

# **Hospitality & Guest services (BMIH-4003)**

## **Assignment-2, Report**

Hotel Standards, Reputation Management, Building and  
Retaining Customer Loyalty

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## ***Executive Summary***

This research will analyze the hotel's brand-consistency standard and the procedures it uses to nurture and protect it. Business practices and hotel quality will be examined as part of the study. Reputation management in hotels is a topic that will be explored. Because guests expect a high standard of living throughout their stay, the hotel's reputation is crucial. Both customer loyalty and the cultivation of relationships will be investigated. The hotel understands that customer retention is essential to its success and hence never compromises on the quality of its services or amenities.

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## ***Introduction***

This study will examine the hotel's attempts to establish and maintain a brand-consistency standard. This study will cover the assessment criteria used to evaluate the hotel's quality, reputation, and corporate culture. The study will examine the hotel's reputation management practices in depth. Guests are more likely to book rooms at hotels with good reviews, therefore that aspect of the hotel's reputation is also important. In-depth consideration will be given to the value of relationships with customers and methods for fostering loyalty. The hotel understands that maintaining satisfied regulars is essential to its financial well-being, which is why they refuse to compromise on standards. Customers who utilize the hotel's facilities and are pleased with their experience are unlikely to return.

## ***Consistency with the hotel's brand***

When this standard is followed, you can be certain that your company's introductions will always be well received. It also ensures that there will be no compromises in product quality and that the corporation will continually seek enhancements. The hotel improves its quality by responding to each customer's needs with individualized services and facilities (Serra-Cantalops et al., 2018).

In recent years, the hotel's quality has steadily improved thanks in large part to visitor praise. Hotels also need to spend money on cleaning and maintenance regularly to keep up their standards. Implementing feedback channels, answering customer inquiries, and following all relevant laws and regulations are all essential steps toward improving quality. When compared to Hilton Hotels throughout the globe, the HILTON Hotel is a groundbreaking innovation. The hotels might gain greater trust from their patrons if they took their suggestions into account and worked to enhance the quality of the services they provide (Rashid, 2013).

## ***Accommodating Scale for Hotels***

The criteria by which hotels are ranked are known as the "rating system." Customer feedback and input from decision-makers are crucial to the grading system's ability to maintain high standards throughout time. Guest feedback is a major component in determining hotel rankings. Hotels that

go out of their way to give visitors unique and high-quality experiences are more likely to get positive reviews (Tatar and Eren-Erdoğan, 2016). Each hotel company has its standards for the quality of the services and facilities it offers. The criteria used to determine standards are informed by the quality of the delivered services and infrastructure and by compliance with all relevant laws and regulations. Hotels range in quality from five stars to four stars to three stars. The Corinthian Hotel is often considered to be among the finest lodging options in the city of London (Bowen and McCain, 2015).

### ***Examining the Values that Drive Thriving Organizations***

The term "corporate culture" refers to a company's established norms and values. This includes the company's handling of its employees and any financial dealings it has with other parties or outsourcing partners. There are four main organizational ethics currently in use. This corporate philosophy incorporates a wide range of cultural practices, including but not limited to clan culture, market culture, adhocracy culture, and hierarchical culture (Magatef and Tomalieh, 2015).

### ***Reputation management of the hotel industry or hospitality industry***

The term "reputation management" is often used in the hospitality industry to describe the ongoing practice of managing one's image in the eyes of patrons. It alludes to the general conversation that surrounds the company (Cheng et al., 2018). Any hotel that cares about its standing in the industry will devise a way to differentiate itself apart from its rivals by offering guests an experience they won't find anywhere else. Many individuals are interested in new ways of doing things. The hotel's overall standing is a reflection of the high standard of its services, facilities, and ambiance. Social media is crucial to the administration and maintenance of the hotel's image since it is the primary platform via which the hotel may sell its services and a huge number of individuals are engaged on social media. Promoting the business through social media has proven to be the most fruitful

strategy yet. There is a direct correlation between the popularity of hotels and the prevalence of social media hotel advertising (Punjaisri and Wilson, 2017). A hotel's capacity to maintain and build its reputation is greatly aided when a guest provides a good review of their time there.

It's common for a hotel's popularity to increase its reputation as time goes on. Travelers like to stay at hotels that have received high marks from previous guests, and unfavorable evaluations may have a significant impact on a business's image. Consumers prefer to stay in a hotel that has received positive feedback from previous guests (Syaqirah and Faizurrahman, 2014). To ensure that all guests' needs are met in modern hotels, the communal aspects of the establishment have become more significant. If a hotel consistently receives negative comments and ratings from its guests, such guests will be less likely to book their services in the future. The hotel's quality and reputation will deteriorate as a consequence, necessitating remedial action to restore the establishment to its former commercial glory. A trustworthy reputation is crucial for hotel management. The Resident Covent Garden is among the best hotels in the world at maintaining its stellar reputation.

### ***Keeping hotel guests and increasing their devotion***

The hotel may encourage repeat visits from its patrons by providing superior service and facilities. This is because visitors are more inclined to return to a business if they have a good time there every time they visit and if their issues and concerns are addressed promptly and properly (Akbar et al., 2010). Regular guests at the Sofitel London St. James get generous perks. Trusted customers are crucial to a hotel's growth and bottom line since they are more inclined to stay there again. Getting repeat business from happy customers is a major key to success in any business. When compared to other business sectors, the hotel and hospitality industries are among the most cutthroat, making strategic planning and the use of cutting-edge technology essential for success (Martínez, 2015).

There are a select few hotels across the world that, owing to their extraordinary attributes, are in a class by themselves; in terms of popularity, there is just no competition. Given that visitor

satisfaction is the hotel's priority, the staff at such a place will go above and beyond to ensure that their demands are met. A hotel's capacity to advertise itself in the regional market is crucial to its success. Since there are so many people using these platforms and so much communication takes place among them, they may be used effectively to promote products and services. Promoting their businesses is the responsibility of hotels, and they may do this through activities such as arranging events, giving seminars, and using social media. Understanding how customers rated the hotel's services and facilities, as well as whether or not the hotels fulfilled their needs and expectations, is essential for the hotels' development and growth.

One trend forecast for the hotel and hospitality sector is for the industry as a whole to adopt new technology and marketing methods to grow since customers nowadays are used to utilizing cutting-edge equipment (Kim et al., 2015). As a global hotel, we need to get the word out about what we have to offer in as many places as possible, and social media is one of the easiest and most effective ways to achieve this. The hospitality industry is failing due to the intense competition in the industry. This obstacle may be overcome by the provision of high-quality services or facilities, a customer feedback system, and rapid replies to consumer inquiries.

## ***Conclusion***

This article provides a brief overview of the research conducted on the topic of brand consistency and the brand-consistency standard that was developed as a result. Some of the parameters used to determine hotel quality were included in the survey. The study aimed to determine whether there was a correlation between the hotel's reputation and the hotel's corporate culture. The study includes in-depth details on the hotel's reputation management and ongoing attempts to bolster that management. Studying how to retain customers and attract new ones was also a major focus.

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