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BMIH4003 Hospitality & Guest Services LEVEL 4

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Introduction to Hospitality and Guest Services

Title: Hotel Standards, Reputation Management, Building and Retaining Customer Loyalty

Assignment 2: 1500-word Report

Executive Summary

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Introduction

Main Findings

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Reference List (minimum of 15 references included)

What is the purpose of brand consistency standards?

Do all hotels have the same standards? It is simple for us to limit our perception of hospitality to only hotels, restaurants, and pubs, but the sector is quite diverse and includes theme parks, vacation spots, outside caterers, stadiums, cruise ships, and any other mode of transportation that serves tourists. In addition, brand standards allow owners to effectively manage their businesses while maintaining the consistency that customers have grown to appreciate and expect. Brand standards provide a roadmap to assist owners and operators flourish, whether it be a fantastic place for a grab-and-go breakfast in the morning or a live music venue in the lobby.

However, it is commonly known that our industry places a high priority on client pleasure.

With such an overarching influence on British culture, it is no wonder then that the industry plays a huge role in the success of the economy, contributing billions of pounds each year. Last year alone, 34m people visited the UK, generating an astonishing £125bn for the economy in the process. In 2016, total overseas visitor spend in the UK was estimated at £22bn. Spending on the hospitality industry therefore accounted for almost 70 per cent of total in-bound spend

https://www.tripadvisor.co.uk/Attraction_Review-g315948-d12573863-Reviews-Jubilee_Queen-Padstow_Cornwall_England.html

Likewise, during 2011 and 2012, the British hospitality industry received a huge boost thanks to the enormous amount of overseas coverage generated by events such as the Royal Wedding, the Olympics, the Diamond Jubilee, the Ryder Cup, and the Rugby World Cup. This in turn brought with it an enormous number of tourists to the UK.

A recent report by the British Hospitality Association – now UK Hospitality – on the economic contribution of the UK Hospitality Industry, found that the wider hospitality industry is the *fourth* biggest employer in the country.

when a branded hotel opens its doors, guests from around the world arrive with an expectation that we in the hospitality industry will fulfil the promise of that brand in design, in service and customer experience. Brand standards help you gain more recognition so that people will start to recall your company and distinctive brand. People will remember something more if it is consistent and they see it frequently. Because there are so many different businesses out there, having strong brand guidelines is essential for making yours stand out.

How can hotels manage their reputation effectively? What is the importance of effective guest reviews management?

Hotel reputation management is the process of keeping an eye on and influencing how your establishment is viewed online. The idea first appeared in public relations, but it soon turned attention to recently developed review websites, social media networks, and search engines.

The opportunity to tap into a fresh and expanding revenue stream is made possible by investing in online reputation management. Just keep in mind that your internet reputation has a direct impact on how customers view and engage with your company. Hotel reputation management has changed from being a potential complement to a hotel's revenue strategy to being a crucial component for keeping a hotel competitive. Getting customer feedback and using it wisely will boost your online presence across social media, review sites, and booking portals, as well as generate traffic to your own website. Hotel reputation management is a self-sustaining system once it is started. This is one of the most successful web marketing tactics you can use to convince visitors to make a reservation. By making an investment in a hotel reputation management solution, you, the hotelier, will have more time to focus on giving your visitors the finest experience possible a one that they will probably review.

What is the impact of negative reviews?

The equivalent of a put-down is an unfavourable review. When a customer is dissatisfied, they usually explain what they were expecting and how the company fell short of their goals. Instead of simply discouraging potential customers, this helps them become informed. Nevertheless, a negative review that is merely negative is a different matter, though it still has a significant effect on sales. Consumers use the internet to research companies and products when they seek additional information. They specifically go to sites like Facebook, Google, and even Yelp and Angi (previously Angie's List). These review websites are regarded as reliable sources for consumers, providing knowledgeable consumers from all levels of society with information on how various goods and services. Responding as soon as you can is essential for managing internet reviews successfully. Both favourable and unfavourable evaluations fall under this. Negative reviewers typically want their experiences to be acknowledged. So, express your regret and try to put things right. When people read reviews of your company, brand, and products, it frequently affects how they feel about them as well as the opinions of possible new consumers.

How can hotels build and retain customer loyalty (e.g. loyalty programmes)? What is the purpose of this?

There are many reasons why customer expectations in the hotel sector are higher than ever. They are now more connected and aware than ever thanks in large part to technology. Therefore, the success of a hotel in fostering client loyalty depends critically on its ability to meet and surpass customer expectations. A solid revenue foundation is created when you have a high number of returning or devoted consumers. For every hotel owner, the outcome will be extremely profitable.

You must have a strategy in place as a hotel owner if you want to maintain relationships with current clients. Meeting and exceeding consumer expectations is essential to gaining their loyalty. In the hospitality industry, understanding how to delight a customer helps hoteliers speed growth.

What recommendations do you have for hotels regarding market trends? What are the obstacles facing certain businesses

It is critical to keep up with the most recent developments in the hotel sector if you want to get an advantage and stand out from the crowd. Therefore, all hotels (from small to large) are continually researching the innovative approaches to provide the best possible guest experience due to the significant changes in guest preferences and expectations.

These facts cannot be changed, so as a hotelier, you should unintentionally concentrate on the newest hotel trends that you know will promote the expansion of your establishment.

You can increase customer loyalty and interact with them more effectively than ever before with the aid of the latest trends in the hotel sector. A lot of hotels are optimising their websites for mobile devices. In addition, they offer a mobile app to entice new clients and make the process simple for them. With the use of a hotel app, you may, for instance, reserve rooms and check on availability, read reviews, go through the amenities offered by the hotel, examine hotel photos, and more.

One of the enduring trends in the hotel business is giving visitors a seamless smartphone browsing experience. While moving, they can browse with ease. Additionally, you may use the app notifications to see whether you are running any promotions, having any events, etc. You can advertise your facilities and amenities in a distinctive and interesting way with the hotel mobile app. To speed up check-ins and lower key loss, smartphones and applications have taken the place of swipe cards. The check-in process can now be accelerated and made more efficient for your visitors by using Mobilphones and the digital key. Just what your visitors need to enter their rooms right away. As a significant element of the trends in the hospitality sector, technology has become essential to luring and keeping hotel customers. Most accommodations of days, including hotels, serviced flats, B&Bs, guesthouses, resorts, and even hostels, are going in the direction of safe havens.

Most hotels are therefore investigating innovative technological options. They will be able to provide better service and keep focused on their goals by doing so.

Monitoring and influencing how your hotel is viewed online are the main goals of hotel reputation management. Monitoring review websites, participating in social media, optimising your site for search, and many other things are all part of it. To put it another way, maintaining a positive internet reputation for your hotel is crucial to its overall business and can significantly impact how it competes with its rivals.

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