

Chapter II

Literature Review

In this chapter the writer examines and discusses previous studies, theories, and key concepts related to the research topic. This chapter aims to summarize existing research, identify gaps in knowledge, establish the theoretical framework for the study. It also defines important terms and concepts, outlines methodologies used in similar studies, and justifies the need for the current research. By critically analyzing the previous studies, this chapter provides context for this research and highlights how it contributes to the broader field of knowledge. Ultimately, this chapter helps to position the study within the existing body of literature and clarifies its significance.

2.1 Previous Study

Based on the exploration of previous research, the writer found several studies relevant to this one. These studies provide valuable insights into the importance of English-speaking skill in the hospitality industry. Although there are connections, this study differs from the previous ones in its specific focus on hotel receptionists at Belvieu Hotel Bandung, a context that has not been extensively studied before. Additionally, while previous research has generally addressed language skills in the broader tourism industry, this study aims to delve deeper into the factors influencing English proficiency among hotel receptionists and identify practical solutions for improving their communication skills. Some of these previous studies are:

The first study is titled "Analysis of English-Speaking Skills of Receptionists at Wyndham Opi Hotel" by M. Taslim. In analyzing the data, Taslim used qualitative research methods and CEFR (Common European Framework of Reference) standards. The goal was to determine whether the hotel staff at the research site had the necessary English skills to respond to guest requests, handle complaints, and provide good service. Taslim's analysis showed that a respondent named Putri scored at the Intermediate level (B2) in the Interactive test. This means that the receptionist has an intermediate level of proficiency, able to respond to interview questions more effectively, interact more extensively, and provide detailed explanations compared to lower levels of testing.

The second study is titled "The Use of English-Speaking Skills of Front-Liner Staff at Sakata Convenxia Tours and Travel in Handling Customers" by Nisya Mulyasari. In her research, Nisya employed qualitative research methods and observation to analyze the data thoroughly and accurately. The primary objective was to assess whether the front-liner staff at Sakata Convenxia Tours and Travel could improve their English-speaking skills in customer interactions or not. The study found that the staff struggled with grammar, had a limited vocabulary, and experienced nervousness when interacting with foreign guests. To address these challenges, Nisya recommended that staff practice speaking English daily with friends, which could help them become more confident and effective in handling foreign guests.

The third study is titled “English Language Speaking Skills of Tourist Information Center Staff at Husein Sastranegara International Airport when Dealing with Foreign Visitors” by Aulia Rahayu (2020). The method that used in this study is descriptive-qualitative. This study aims to examine the speaking skills of the tourist information center staff at Husein Sastranegara International Airport when interacting with foreign visitors. The research focuses on the staff's English language proficiency, their level of hospitality, and the overall experience of foreign visitors at the tourist information center. The findings of this study indicated that the speaking skills of the tourist information center staff are vital for effectively conveying information, while their level of hospitality is also crucial for ensuring a positive experience for visitors.

The fourth study is titled “English Communicating Skills of Local Tour Guides at Pakar Holiday Tour and Travel” by Santi Nurlelasari (2019). In this study Santi used qualitative methods and used a verbal communication theory by Joseph a DeVito. The goal of this study is to identify the challenges faced by guides in using English and to determine the most effective strategies to overcome those challenges. The results of this study are the local guides have some difficulties in dialects, and pronunciation.

The fifth study is titled “The Influence of Speaking Skills of Guest Service Agent (GSA) in Sheraton Bandung Hotel & Towers by Inayatun Nasya (2018). In analyzing the data Inayatun employs qualitative methods and used descriptive analysis. Her study seeks to examine the impact of Guest

Service Agents' speaking skills on their interactions with guests. The findings of Inayatun research indicate that the speaking skills of Guest Service Agents have a minimal impact on the quality of service provided to foreign guests. However, the main challenge faced by these Guest Service Agent (GSA) in speaking English is the lack of daily practice and insufficient vocabulary proficiency.

Table 2.1 Previous Study

Study Title	Author	Research Method	Key Findings
Analysis of English-Speaking Skills of Receptionists at Wyndham Opi Hotel	M. Taslim (2023)	Qualitative	Receptionist "Putri" scored at Intermediate level (B2), demonstrating effective responses, better interaction, and detailed explanations compared to lower levels. Taslim concluded that the receptionist had sufficient skills to handle guest requests and complaints.
The Use of English-Speaking Skills of Front-Liner Staff at Sakata Convenxia Tours and Travel in Handling Customers	Nisya Mulyasari (2018)	Qualitative	The front-liner staff struggled with grammar, vocabulary, and nervousness during interactions. Nisya recommended daily practice with friends to enhance fluency and confidence in handling foreign guests.

English Language Speaking Skills of Tourist Information Center Staff at Husein Sastranegara International Airport when Dealing with Foreign Visitors	Aulia Rahayu (2020)	Qualitative	The study emphasized that the staff's speaking skills were vital for clear communication with foreign visitors, and their hospitality played a key role in creating positive experiences for visitors.
English Communicating Skills of Local Tour Guides at Pakar Holiday Tour and Travel	Santi Nurlelasari (2019)	Qualitative	The study revealed that local tour guides faced challenges with dialects and pronunciation, affecting their communication. Strategies to overcome these issues were also explored.
The Influence of Speaking Skills of Guest Service Agent (GSA) in Sheraton Bandung Hotel & Towers	Inayatun Nasya (2018)	Qualitative	Inayatun found that the speaking skills of GSAs had minimal impact on service quality, primarily due to lack of daily practice and insufficient vocabulary proficiency.

From the fifth studies above, the writer conclude that studies papers examine and evaluate speaking skills in hospitality. However, this paper specifically focuses on classifying English speaking skills of receptionist staff, using the theoretical framework provided by Douglass Brown. The key difference from the first previous study is that Taslim utilized the CEFR

assessment format, while this research employs Douglass Brown's oral proficiency scoring categories. Furthermore, the gap from the second, third and fourth study lies in the research object; each study investigates different aspects or groups within the hospitality sector. Moreover, the gap from the fifth study lies in the focus of the study. In the fifth study, the writer examined the influence of a GSA's speaking skills on guest interaction, whereas in this study specifically focuses on the speaking skills of the receptionist.

2.2 English Speaking Skills

In learning English, mastering a range of skills is crucial for effective communication. As outlined by Brown (2001:232) in *Teaching by Principles*, in learning English there are 4 skills that should be learnt: reading, writing, listening, and speaking). The categorization of these skills is divided into two categories: receptive and productive. Reading and listening are included a receptive skill that involves producing language to communicate. Meanwhile speaking and writing are included in the productive skill that involves producing language to communicate. The four skills are as follows:

1. Reading

In terms of definition, reading is usually recognized as the effort a reader exerts to understand the hidden mysteries of a written text. It means Reading is defined as a cognitive process that requires thinking to understand and grasp meaning, whether the meaning is clear or vague. Without understanding the meaning of the text, reading it is meaningless. In addition, reading serves to improve verbal communication skills, due to the addition of vocabulary.

2. Writing

Writing is a productive skill that involves the expression of thoughts, ideas, and information through the creation of text.

Writing demands precise attention to every aspect, such as substance, form, intent, audience, vocabulary, grammar, spelling, and mechanics, making it a challenging skill for both native and non-native speakers.

3. Listening

Listening skills are essential for accurately receiving information during interactions with others. Listening skill involves paying attention to sound, which is different from just hearing. Listening requires attention. Comprehension involves understanding the meaning from both sound and visual symbols.

4. Speaking

Speaking is a productive skill that involves the oral expression of thoughts, ideas, and information, in fact, it facilitates not only the comprehension of senses and meanings but also the discernment of attitudes and impressions. Speaking skills requires a broad and modern perspective, focusing on the social context of language learning and the dynamic process of communication between speakers and listeners.

Speaking is not just about transmitting factual information but it involves interpreting and conveying emotions, attitudes, and impressions

within a broader social framework. It is an ongoing, adaptive process where speakers and listeners are engaged in a continual exchange of meaning. speaking is a dynamic, productive skill that involves expressing thoughts and ideas verbally while facilitating both comprehension of meaning and the discernment of attitudes. It highlights the need for a modern and socially informed understanding of speaking, considering the role of social context and the interactional nature of communication.

The primary challenge associated with spoken English arises from its inherent dependence on interaction with at least one other speaker (Sabina, 2018). Through interaction, individuals refine their speaking abilities by receiving feedback, adjusting their language use, and adapting to various communicative situations. Without an effective and proficient speaking skill, communication and understanding would be lacking, and the alternative would most possibly and in most cases be misunderstanding and confusion. Therefore, mastering speaking to communicate is very essential to have communication clearly, fluently, and productively.

2.3 Speaking Skill for Reception

Speaking is generally defined as a way to communicate in daily life, allowing individuals to express desires, negotiate, resolve issues, and maintain social connections. According to Brown (1994) and Burns and Joyce (1997), speaking is an interactive process of creating meaning, which involves producing, receiving, and processing information. This makes speaking essential for human communication, as it serves as a direct means

of conveying thoughts and ideas. Without speaking, individuals would be isolated from society.

Ladousse (as cited in Nunan, 1991: 23) further describes speaking as the ability to express oneself in various situations, report events accurately, and fluently convey a sequence of ideas. Jansen (2015) similarly emphasizes that speaking is an activity of social interaction—an essential communicative skill used to share information, ideas, or opinions. Through speaking, the speaker can express their thoughts, while the listener gains understanding. In this sense, speaking is a key element in human life, facilitating direct expression of ideas, enabling face-to-face interaction, and supporting the development of other language skills.

Harmer (2007: 284) also highlights the importance of speaking, defining it as the ability to interact fluently, which requires not only knowledge of language features but also the ability to process information and use language "on the spot." From this perspective, hotel receptionists at Belviu Hotel must possess strong speaking skills to effectively deliver information and represent the hotel. They should be able to express themselves clearly, logically, and fluently, while using appropriate pronunciation, grammar, and vocabulary for both transactional and interactional communication.

In addition, Chaney (1998) defines speaking as the process of building and sharing meaning through verbal and non-verbal symbols in various contexts. This definition highlights that speaking involves more than just

producing words—it is about creating and exchanging meaning in dynamic, real-world situations, where both verbal (words, sentences) and non-verbal (gestures, facial expressions) cues are used to convey and understand information. Brown (2004: 140) further adds that speaking is a skill that can be directly observed and empirically measured, though it also presents challenges in terms of reliability and validity when assessing oral production.

2.3.1 The Type of Speaking

Types of Speaking Performances Brown (2004: 271) describes six categories of speaking skill area. Those six categories are as follows:

1. Imitative

This category includes the ability to practice an intonation and focusing on some particular elements of language form. This kind of speaking type is usually emphasized to imitate a word, phrase or sentences that is pronounced. It is more focus on building the ability in pronunciation.

2. Intensive

This is the students' speaking performance which is practicing some phonological and grammatical aspect of language. For example, reading aloud that includes reading a paragraph, reading the dialogue with a partner, in turn, reading information from the chart and etc.

3. Responsive

Responsive performance includes interaction and test comprehension but at the somewhat limited level of very short conversation, standard and small talk, simple request and comments. This is a kind of short replies to teacher or student-initiated questions or comments, giving instructions and directions. Those replies are usually sufficient and meaningful.

4. Transactional (dialogue)

It is carried out for the purpose of conveying or exchanging specific information. For example, here is conversation which is done in pair work.

5. Interpersonal (dialogue)

It is carried out more for the purpose of maintaining social relationships than for the transmission of facts and information. The forms of interpersonal speaking performance are interview, role play, discussions, conversations and games.

6. Extensive (monologue)

Teacher gives students extended monologues in the form of oral reports, summaries, and storytelling and short speeches.

Based on the theory outlined above, it can be concluded that speaking skills can be assessed by evaluating several factors.

The speaker should have a good grasp of pronunciation, vocabulary, and the appropriate language functions to use.

When the speaker is well-prepared and ready for the task, they will be able to use the language effectively and accurately.

In conclusion, the six categories of speaking performance offer a detailed framework for understanding the different aspect of speaking skills. Each category emphasizes a unique element of language use, such as pronunciation, grammar, interaction and the ability to convey information or maintain social relationships. By assessing these different skills, educators can better evaluate a learner's overall speaking ability. A strong command of these areas enables learners to communicate more effectively and accurately, depending on the context. When learners are adequately prepared, they are able to use language confidently and appropriately for various speaking situations.

In line with that, According to Florez (1999: 3) “a good English speaker is who fulfilled the elements as follows:

1. Producing the sound, stress patterns, rhythmic structures and intonation of the language.
2. Using grammar structures accurately.
3. Assessing characteristics of the target audience, including shared knowledge or shared points of references in perspectives.
4. Selecting vocabulary that is understandable and appropriate for the audience, the topic being discussed and the setting in which the speech act occurs.

In conclusion, these elements collectively highlight the key components of effective speaking: proper pronunciation, grammatical accuracy, audience awareness, and appropriate vocabulary usage. Mastery of these aspects enables speakers to communicate clearly, accurately, and appropriately in various contexts, enhancing their overall speaking proficiency.

2.3.2 Assessing Speaking Skill

Assessing speaking performance requires teachers to be linguistically competent. Nunan (1999) viewed that speaker need to have sufficient vocabulary and control over structural and grammatical components. Additionally, speaking requires a strong sense of functional competence, meaning that responses should be complete, logical, and contextually appropriate. Furthermore, effective speaking assessments should not only focus on accuracy but also on the speaker's ability to convey their message clearly and confidently. In conclusion, effective speaking assessment involves evaluating both linguistic proficiency and communicative competence, ensuring that responses are both grammatically correct and contextually relevant to the interaction at hand.

In assessing speaking skill, there are some criteria that should be concerned by the assessor. Garbutt and O'Sullivan (1991: 146) stated that there are 3 main subjects that can be used as subject to be assessed, they are:

1. Pronunciation
2. Grammar
3. Effective of Communication

In conclusion, when assessing speaking skills, it is essential for the assessor to focus on key criteria that accurately reflect a speaker's proficiency. Garbutt and O'Sullivan (1991: 146) highlight three main aspects that should be considered in the evaluation process: pronunciation, grammar, and effectiveness of communication. Pronunciation ensures that the speaker's speech is clear and understandable, while grammar examines the accuracy and appropriateness of language use. The effectiveness of communication focuses on how well the speaker conveys their message and engages with the listener. By evaluating these three key elements, assessors can gain a comprehensive understanding of a speaker's overall competence and ability to communicate effectively in different contexts.

In that line, According to Brown (2001: 406-407), the elements of speaking consist of, grammar, vocabulary, comprehension, fluency, pronunciation and task.

Oral Proficiency Test Scoring Categories

Score	Categories	Score	Categories
	Grammars		Vocabulary
1	Errors in grammar are frequent, but speaker can be understood.	1	Speaking vocabulary inadequate to express anything.
2	Can usually handle elementary constructions	2	Has speaking vocabulary sufficient to express himself

	quite accurately but does not have through or confident control of the grammar.		simply with some circumlocutions.
3	Control of grammar is good. Able to speak the language with sufficient structural accuracy to participate effectively in most formal and informal conversation practical, social, and professional topics.	3	Able to speak the language with sufficient vocabulary to participate effectively in most formal and informal conversations on practical, social, and professional topics. Vocabulary is broad enough that rarely has to grope for a word
4	Able to use the language accurately on all levels normally pertinent to professional needs. Error in grammar are quite rare.	4	Can understand participate in any conversation within the range of his experience with a high degree of precision of vocabulary.
5	Equivalent to that of an educated native speaker.	5	Speech on all levels is fully Accepted by educated native speakers in all its features including breadth of vocabulary and idioms, and pertinent cultural references
	Comprehension		Fluency
1	Within the scope of his very limited language experience can understand simple questions and statement if delivered with slowed speech, repetition, or paraphrase.	1	No specific fluency description.
2	Can get the gist of most conversation of non-technical subject.	2	Can handle with confidence but not with facility most social situations, including introductions and casual conversations about current events, as well as work, family, and autobiographical information.
3	Comprehension is quite complete at a normal	3	Can discuss particular interests of competence with reasonable ease. Rarely has to grope for words
4	Can understand any conversation within the range of his experience.	4	Able to use the language fluently on all levels normally pertinent to professional needs.

			Can participate in any conversation within the range of this experience with a high degree of fluency
5	Equivalent to that of an educated native speaker.	5	Has complete fluency in the language such that his speech is fully accepted by educated native speakers
	Pronunciation		Task
1	Errors in pronunciation are frequent but can be understood.	1	Can ask and answer questions on topics very familiar to him.
2	Accent is intelligible though often quite faulty.	2	Able to satisfy routine social demands and work requirement; needs help in handling any complication or difficulties.
3	Errors never interfere with understanding and rarely disturb that native speaker. Accent may be obviously foreign.	3	Can participate effectively in most formal and informal conversations on practical, social, and professional topics
4	Errors in pronunciation are quite rare.	4	Would rarely be taken for a native speaker but can respond appropriately even in unfamiliar situations. Can handle informal interpreting from and into language.
5	Equivalent to and fully accepted by educated native speakers.	5	Speaking proficiency equivalent to that of an educated native speaker.

In conclusion, when assessing speaking skills, Brown (2001: 406-407) emphasizes six key elements: grammar, vocabulary, comprehension, fluency, pronunciation, and task performance. Each of these aspects plays a crucial role in determining a speaker's overall proficiency. The Oral Proficiency Test scoring categories further break down these elements, providing a structured way to evaluate a speaker's abilities. For instance, grammar and vocabulary are assessed

based on accuracy and range, while comprehension and fluency focus on how well the speaker understands and engages in conversation. Pronunciation and task performance are also considered, with scores reflecting the clarity of speech and the ability to effectively handle different communication tasks. By assessing these criteria, a comprehensive understanding of a speaker's proficiency can be gained, helping to identify strengths and areas for improvement.

2.4 Hotel Definition

Hotels serve as essential commercial establishments offering a range of services, with the primary goal of providing comfortable, safe, and convenient lodging for travelers. As stated by (David K. Hayes & Jack D. Ninemeier 2015) in *Hospitality Management*, "A hotel is an establishment that provides lodging accommodations, generally on a short-term basis, and is designed to cater to the needs of travelers by offering a range of services such as food and beverage, entertainment, and other amenities."

In line with that (John R. Walker 2017) stated that "A hotel is a commercial establishment that provides paid accommodation, typically on a short-term basis, and offers a range of services and amenities such as food and beverage, housekeeping, and concierge services. Hotels are typically categorized by their size, location, amenities, and the type of services they offer, ranging from budget accommodations to luxury establishments." Walker's definition underscores the business aspect of hotels as commercial entities that provide temporary lodging. Additionally, Walker also acknowledges the variety of services and amenities that

may be offered, which contribute to a hotel's classification and overall guest experience.

In conclusion, both Hayes & Ninemeier (2015) and Walker (2017) agree that hotels are important commercial establishments that provide temporary lodging for travelers, along with a range of services to meet their needs. Hayes & Ninemeier highlight that hotel offer amenities like food, entertainment, and other services to ensure guest satisfaction. Walker focuses on the business side, noting that hotels provide paid accommodation and vary in classification, from budget to luxury, based on the services they offer. Overall, hotels are not just places to stay but service-driven businesses designed to provide comfort, safety, and convenience to travelers.

2.5 Belviu Hotel

Started as Regata Hotel officially operating on March 26, 2016. The founder of this hotel is a group and also the owning company. On April 29, 2019, Regata Hotel changed its name (Re-branding) to Belviu Hotel with ownership. Belviu Hotel Bandung means "Beautiful View" which is a beautiful view. Belviu Hotel Bandung has the tagline "Twice Your Value" Belviu Hotel is a 4-star hotel (****) located on Jl. Dr. Setiabudhi NO.35, Bandung. This hotel has a classic design concept and modern appeal. With a warm and comfortable environment. Located in a business shopping center. Belviu Hotel Bandung consists of 11 floors with a total of 90 rooms. There are various facilities to support guest comfort spread across the lobby floor and 11th floor including Belviu Caffé & Bistro, Pallazo Lounge, and Dejavu Party Pit, and is equipped with a meeting room.

2.5.1 Hotel Facilities

a) Rooms

Belviu Hotel Bandung have 89 rooms divided into several types including Superior room, Deluxe room, Family room, Junior suite room, and President suite room with varying prices. Here are the public rates for each room type:

Superior : IDR. 1.600.000

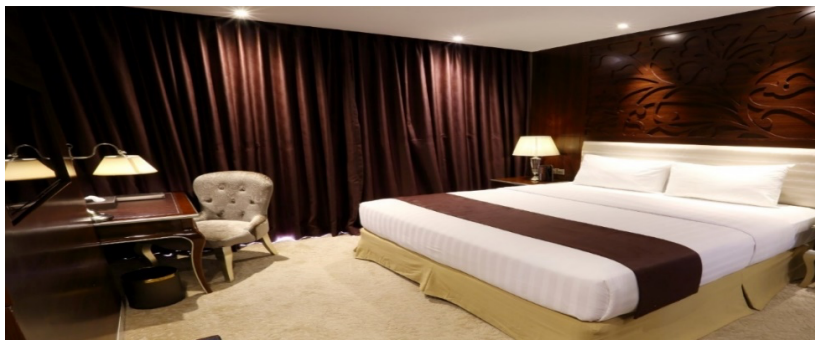
Deluxe : IDR. 1.800.000

Family : IDR. 2.150.000

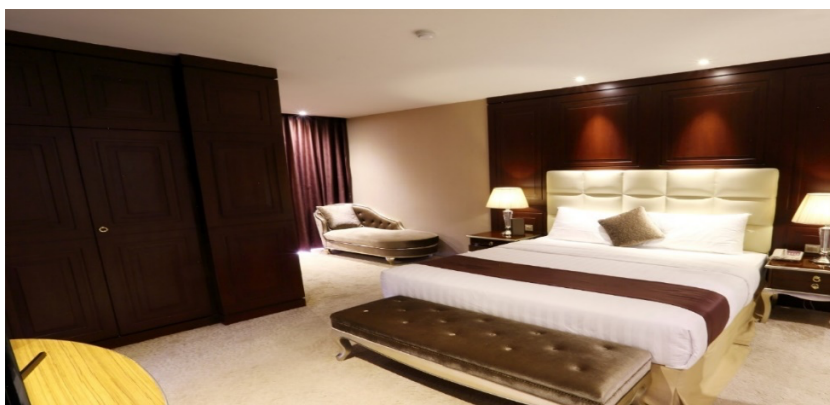
Junior Suite : IDR. 4.500.000

President Suite : IDR. 5.750.000

Here are the facilities per room type at Beviu Hotel Bandung:



Picture 2.5.1 Superior room



Picture 2.5.2 Deluxe Room



Picture 2.5.3 Family Room



Picture 2.5.4 Junior Suite Room



Picture 2.5.5 President Suite Room

b) Meeting Rooms

Apart from the 89 rooms offered, Belviu Hotel Bandung also has several function rooms consisting of *Belleza Room*, *Belleza 1 Room*, *Belleza 2 Room*, *Belleza 3 Room*, *Basille*, *Romano*, *Florenza*, and *Borgia VIP Room*.

Room Type	Dimension (m)	Standing	Theatre	Class Room	U - Shape	Round Table
BELLEZA	25 x 8	300	250	150	100	200
BELLEZA 1	8 x 8	100	80	50	30	60
BELLEZA 2	8 x 8	100	80	50	30	60
BELLEZA 3	8 x 8	100	80	50	30	60
BASILLE	8 x 8.5	140	100	40	40	30
ROMANO	8 x 8.5	140	100	40	40	30
FLORENZA	8 x 8.5	140	100	40	40	30
BORGIA VIP Room	6 x 5	-	-	-	10	-

Picture 2.5.6 Types of Meeting Rooms

c) Restaurant (Food and Beverages)

Belviu Hotel Bandung also have several dining and entertainment facilities to meet guest needs, including:

1) *Belviu Coffee & Bistro*

a restaurant that offers quality service that will enhance the dining experience with a variety of local and foreign (western) foods, with indoor and outdoor areas.

2) *Pallazo Lounge*

Pallazo Lounge is a bar located at lobby level, provides alcohol and non-alcohol drinks, made with a professional touch, providing a suitable atmosphere for various events with business partners or

friends. Accompanied by musical entertainment by a calm singers and cheerful atmosphere

3) Dejavu Party Pit

Dejavu Party Pit is a bar cafe located on the 11th floor of Belviu Hotel. Dejavu is a place that provides drinks such as alcohol and non-alcohol and food and guests can enjoy Lunch, Dinner near the spacious bar area with a very beautiful view of the infinity pool and city view. The decoration, setting, seating, menu, prices and drink programs all reflect the goal of creating a comfortable gathering place for visiting guests.

2.5.2 Hotel Departments

a) Front Office Department

Front Office is one of the departments in a hotel that is responsible for serving guests from the time the guest wants to book a room until the guest leaves the hotel. One of the most crucial roles in the front office department is the receptionist. The receptionist plays a role as the first impression and the image of a hotel.

b) Housekeeping

Housekeeping is one of the departments that is responsible for the cleanliness and tidiness of all areas in the hotel.

c) Engineering

One of the departments in the hotel that is responsible for the maintenance and repair of all facilities owned by the hotel, such as buildings and hotel electronic equipment.

d) Food and Beverages

Consists of two departments, namely, FB Product and FB services. F&B Product is one of the departments in the hotel that is responsible for making food or dishes that will be served to guests in the restaurant. While F&B Service is one of the departments in the hotel that is responsible for serving food that has been previously prepared by the F&B Product department, and serving it to guests.

e) A&G Department

This department includes Human Resources, Accounting, and Purchasing. Human resources are a department in a hotel that is responsible for the hotel's human resources, as well as the employment system. Accounting is a hotel department that has the task of managing hotel finances, from expenses for each hotel department's costs, to providing employee salaries. And Accounting is a hotel department that has the task of managing hotel finances, from expenses for each hotel department's costs, to providing employee salaries.

f) Sales & Marketing

Sales & Marketing is a department that is responsible for the sales and marketing of hotel products so that they can be of interest to prospective guests.

2.6 Hotel Receptionist

The role of a receptionist is essential in the front office operations of a hotel or company. As stated by (Sugiarto, 2006) *“Seorang yang terlibat di front office disebut Resepsionis. Resepsionis atau reception adalah bagian operasional sebuah hotel/perusahaan yang tugas utamanya menerima tamu.”*

The reception position holds significant importance within the hotel, serving as the initial contact to greet guests and playing a crucial role in elevating service quality. As the first point of contact, receptionists are responsible for creating a positive first impression, which can influence a guest's overall experience and satisfaction.

Receptionist duties go beyond just checking in guests; they must be able to handle inquiries, resolve problems, provide information, and ensure smooth communication throughout the guest's stay. In this way, the receptionist role directly impacts the hotel's reputation, making it essential for receptionists to have strong communication skills, a professional demeanor, and the ability to adapt to various guest needs and situations. Ultimately, a receptionist's performance plays a key role in shaping the guest's perception of the hotel and can significantly contribute to repeat business and positive reviews.