Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Hospitality & Guest Services in the Hotel Industry

[BMIH4003]

Week 1

Introduction to Hospitality & Guest Services

Register at 9:30

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

www.uwtsd.ac.uk

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Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

-This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.

-Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.

-You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.

-You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2**.
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

Content

- Today's Aim
- Introduction to the Module & Tutor
- Introduction of the Students
- Module Assignments & Deadlines
- What is Hospitality? What is Service? What are Guest Services?
- Next Week's Content

Introduction to your Tutor

About me…

Charlotte Joyner

c.joyner@uwtsd.ac.uk

- Business / Economics Teacher

- Front of House manager

- Graduate this course in 2018

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Introduction of Students

About you…

Tell us about yourself…
…in 2 minutes

Who are you?

Where are you from?

Do you currently work?

Have you previously worked in hospitality?

Your journey

Introduction to the Module

Hospitality & Guest Services

[BMIH4003]

International Hotel Management Absence Policy

- Expects full-time students to attend all lectures and placement on a regular basis.
- The University does not sanction students taking holidays during term time.
- All absences must be reported in the first instance to their individual module tutor where possible at least 24 hours in advance, or in emergency circumstances prior to the start of the planned lecture.
- Students are expected to obtain medical evidence if absence is due to ill-health and to submit that evidence to the Module Tutor, copying in the Module Lead.
- Any student who claims absence due to circumstances beyond their control **MUST** apply to the University by completing an ECP form (available on the Hwb). The decision as to whether an absence can be condoned will be made by the University **not** the module tutor nor the Programme Manager.
- Students who do not engage in lectures or miss the attendance register will be marked as absent.
- If students leave before the end of any timetabled session the module tutor will note that fact on the attendance register and the student will be deemed as not having attended that session.

AIMS

- To provide students with an understanding of the role and importance of hospitality and guest services practices within the Leisure and Tourism industries. Students will be introduced, where appropriate to the proven Guest Service training standards and operational practices and appreciate the importance of identifying and satisfying guest needs.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Understand the importance of Guest Services strategies and appreciate their use in understanding guest needs and the value of empowerment and guest service measurements.

- Evaluate the range of hospitality services and provision in terms of the changing nature of consumer demands and understand operational systems and resource provision required to deliver service excellence.

Module Assignments & Deadlines

Assignment Submission

Assignments must be submitted to Moodle via the **correct** Turnitin portal by the deadlines set.

If you submit your assignment 7 days late you **will be capped at 40%.** If you submit your assignment more than 7 days late you will receive 0.

Assignment 1: Presentation

Assignment Title:	**Presentation** The role and importance of quality service, hospitality, and guest services within the hotel Industry	**Word count (or equivalent):**	**10 minutes**
Hand Out Date: **Draft Deadline:**	**Week Commencing 25th Sept 23** **Friday 13th October 2023 by 23:59pm**	**Submission deadline:** **Return date of provisional marks & written feedback:**	**Sunday 22nd October by 23:59** **Friday 17th November 2023 by 23:59**

Your task is to develop a 10-minute presentation about the role and importance of quality service, hospitality and guest services in the hospitality industry. You are required to select **ONE** of the luxury hotels from the list below:

- St Regis
- W hotels
- JW Marriott
- Conrad
- Walford Astoria
- LXR
- Hotel Indigo
- Kimpton
- Raffles
- Banyan Tree
- Fairmont
- Sofitel

Within your presentation you will need to focus on the following aspects:

- Briefly **introduce** your chosen hotel brand
- Identify the hotel brand's **main consumers**
- Outline the **nature, scope and role of the guest services and facilities** that are provided to these guests by the hotel brand
- Explain the need to consider the **role and function of guest services** in general
- Discuss the **importance of hospitality** and how hotels **meet/exceed guest expectations**

Your presentation must fulfil the following criteria:

- Focus only on relevant slides that will allow you to complete your presentation within **10 minutes**.

- A **title page, content table** and **summary/conclusion** must also be included.

- A **reference list** with a minimum of **ten references** from a wide variety of different sources using Harvard Referencing is to be added at the end of your presentation.

- The use of **images, graphs and tables**, if relevant, is recommended. These must also be referenced.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	15	
2. Knowledge and Understanding Skills	25	
3. Cognitive and Intellectual Skills	15	
4. Practical Application Skills	25	
5. Transferable Skills for Life and Professional Practice	20	

Presentation deadline – Sunday 22nd October by 23:59

- Slides must be uploaded to Turnitin before presenting
- You need to book a timeslot with your lecture to deliver the presentation
- Both parts of the task must be completed

It is your responsibility as a student to check the slides are accessible on Turnitin

Assignment 2: Report

Assignment Title:	**1500 Report** **The importance of effectively monitoring guest service approaches**	**Word count (or equivalent):**	**1500 words**
Hand Out Date: **Draft Deadline:**	**Week Commencing 25th Sept 23** **Wednesday 8th November 2023 by 23:59pm**	**Submission deadline:** **Return date of provisional marks & written feedback:**	**Wednesday 15th November 2023 by 23:59pm** **Wednesday 13th December 2023**

Assessment 2 will require you to write in report format a 1500 word content entitled

Title- The importance of effectively monitoring guest service approaches

Background:

The hospitality industry is very competitive, and businesses need to keep up with the latest hospitality trends to avoid being left behind. Additionally, keeping pace with the industry as a whole is a great way to ensure your business delivers the kind of customer experience people want and expect.

The following topics MUST be included within your report:

- Reputation Management
- Service Culture

Additional topics that could be addressed within your report

- Brand Consistency
- Hotel Standards
- Customer Loyalty
- Future technological impacts
- Service failure

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	20	
2. Knowledge and Understanding Skills	20	
3. Cognitive and Intellectual Skills	15	
4. Practical Application Skills	25	
5. Transferable Skills for Life and Professional Practice	20	

Referencing

Referencing and Plagiarism

This Unit helps you to understand why referencing is important and which of the 4 recognised referencing standards you should be using.

CLICK HERE TO GET STARTED

CLICK HERE TO ACCESS REFERENCING HANDBOOKS

Available in Online Library and Moodle

Please refresh your knowledge from the Business Skills module

Credible Sources

- IoH Library
- UWTSD Online Library

  Databases, e.g. NewsBank, MarketLine etc.

  Leganto Reading Lists
- Google Scholar and Google Books
- Academic books and journals

➡ Peer-reviewed

Reminder: Do & Don’ts

Do

- Credible newspapers

e.g. The Financial Times

- Credible websites

e.g. Forbes, VisitBritain

- Credible magazines

e.g. The Caterer

Don’t

- Wikipedia
- Tabloids

e.g. The Sun, The Daily Mirror

- “dodgy websites”

Academic Support

InfoSkills

- Finding and using information
- Referencing and plagiarism

infoskills@uwtsd.ac.uk

Study skills support is available to all University of Wales Trinity Saint David students who need assistance with their studies.

- Academic writing
- Avoiding plagiarism
- Critical thinking
- Exam revision
- Planning and organisation
- Presentation skills
- Referencing
- Researching

studyskillsdistance@uwtsd.ac.uk

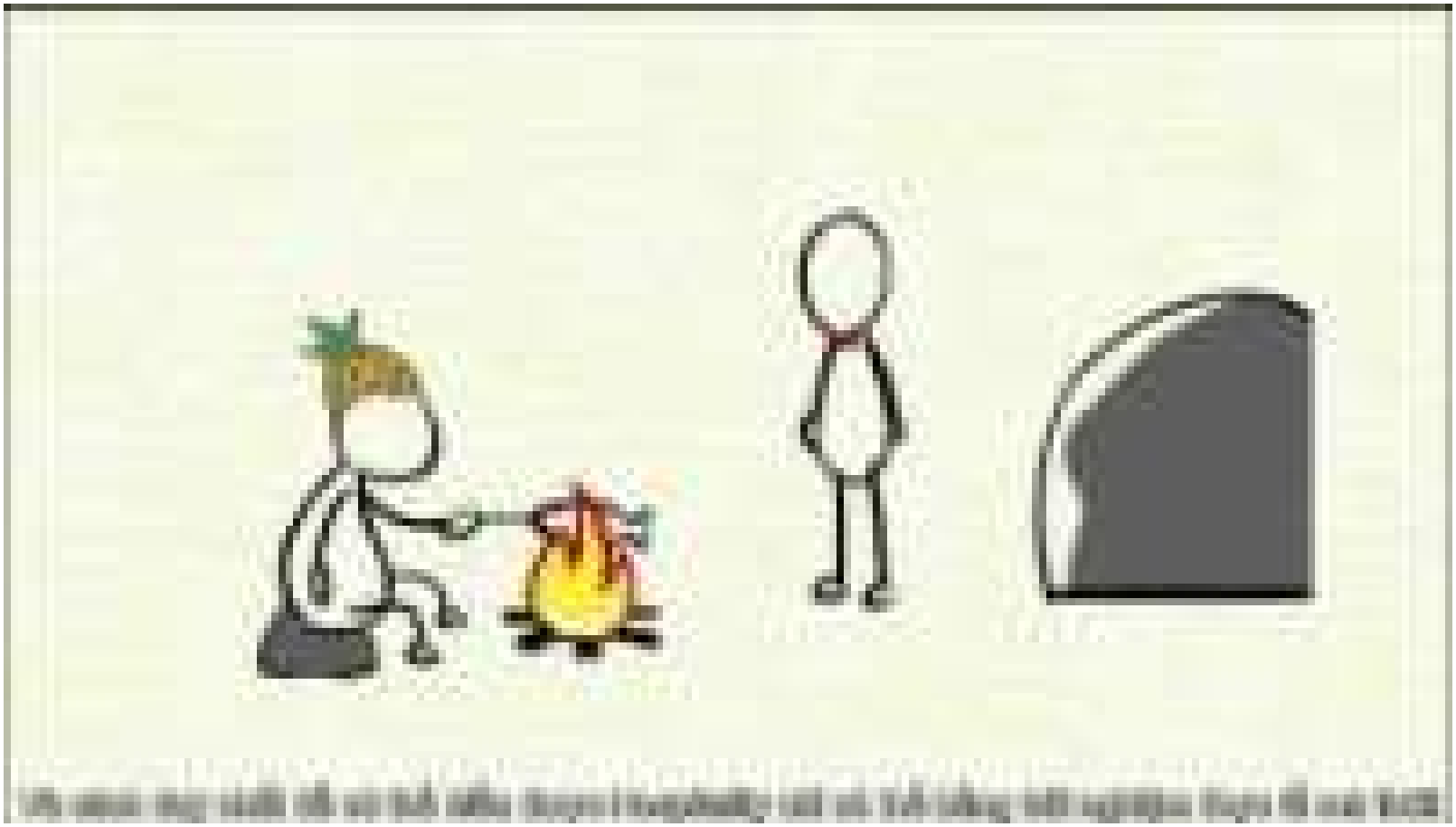
Academic Misconduct

- UWTSD has a strong commitment to academic integrity which reflects the University's core mission
- Academic Misconduct will not be tolerated in any shape or form
- If a submission is deemed suspicious, the student will be invited to a Viva prior to an investigation by the Academic Office (AO)
- Do not work in teams – if you are found to share your work with another student, you will also be investigated.

BREAK
TIME!

Introduction

What is Hospitality?



Group discussion

Give an example of a time you have received a bad service

Give an example of a time you have received a good service

What might have made the good service ‘excellent?’

Type your answers in the chat box or raise your yellow hand.

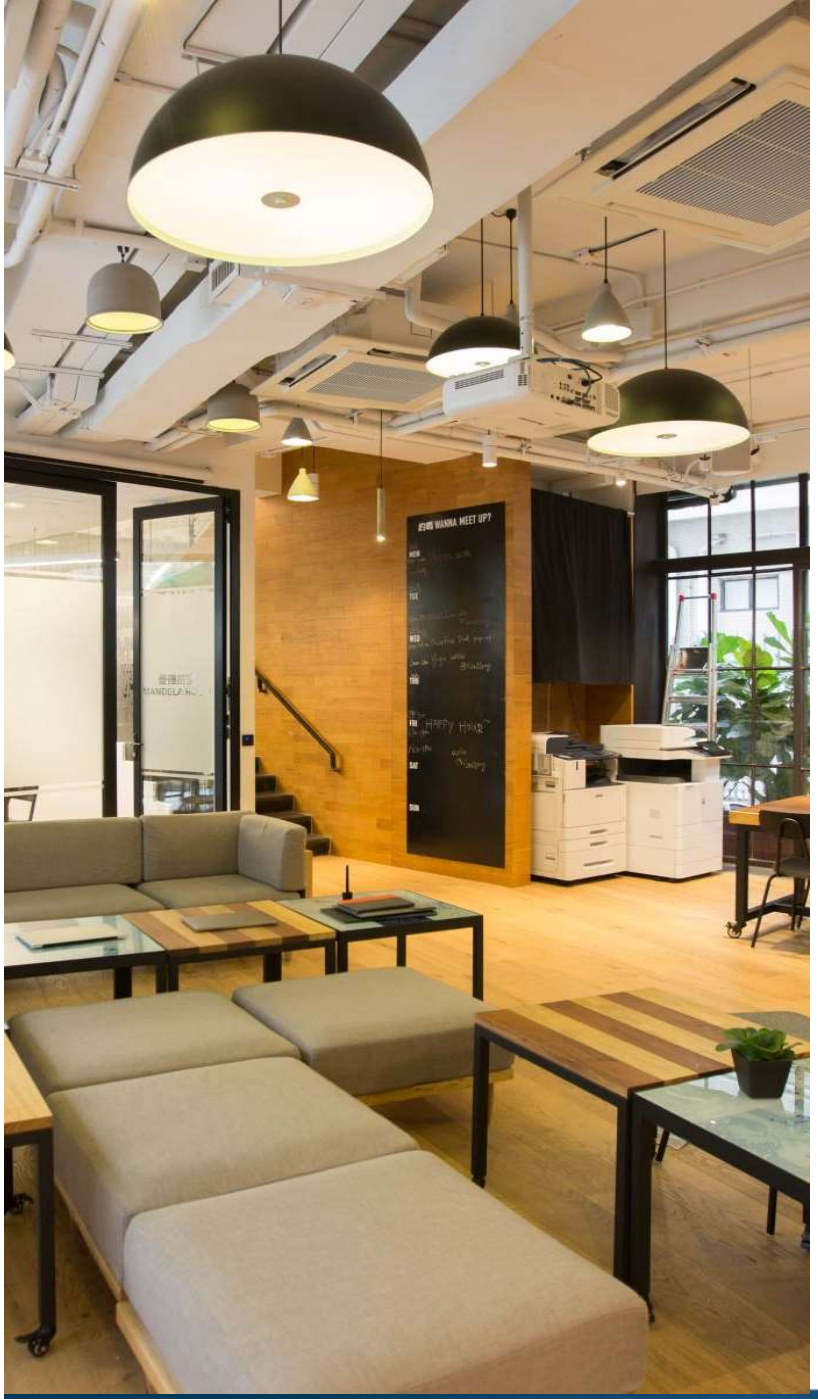
What is Service?

- **Service** is an action or performed task that takes place through contact between the guest and employees of the service organisation
  (Ford and Sturman, 2020)

- A common way to think of service is the service (intangible) part of the transaction between the guest and employees.

There are two types of asset categories: Tangible and Intangible

- Tangible assets are typically physical assets or property owned by a company, such as computer equipment.
- Intangible assets do not physically exist, yet they have a monetary value since they represent potential revenue.



What are Guest Services?

- **Guest services** at a hotel are the **services and amenities** that the hotel provides for its guests

  (Collins Dictionary)

- The goal of **guest services** is to provide customers with an enjoyable experience, primarily in the **hotel** and spa industry, sports facilities, and event venues.

What is Guest Service?

- Guest service is **providing a professional service** to guests.

- For example:

Offering front desk services to guests, accommodating unique and general requests and acting as an information source on various matters.

- It is the **intangible goods** provided.

Examples of Guest Services

Examples include *concierge, room service, and laundry.*

However, in this **new service culture** we have seen an increase in <u>new and exciting guest services.</u>

Examples include *in-elevator bartender, bedtime stories and sleep concierge.*

Task – Find example of guest services

Research the following hotels and make a list of the different facilities on offer to guests.

Be prepared to share with the group in 5-10minutes

- *The Alexis Royal Sonesta Hotel (Seattle)*

- *Crieff Hydro (Scotland)*

Type your answers in the chat box or raise your yellow hand.

Quality Service

What do we mean by '**quality service**'?

Definition:

Quality service means exceeding your guests' expectations by paying attention to every detail of the delivery of your products and services.

What does *Excellence* mean?

Service excellence is about delivering to the customers' expectation and then meeting and exceeding that expectation.

"**We're not servants we're professionals.**

If you want respect, you have to create excellence"

Horst Schulze (2003)

Co-founder of luxury hotel chain The Ritz-Carlton

The WOW Factor

According to Solomon (2019) in the book 'The Heart of Hospitality' he suggested

'The Hospitality Industry transforms essentials like a bed, a room, a meal into an experience that is warm, comforting, memorable and even magical'

WOW Factor takes the **tangible products**, the things we can see and touch and provides an **intangible feeling or experience.**

In hospitality, to exceed expectations and leave a lasting impression on the guest we must create **The Wow Factor**.

How to create the WOW factor:

- Paying close attention to **every aspect** of the guest experience
- Analysing the experience from the guest's **perspective**
- Understanding **needs and wants**
- Committing **every element** of the business, from design to interaction, to the creation of exceptional service.

- Set expectations
- Introduction to the module
- Module assignments and deadlines
- Learning resources
- Academic integrity

- What is Service?
- What is Guest Service?
- What is hospitality?
- What is tangible assets in a hotel?
- What is intangible assets?

Next Week's Content

- The role of Guest Services
- Historical developments within the hospitality industry
- Different segments in the hotel industry
- Service standards

References

- Brand Culture (2021) *BrandCulture's Hospitality: How to Cultivate a Culture*. Available at: <https://brandculture.com/insights/cultivating-a-culture-brand-culture-hospitality/> (Accessed: 7th September 2023).
- Dolce, A. (2018) *Service isn't Hospitality* [video]. Available at https://www.youtube.com/watch?v=qkU3uwWyAn8. (Accessed: 7th September 2023)
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- Hill Camp (2015) *What is Hospitality?* Available at: https://www.youtube.com/watch?v=u0bqEeCVI_A (Accessed: 7th September 2023).
- Macdonald, S. (2021) 7 ways to create a great customer experience strategy [Blog]. Available at: https://www.superoffice.com/blog/customer-experience-strategy/ (Accessed: 7th September 2023).
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I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your *student account*

c.joyner@uwtsd.ac.uk

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