

Hospitality & Guest Services BMIH4003

Resit – Presentation Note

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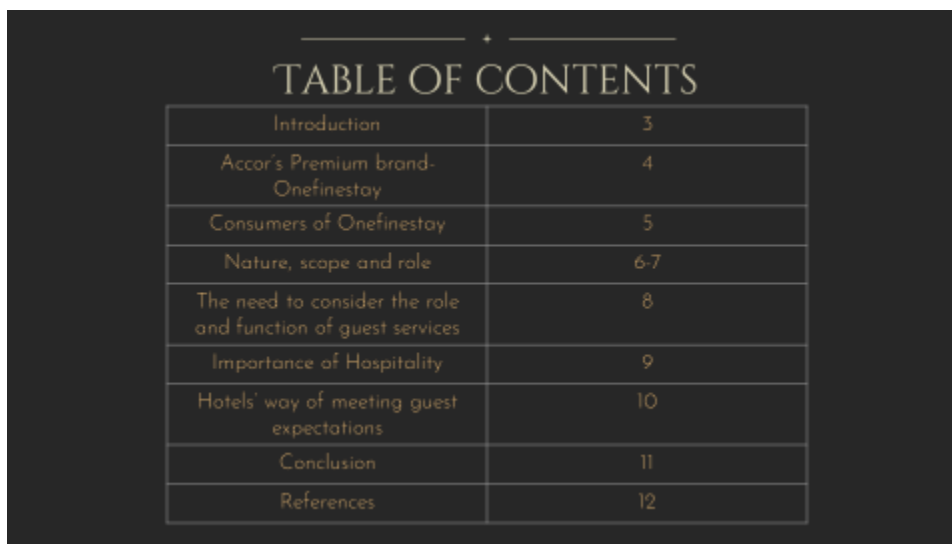
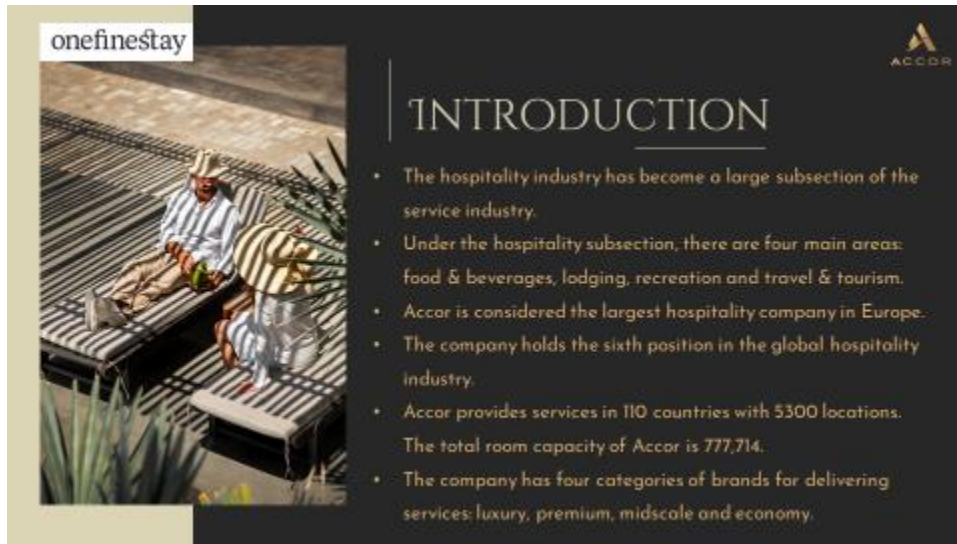
A dark-themed slide with a background image of palm trees and a building. The text is in a gold, serif font. It reads: "TABLE OF CONTENTS". Below the title is a table with two columns: the first column lists the topics and the second column lists the page numbers. There are decorative horizontal lines with a central star symbol above the title.

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onefinestay

ACCOR

INTRODUCTION

- The hospitality industry has become a large subsection of the service industry.
- Under the hospitality subsection, there are four main areas: food & beverages, lodging, recreation and travel & tourism.
- Accor is considered the largest hospitality company in Europe.
- The company holds the sixth position in the global hospitality industry.
- Accor provides services in 110 countries with 5300 locations. The total room capacity of Accor is 777,714.
- The company has four categories of brands for delivering services: luxury, premium, midscale and economy.

Introduction

The hospitality industry has become a large subsection of the service industry. Under the hospitality subsection, there are four main areas: food & beverages, lodging, recreation and travel & tourism. These four areas are different from each other, but there are interdependent. In this study, we will discuss Accor, a French multinational hospitality company. Accor is considered the largest hospitality company in Europe. The company holds the sixth position in the global hospitality industry. Accor provides services in 110 countries with 5300 locations. The total room capacity of Accor is 777,714. The company has four categories of brands for delivering services: luxury, premium, midscale and economy.

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ACCOR'S PREMIUM BRAND- ONEFINESTAY

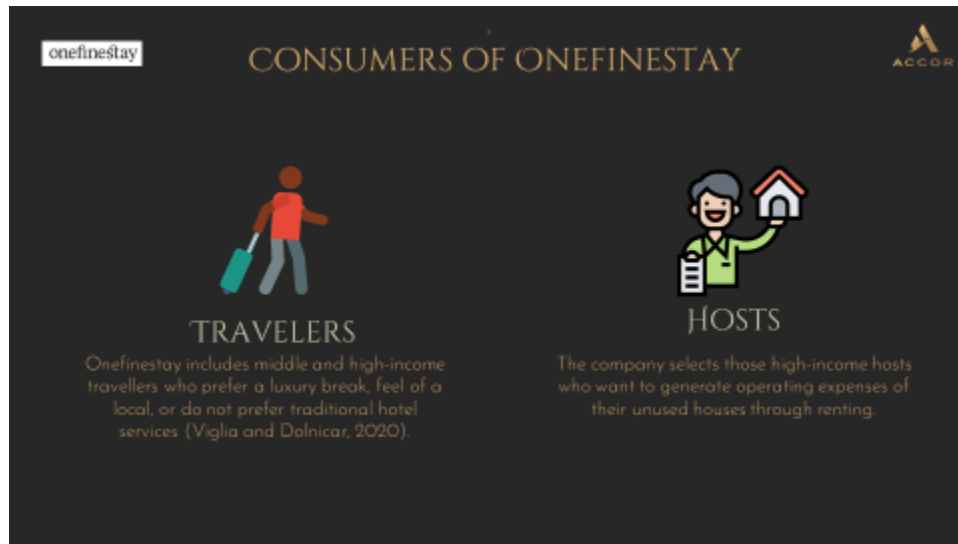
- Onefinestay was founded in 2009 in Britain.
- The idea of Onefinestay generated from Greg Marsh after a trip to Pisa.
- On the onefinestay website, Marsh enlisted his house in the first.
- The company started its journey in London with six houses in 2010.
- The idea of Onefinestay became popular and the business saw a high growth (Walker, 2021).
- Now, Onefinestay has operations in London, New York, Paris, Los Angeles and Rome.
- In 2016, Onefinestay lost its independence and was acquired by Accor. Onefinestay is now working as a subsidiary company under Accor.

onefinestay | ACCOR

Accor's premium brand- Onefinestay

Onefinestay was founded in 2009 in Britain. The idea of Onefinestay generated from Greg Marsh after a trip to Pisa. On the trip to Pisa, he experienced a great connection while staying in a friend's house. The plan of Greg Marsh was to utilize an empty home when the owners are away from home (Walker, 2021). On the onefinestay website, Marsh enlisted his house in the first. The company started its journey in London with six houses in 2010. The idea of Onefinestay became popular and the business saw a high growth. Now, Onefinestay has operations in London, New York, Paris, Los Angeles and Rome. In 2016, Onefinestay lost its independence and was acquired by Accor. Onefinestay is now working as a subsidiary company under Accor.

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Consumers of Onefinestay

A great consumer experience is a key method for success in the hospitality sector. Consumers remember the great services and return to the same company. For this reason, every company tries to provide the best services in its capabilities (Viglia and Dolnicar, 2020). Onefinestay is a company that provides different experience than regular hotel experience. Onefinestay has two consumer groups: travellers and hosts. The company selects those high-income hosts who want to generate operating expenses of their unused houses through renting. These outsourced incomes helps the house host to city cover the maintenance cost of the house. The travelers group of Onefinestay includes middle and high-income travels who prefer a luxury break, the feel of a local, or do not prefer traditional hotel services.

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Nature, scope and role of the guest services and facilities

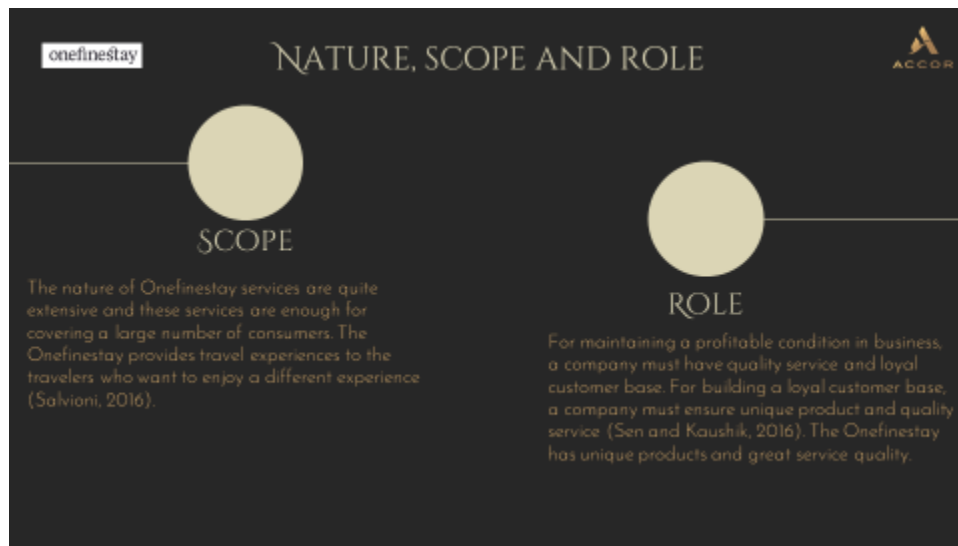
Nature

Onfinestay provides services in three ways such as personal advice, professional hospitality and additional support (Bagdadi, 2023). These three nature of services are maintained by the company. Under these three categories, the company provides specific services such as

Personal Service	Professional Hospitality	Additional services
1. Company advisors help to find a perfect home for the consumer 2. The company add tailored amenities and experiences while booking	1. For ensuring highest quality stay for consumers, Onfinestay conducts professional management. 2. The company has become a global hospitality leader who is expert in private rentals.	1. Grocery delivery 2. Weekly housekeeping 3. Personal chauffeur 4. VIP car rental 5. Transfer service

	3. The company ensures proper cleaning before consumers arrival.	6. Experiences (helicopter trip, horse ride in tropical beach) 7. Gastronomy 8. Private chef 9. Special occasionsl 10. Wellness and in-home spa 11. Sports equipment 12. Childcare 13. Private boat carter 14. Private butler
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Scope

The nature of Onefinestay services are quite extensive and these services are enough for covering a large number of consumers. The Onefinestay provides travel experiences to the travelers who want to enjoy a different experience (Salvioni, 2016). Through these three category of services, a customer can become greatly satisfied. Great satisfaction brings high customer engagement and a huge loyal customer group for the company. Hospitality sector covers many areas such as lodging, food and drink services, event management, transportations, hotels, resorts, restaurants and bars. Through the services, Onefinestay can cover the huge area of hospitality sector.

Role

Guest services are the main area of work for a hospitality company. The higher the service quality, the higher the company customer base. For maintaining a profitable condition in business, a company must have quality service and loyal customer base. For building a loyal customer base, a company must ensure unique product and quality service (Sen and Kaushik, 2016). The Onefinestay has unique products and great service quality. In addition, the company has a huge loyal customer base. The company is playing a great role through providing great services and delivering great experiences to the customers. After collaboration with Accor, the company has

strengthen its customer base than before. The company is enjoying the benefit of the huge networking of Accor.

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The need to consider the role and function of guest services

If a company want to provide a positive and memorable experience to the guests, it need to consider role and functions of guest services. A company must understand the importance of guest services and how it affects the operation of hotel.

The connection with guests starts from primary services of a hotel. From the primary services, a customer can realize how welcoming and friendly the atmosphere of the hotel is. Customers feel valued and appreciated in a friendly and welcoming atmosphere (Damjanović et al., 2020). We know that, first impression matters the most. For a company, first impression is the most important thing specially for a hotel. A hotel has the opportunity to impress a customer through its preliminary guest services.

For impressing a customer for the very first time, a company has to address inquiries, help to overcome difficulties and stay wise and kind. If a customer got impressed in the first attempt, it will stay for a long time (Hoang, and Fan, 2018). Guest services are connected with other service departments and proper guest services helps to maintain proper connection among those departments. Guest services ensures proper cooperation with food and beverage, housekeeping,

maintenance and other department. Without connection among those departments, a company cannot provide consistent and smooth experience.

Through guest services, a hotel can promote its offerings to the world. A customer will talk about the services if the services are consistent and smooth. This will bring new customers to the hotel and will increase the financial performance of the hotel (P. Crick and Spencer, 2011). A company should stay responsible for delivering the information about its offerings. The information should be like available options, suggestions about upgrades, offering suggestions based on customer preferences etc.

Guest services help the company to collect valuable feedbacks from the customers. As the company can directly communicate with the customers, feedbacks become more valuable. The company can make improvements, enhance service quality and maintain high customer satisfaction (Sen and Kaushik, 2016). Finally, we can say guest services creates a positive feelings in customer minds about the company. As the guest services are very important, the company should give proper training to the employees for ensuring a great guest services.

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Importance of Hospitality

For hospitality industry, hospitality is the most important factor for success. It is considered as an art of delivering a welcoming, warm and beautiful feelings. The importance of hospitality is huge for many reasons such as guest satisfaction, guest loyalty, brand reputation, competitive edge, revenue generation and employee engagement. A company depends on its products or services to continue its business in the market (Sen and Kaushik, 2016). The quality of the products or services is an important matter. In the case of hotels, the services are very important. Services are included in the hospitality sector (Zhang, 2016). That is why; hospitality is the most important part for a hotel. Great level of hospitality will increase the guest satisfaction, their loyalty towards the company, brand reputation, competitive advantages over the rivals, high level of revenue generation and higher employee engagement.

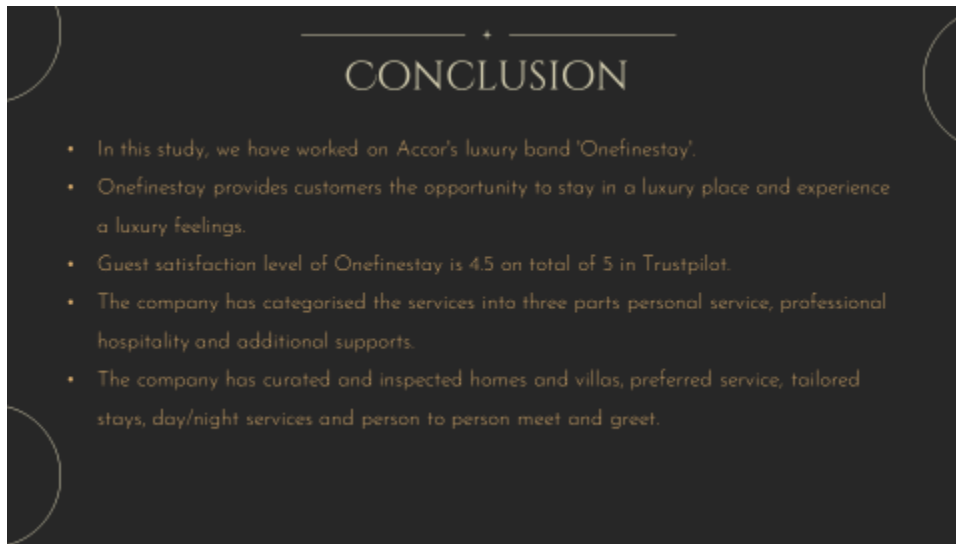
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Hotels way of meeting guest expectations

Every people have some expectations when they enter to a hotel. A customer want to be treated well and expects to enjoy a great hospitality experience. A hotel tries to welcome a guest genuinely (Dzhandzhugazova et al., 2016). The hotel management wants to give the customer a valuable feelings. When a guest feels valued, their satisfaction level goes high. Everybody knows that satisfied customers become loyal customers as they are cared, treated and served well. The hotel tries to understand the preference of a customer and suggests the best deal based on preferences. The hotel service providers stay concentrated on any issues, which may bring problem for customers (Walker, 2021). The service providers collect feedbacks from customers and try to help them with the best solution. In this way, hotels try to meet the expectations of customers.

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Conclusion

Service industry is growing rapidly like the manufacturing industry. Hospitality is one of the most growing sector of service industry. In this study, we have worked on Accor's luxury band 'Onefinestay'. Onefinestay provides customers the opportunity to stay in a luxury place and experience a luxury feelings. Guest satisfaction level of Onefinestay is 4.5 on total of 5 in Trustpilot. Trustpilot is an organisation that provides the level of guest satisfaction in a hotel. The company has categorised the services into three parts personal service, professional hospitality and additional supports. The company has curated and inspected homes and villas, preferred service, tailored stays, day/night services and person to person meet and greet.

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