

Hospitality and Guest Services

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Table of Content

Introduction.....	3
Definition of terms.....	3
Guest services provided in the Vineyard Hotel UK.....	3
Adaptations to changing consumer preferences.....	5
Management to Support Changing Consumer Preferences.....	6
Impact of continuous changes on guest service management.....	6

Summary

Introduction

From the dawn of civilization, in the perceived spirit of goodwill there has been a progressive demand and supply for hospitality services. From accommodating familiar travelers, to welcoming guests in anticipation of events of varying agendas, to enabling avenues for trade, for marriage, leisure, trainings and seminars, to the resolution of political endeavors. The demand for hospitality has exponentially experienced growth with the boom in population over the course of mankind's evolution. To match the demand, providing a level of service that satisfies the needs and wants of customers becomes imperative, leading an age-old industry to push the boundaries for customer satisfaction while maintaining warmth, respect and the security of all customers, their differences and tastes. A hotel, as a subset of the hospitality industry because of its specific service array, must possess its own total quality and overall guest management policy.

The Vineyard – One of the 5-star hotels and spa located in Berkshire, UK admires visitors around the world. The entire architecture to where eyes go reveals how perfect it is to stay for summer and winters hangouts for couples, families, and even for holding wedding ceremonies and other meet-ups. Breaths in Berkshire with over 49 luxurious rooms, small but elegant, and soothing spa, a big vineyard with a wide range of tasty wines upside down rapped finely with the paper, and lots of old big paintings hanging and adorning walls all across the hotel depict their nature and zeal towards serving visitors. The design and art of the hotel reflect the landscape of the United Kingdom.

This assessment is done to find the quality management and customer services provided to all the customers.

Definition of terms

Consumer preference is the taste an individual consumer has. The feeling can be measured by the satisfaction the consumers have after they have purchased something from a given company and organization (Sipe & Testa, 2018).

Guest services are the utilities provided by individuals in return of currency that is money (Krieger, 2018). According to Gibson & Parkman (2018), components of guest services include: Tasty food, laundry services, gym, spa, concierge, etc.

The following are the guest services being provided in the Vineyard Hotel UK:

Royal Food Serving

Second, on the list that makes it special is “Tasty Foods.” Verities of the foods in English style would intrigue you to taste all. The cafeteria is quite clean with fragrance spread all across; staff makes sure to keep the standards of health and hotel cleanliness management while serving and cooking food.

Traditional Wines Cellars

For the wine lovers, The Vineyard is the best destination to sip over 800 different fresh wines filled in 3000 bottles. They know what can make them even more special; so, they introduce up new taste wine every month to add in the stock.

Luxurious Rooms Service

To give guests a perfect and never-had-before night sleep, 49 luxurious bedrooms with the tag of “Luxury suites”, “Deluxe Suite”, “Grand Suite”, “Atrium Suite” and “Dog-friendly suites” are on a waiting list, rooms are named after the wines written above the door.

Soothing Spa

Another crucial guest service it provides is “Spa” they offer their best experts to give spa massage service. The Vineyard hotel's spa is also an award-winning and is a perfect place for those seeking to lift up their spirit, soothe their mind, and absorb positivity inside.

Organizing Event

In the hotel, there are separate portions assigned to hold different events and business meet-ups.

The Staff

This is the smart, polite, ever-ready and friendly staff holding everything there in the Vineyard. They are all the time available and after customers to assist with their best guest service. They offer quality management that people will not resist appreciating it and every person of the staff is punctual enough to save customers from boredom. They keep their standards up not for just serving food or wines, but also catch customers with just one call. The staff knows that every customer is different so they tend to exhibit their best before them.

QUALITY MANAGEMENT

Quality management is made up of four main parts: quality planning, quality assurance, quality control and continual improvement.

- Quality planning: This typically involves the creation of a quality management plan in which the processes and measurements which will be used will be defined.
- Quality assurance: This is a document that inspires confidence in the customers by confirming that the quality policy and processes are being followed.
- Quality control: This involves inspecting the process to determine if it meets the acceptable metrics.
- Continual improvement: This explains how information obtained from the quality assurance and quality control processes can be used to improve the effectiveness of the current quality management policy.

Adaptations to changing consumer preferences

It all started with the love of wine, the founder of The Vineyard, Sir Peter Michael born and brought up in Berkshire, found out that wine is something very favorite among folks, so he decided to do something that could bring all peeps at a single place. He established a vineyard in Berkshire in 1982 on the rocky ground. Berkshire wine had always a preference over a French wine. When he saw people in great in a number come to visit his wine place, he further added food restaurant and then spa and later this was completely transformed into a huge 5 stars hotel by the end of 1998 in Berkshire. He along with a team established and decorated 49 luxurious rooms, with spa, huge vineyard and meet-up spots inside. But as the name hints, Vineyard, there are over 3000 bottles in different cellars on one spot with 800+ different tastes of Sir Peter's collection.

The Vineyard Hotel has evolved greatly over the 3 last decades to attain a 5 star category of hotels. The hotel hasn't a single time lost its consistency and uniqueness. Besides the astounding guest services it is being provided for many years, there are qualified staff who support the vision of the management. The manager admitted that they are conducting surveys regularly to take notes of the changing consumer preferences so that they can adapt to it (Gibson and Parkman, 2018)

For example, to give maximal comfort to guests prior or after a wine party, the hotel management installed music player and adjustable room temperature regulator in each room; on arrival, each guest is given a tablet for personal entertainment. The Hotel's commitment to continuous improvement is embodied in its commitment to constantly offer professional training to all its staffs. This ensure, all staffs are professional and communicate effectively (Christou & Nella, 2016).

Policies Implemented By the Management to Support Changing Consumer Preferences

Environmental quality policies

To minimize their environmental impact, the Hotel has installed solar boilers and reduced the amount of packaging it use, especially plastics and other non-recyclable materials. To meet their health and safety standards, they developed and implemented checkpoints at various stages of their processes, especially with regards to their water and food. The Best Western Hotel group also has a general Service and Facilities quality control process and this hotel bragged about excelling in all of them (Ariffin et.al. 2016)..

Quality planning

The Vineyard Hotel have a quality plan. This is shown in the policy, where the Hotel explains how they have implemented systems to reduce their environmental footprint, continually educate their staff members and to take control of the health and safety of their guests.

Quality Assurance

The Vineyard Hotel have public quality, quality about health and hygiene are display on the wall to impact confidence in the customers. The hotel also have a quality assurance document showing the customers their commitment to quality.

Impact of continuous changes on guest service management.

Consumer preference is the taste an individual consumer has. The feeling can be measured by the satisfaction the consumers have after they have purchased something from a given company

and organization. Today's consumers have unstable and ever changing preferences which means that hotels must be evolving to adapt to changes in the behavior of the customers (Hussain, Konar & Ali, 2016). In adapting to this trends, the vineyard hotel, identified and implement various strategies to retain its customers' loyalty.

Social media optimization

It grows its social media presence. The hotel ensures that all the questions and concerns raised on its social media handles are answered. This helps in keeping a happy customer base which also give them insight into their preferences. Lastly, the hotel keeps its website aesthetics simple this clearly outlines how the company operates. On the website, the consumers are able to give their views about the services. The receptionist, therefore, read the consumer's preferences and present them to the hotel management department.

Email marketing

Another strategy implemented by the hotel is the email marketing strategies, in which the hotel strive to communicate with their guests via emails, this ensure that guests can also send their complaints and preferences directly to the hotel. It also ensure that the hotel is always in the mind of the guests.

Open Communication Channels

Since individual guest preferences differs, the hotel allows for open communication between the guests and the staffs to design a personalized guest experience. In such way, staffs render their services in a professional and polite way which is ultimately pleasing to the guests.

Room services

Vineyard hotel has gone to design various room services to suit every category of customers. The hotel observes that when some guest visits the hotel they often want to stay together rather than staying in different rooms which may not only be costly but it also causes temporal separation, for this reasons, the hotel creates room of various sizes, room of two, four, six. Thus every guest have preference in terms of room capacity. They also have exotic rooms with sitting rooms attached.

Conclusion

Vineyard hotel has evolve from ordinary wine joint to a five star hotel, it is a superlative example of how the hotel has key-in to change in customers' preference and taste. Various policies and managerial themes have also been implemented to support and enhance quality management system in the hotel.

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