

CHAPTER 4

CONCLUSION

In this chapter, I would like to make a summary of my analysis in the previous chapters. I have mentioned the causes and effects of the problem in Chapter 2. The causes are I did not have any experience in the hospitality industry, I did not know about the hotel's products and services, and I had a language barrier with the guests who could not speak English. Then, I found three effects of the problem. First, I was upset when it was hard for me to solve the guests' complaints. Second, the guests were upset because they had to wait too long for their complaint to be solved. Then, the third effect is and my seniors in MAGIC Department gave me negative comments because they thought I did not have any initiative to follow up the guests' complaints.

In Chapter 3, I have mentioned the potential solutions. The first potential solution is I ask the appropriate department's officer to help me solve the guests' complaints or to tell me what I have to say to the guests. The second potential solution is I apologize if the complaint cannot be solved. The third potential solution is I present the guests with extra amenities and service, such as give a free dry cleaning service and free ice cream or sorbet.

From the three potential solutions, I believe that the best solution is the combination of all the potential solutions but the first step that I have to do first is say sorry to the guests, then I ask the appropriate department to help me solve the guests' complaints or to tell me what I have to say to the guests and read the manual book from the supervisor, and finally I present the guests with extra amenities and service, such as give a free dry cleaning service and free ice cream or sorbet.

The reason why I chose all of these three potential solutions is because the follow up can be perfect if all three are done. If I only apologize to the guests without asking the appropriate department's officer to help me solve the guests' complaints or tell me what I have to say to the guests and read the manual book from the supervisor and without presenting the guests with extra amenities and services, there will be no problem solving and the guests still be angry and think that I do not care about their complaints. If I only ask the appropriate department's officer to help me solve the guests' complaints or tell me what I have to say to the guests and read the manual book from the supervisor, but without apologizing to the guests, the guests will think that I do not appreciate them. If I only give extra amenities and services to the guests, they will think that I do not want to take a real effort, because even though the guests might receive the extra amenities and services, they still want their complaints to be answered and solved. Another possibility is I can apologize to the guests, and ask the appropriate department's officer to help me solve the guests' complaints or tell me what I have to say to the guests and read the manual

book from the supervisor, but I do not give any extra amenities. If I do that, however, the guests will feel that they are not important for the hotel. It can happen because the guests might think that the hotel does not want to sacrifice for them and that the income from the food or service is more important for the hotel than the guests. Then, I cannot present the guests with a complimentary product without asking the appropriate department's officer to help me solve the guests' complaints or tell me what I have to say to the guests and read the manual book from the supervisor. The officer from appropriate department can give me approval to give any extra amenities and service as the complimentary product to the guests. If I do ask the appropriate department's officer and present the guest with extra amenities without saying my apology to the guests, it can give a signal that I underestimate the guests.

Those three potential solutions above help me to solve the problem. Morrey says that the steps in handling guest complaint are apologizing (par. 21) and then doing the follow up (par. 30). Following up includes asking help from an appropriate department's officer to solve the guests' complaints or tell us what we have to say to the guests and giving any complimentary product, as confirmed by Hanafi (November 29, 2012). The theory of the article and the confirmation from Hanafi support my conclusion that the best solution is doing those three potential solutions which are apologizing to the guests, asking help from someone in the appropriate department, and presenting the guest with extra amenities or service.

I can sum up this term paper that every guest's complaints can be handled if I can find the proper and effective ways. Good communication with coworkers is one of the keys to handle the guests' complaints. My coworkers can help me to solve the problem. In particular, my humility to apologize to the guests indicates that I appreciate the guest.