extra marketing costs.

2.7.2 Operational Efficiency

Streamlined operations, often supported by technology, reduce wait times and improve service, allowing staff to manage more guests and lower labor costs.

2.7.3 Lower Complaint Costs

Effective front desk service decreases the likelihood of guest complaints, which helps avoid costs related to refunds and negative publicity.

2.7.4 Dynamic Pricing

Enhanced front desk operations can utilize dynamic pricing strategies, allowing hotels to adjust rates based on demand and maximize revenue during peak times.

2.7.5. Higher Customer Lifetime Value (CLV)

By providing outstanding service, hotels enhance guest experiences, leading to increased CLV as satisfied customers are likely to return and spend more during each stay

2.7.6 Increased RevPAR

Better front desk service leads to higher guest satisfaction, resulting in increased occupancy rates and average daily rates (ADR). Satisfied guests are more likely to return and refer others, improving RevPAR.

2.7.7Upselling Potential

Well-trained front desk staff can successfully upsell room upgrades and additional services, directly increasing revenue with each upsell.

2.7.8. Customer Loyalty and Repeat Business

Exceptional service builds customer loyalty, encouraging satisfied guests to return and reducing marketing costs associated with attracting new customers.

2.8. Conclusion

This chapter on literature review highlights the important role that good front desk services play in helping hotels earn more revenue and income. As the first point of contact for guests, the front desk sets the tone for their entire stay and affects their overall satisfaction. Key areas for improving front desk services include staff training, effective communication, and using technology.

The research shows that well-trained front desk staff provide better service, leading to more loyal guests and repeat business. Additionally, focusing on upselling, offering upgrades and extra services can help hotels make more money from each guest. Efficient operations and technology can also reduce wait times and improve the guest experience.

However, there are challenges like high staff turnover and inconsistent service quality that need to be addressed. Offering thorough training and using technology can help create a more stable and skilled front desk team.

In conclusion, investing in better front desk services is crucial not just for keeping guests happy, but also for boosting revenue in the competitive hotel industry. By emphasizing excellent service, hotels can build customer loyalty, gain positive reviews, and achieve ongoing financial success. Future research should look into new service strategies and technologies that can further improve front desk operations, ensuring hotels remain profitable in the long run

CHAPTER THREE RESEARCH DESIGN AND METHODOLOGY

3.1. INTRODUCTION

This chapter shows how the research was carried out from introductory stages to completion. It elaborately described the type of research design adopted, the research plan, area of study, the sampling techniques, sources of data, target population, procedures and approaches for data collection, data presentation and analysis, definition of variables and lastly ethical considerations for the study.

3.2. Research Design

A research design is a structured plan or framework used to answer research questions. Both qualitative and quantitative methodologies are incorporated into this design. It will involve administering questionnaires and collecting data on individuals' opinions, ideas, feelings, and approaches (Nasirzadeh & Nojedehe, 2013; Wambua & N, 2019) The choice of research design is made for various reasons, including its practicality and effectiveness. For this study, a descriptive research design will be employed. This design utilizes methods such as interviews or questionnaires to gather information from a sample of individuals (Braglia et al., 2022). It will assist the researcher in logically analyzing and representing the findings, drawing conclusions, and making recommendations.

3.3. Location of the study

The study will be conducted at Acacia Premier hotel in Kisumu. Acacia Premier is a rated hotel that is known for providing high quality services to both international and local guests. This setting provides an ideal environment to explore the dynamic of front desk service quality in the rated hotel.

3.4. Target population

A population refers to a complete group of individuals, cases, or items that share specific observable traits, and from which a researcher intends to draw conclusions or generalize the

findings of the study (Mugenda, 1999). The target population will be sourced from Acacia Premier hotel in Kisumu front desk staff. The front desk staff has 33 staff in total. The target population will be in the best position to provide reliable information needed by the researcher as they are involved in daily operations of the hotel and have firsthand information relevant to customer satisfaction.

3.5. Sampling techniques and sample size

3.5.1 sample size

The study sample size will contain receptionist, reservation agent, front desk supervisor, concierges, night auditors and guest service representatives.

Table 1. front desk staff

Front desk service staff	
Receptionist	5
Reservation agents	5
Front desk supervisor	6
Concierges	6
Night auditors	3
Guest service representatives	8
TOTAL	33

3.5.2. Sampling techniques

In conducting the research, collecting information may not be budget friendly and even tiresome. Consequently, a smaller group, referred to as a “sample,” is typically chosen to represent the key

characteristics of the entire population accurately. Sampling is the preferred approach as it helps save time, lowers research costs, and ensures more efficient use of resources. Furthermore, better recordkeeping and oversight are made possible by sampling, and more significantly, it produces more accurate results.

Deliberate and unbiased stratified sampling techniques will be used on the target population.

Deliberate sampling involves selecting members based on shared features and the researcher's judgment to get the necessary information. In stratified sampling, individuals are divided into strata based on their top management level and purposefully picked.

3.6. Research instruments

3.6.1. Questionnaires

Questionnaire refers to a research tool that consists of a series of questions or prompts used to collect data from respondents. Data will primarily be gathered through questionnaires due to their simplicity and effectiveness. The questionnaire will include both open ended and close ended questions. Closed-ended questions will be used to gather data that can be analyzed using quantitative methods, while open-ended questions will collect qualitative data. The open-ended questions will be particularly useful for gathering more detailed information, especially when additional clarification about the variables under investigation is needed.

3.7. Data collection

The researcher will attach an introduction letter which will be used to introduce the study and its purpose of the research this follows authorization from the human resource department. The preliminary note will describe instructions on how to respond and complete the questionnaires and

provide assurances of confidentiality. The surveys will be distributed to randomly selected management respondents within each groups.

3.8. Data Analysis

The data collected will be evaluated using Microsoft Excel. The quantitative and the data will be represented in tabular form using also bar graphs and charts. Qualitative answers to open ended questions will be referenced directly.

3.9. Logical and ethical consideration

All participants will be provided with a clear explanation of the purpose of the study, procedures and their rights before participating. The informed consent will be obtained from both the guest and the front desk service staff and they will be assured that the information will be confidential. The introduction letter will be obtained from Boma International Hospitality college to Acacia Premier Hotel Kisumu Human Resource department for authorization. The researcher shall follow thorough consultation and acknowledgement of all sources via appropriate citations and references.

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APPENDIX I: BUDGET

ACTIVITY	TOTAL COST(KSHS)
Travelling expenses	3000
Internet services	3000
Printing	2500
Binding expenses	150
Administrative costs	6000
TOTAL	14,650

APPENDIX II: WORKPLAN

ACTIVITY	October 2024	November 2024	December 2024	January 2025	February 2025
Proposal writing					
First Assessment					
Second and Last Assessment					
Interviews And Questionnaires					
Data analysis					

APPENDIX III: QUESTIONNAIRE

Dear respondent,

My name is **Maryanne Akinyi** a student at Boma International Hospitality College undertaking culinary arts. My study requires that I undertake a study on **IMPROVEMENT OF FRONT DESK SERVICES IN HOTELS.**

LOCATION: A STUDY AT ACACIA KISUMU

Thank you for taking time to respond to this survey. Your response is critical to helping us improve the front desk services to improve guest happiness and revenue production. All responses will remain confidential.

1. How would you rate your overall experience with the front desk service?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Very poor

2. How satisfied were you with the check- in process?

- ☐ Very satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

3. How would you rate the friendliness and attitude of the front desk staff?

- ☐ Very friendly
- ☐ Friendly
- ☐ Neutral
- ☐ Unfriendly
- ☐ Very unfriendly

4. How long did you wait before checking in?

- ☐ Less than 10 minutes
 - ☐ 10-20 minutes
 - ☐ More than 20 minutes
5. Did the front desk staff provide you with enough information about the hotel services and facilities?
- ☐ Yes
 - ☐ Somehow
 - ☐ Not enough
 - ☐ Not at all
6. If you encountered any issues during your stay, how effective was the front desk staff in resolving them?
- ☐ Very Satisfied
 - ☐ Satisfied
 - ☐ Neutral Dissatisfied
 - ☐ Very Dissatisfied
7. How would you rate the efficiency of the checkout process?
- ☐ Very Efficient
 - ☐ Efficient
 - ☐ Neutral
 - ☐ Inefficient
 - ☐ Very Inefficient
8. Do you have any suggestions on how we can improve our front desk service?
-
-
-
-
-
9. Is there anything else you would like to share about your experience with our front desk service?
-
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