

Module Title: Hospitality and Guest Service Management

Assignment Title: Evaluative report, based on a hotel organisation of your choice. In your report, you will discuss the service provided in the chosen hotel, quality management (Continuous improvement), how the hotel adapts to changing consumer preference and how these changes impact guest service management.

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Introduction

This assignment aims to show what service a hotel provides, what is its continuous improvement and how it adapts with consumers preferences. The hotel which will be discussed in this assignment is called Aspen Golf and Ski Resort based in Bansko, Bulgaria.

Guest Services in a hotel organisation are all the services which a hotel can offer to its guests. As an example, guest services might include orange juice and newspaper delivered to guests in the morning or room service and laundry or even tickets to different shows which guests can buy and attend while they are staying at the hotel. Guest Services also explore all the details of what is called quality guest service with different but solid concepts across the industry. Integrating such services is the key to being successful in the hospitality industry and it also ensures managers are ready and are able to meet all expectations of the guests.

The chosen hotel (Aspen Golf and Ski Resort) covers all the needs and meets all the expectations of guests staying there by offering variety of services such as Golf Academy, Mountain trips, one day trips to all the attractions in the area, shooting range etc. Apart from all this they have more things that make people' stay a pleasure.

Discussion/ Evaluation and Critical Analysis

To start off with Aspen Golf and Ski Resort is located between three mountains (Rila, Pirin and Rodopi) which makes it a very accessible point for ski tourism. The hotel has a total of 145 rooms of which 73 are studios, 53 are apartments for bigger families, and 19 apartments with an extra room. All the rooms are equipped with kitchen and appliances which everyone would need. The reason why the hotel is a preferred place and everyone likes it is because of other services they provide such as a very luxurious SPA centre, gym, outdoor pool and heated indoor pool, golf course, horse riding, shooting range, quad bikes for rent, bicycles for rent and transfer from and to the ski slopes.

Quality management is a way of making sure that processes, benefits and outputs by how they are delivered, meet stakeholder requirements and are fit for purpose. There are four components involved in quality managements: quality assurance, quality control, continuous improvement and quality planning. Quality assurance gives confidence to the manager of the organisation that all the programmes, portfolios and projects are very well managed and done. Quality control involves measurements, testing and inspection which make sure expectations are met. Quality planning is where a plan is prepared to explain and list all the steps and processes which will be used. Continuous improvement is used by different organisations to describe how information is used to make improvements efficient and effective. There are 7 principles of quality management: Customer focus, Engagement of people, Process approach, Leadership, Improvement, Relationship management, and Evidence based decision making. The purpose of quality management is to ensure that all partners of the association cooperate to improve the procedures, items, administrations and culture of the organisations and make progress. Quality management's procedure involves variety of rules which are created by a group of people to make sure items and administrations which are produces by them are of the right models or with other words said are fit for reason. It all begins when the organisation sets quality focuses which have to be met and which are settled with the client. The organisation then characterizes how the objectives will be estimated and at that point takes all the required steps for this to be

done. They then recognise any quality issue that comes up during the procedure. The last step involves showing how effective and efficient the procedure has been. The quality improvement technique involves three different segments: Item improvement, process improvement and individual based improvement. There are many different strategies for quality administration and procedures which can be used. Some of them include Kaizen, Zero Defect Programs, Six Sigma, Quality Circle, Taguchi Methods, Toyota Production System, Kansei Engineering, TRIZ, BPR, OQRM, ISO. In the hotel I chose, managers improve the way the hotel operates and provides services all the time. At the end of each person's stay there is a short but efficient for the hotel survey which consists of 20 questions related to each service provided by the hotel. At the end of each calendar week, the outcome of each survey is used for a graph with results to be made, then those results are used for improvements to be made which is what keeps the hotel up to date. Whenever a guest needs anything or has a conversation with any of the employees at the hotel the conversation ends with the words "If you need anything, please do not hesitate to contact me or any of my colleagues at any time".

Consumer preferences are something that keeps changing every day. About 20 years ago, the only people who were able to make any difference between brands and hotel services were the business travellers because of how often they travel, however, nowadays thanks to how developed the internet is, people are able to post reviews of any hotel and their services which is what everyone relies on before they book a holiday. Consumers expect more and more services at a way lower cost than what it was before. For example, consumers demand is high speed Wi-Fi, free hot breakfast, newer technology in the rooms such as bigger TV's, PlayStations, DVD's with movies and more entertainment options, and fitness centres. In Aspen Golf and Ski Resort managers and employees try their best to keep up with consumer preferences and their feedback. Since the opening of the hotel loads of features have been added in the rooms including DVD's, PlayStation consoles with different games, bigger and newer TV's. The hotel provides internet connection to its guests ever since it was opened but it was only available in the lounge area, restaurant and lobby bar. There was no internet connection in the rooms until guests started

noticing that in the feedback form at the end of their stay. Ever since that, the hotel installed routers all around the floors which made internet connection available in every room. The other thing which had a big impact on guest service and how satisfied they were was in-room entertainment such as game consoles etc. because although there is a room designed for kids to play, older kids were not interested in this kind of thing. That's why the hotel bought game consoles and put them in each room for free without guests having to pay extra for them to use it.

With technology developing and newer and more modern things are being invented, consumers will want more and more from hotels so that they are satisfied while staying at the hotel. For example, in the future it will be much easier to give guests the opportunity to check-in using their phones. They will have to download an application and whenever they come inside the hotel, they will be able to check-in when their details and reservation number are entered. That will have an impact on guest service in a good way for travellers and especially business travellers who don't have time to waste and in a bad way for receptionists because their role in the hotel will be less important.

Conclusion

Aspen as part of many other hotels around the world welcomes more than 150 000 people each year. Every single person has their own opinion, their own likings, their own way of feeling good while staying at a hotel. For that reason, managers and owners of hotels try their best to learn and change from their guests. Consumer preferences will never stop changing, because the world is changing. It is proven that if a hotel doesn't follow most of its guests suggestions for improvements, they lose valuable customers and in the following year the percentage of people who stayed in the hotel and who chose this hotel is less than the previous year for the simple reason that people chose other hotels with more services and more entertaining things they offer over this specific hotel, however, not all of the suggestions left in the feedback form are good enough to be made which is why

managers are required to have that quality management and follow its steps and principles. In my opinion Aspen Golf and Ski Resort has changed a lot in the past three to four year. Every time I go there, they have changed the design of the hotel and the way it looks so it's not the exact same layout every time a customer return. This gives the hotel a very fresh and different look and makes guests feel like they've never been there before. In terms of the services they offer and the in-room entertainment, they have always listened carefully suggestions given by each and every guest about what needs to be improved in the rooms and around the hotel. The heated indoor pool they have used to be at about 25-27 degrees Celsius, but people were not genuinely happy with that temperature especially during wintertime. If you go, there now you will notice that there is a heated pool with a temperature of 31 degrees and there is another one that is even hotter than this one made for people who really enjoy hot water pools. After this change they had loads of positive feedback and guests were very happy with it.

Customer's expectation will keep growing and hotels will have to try and keep up with those expectations and they will need to keep coming with new services which will keep guests entertained and will make them want to come back in the same hotel again.

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