

Academic Discipline of Tourism and Hospitality Management

BMIH6005 Organizational Consultancy

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Executive Summary

With its location in the middle of Canada's busy central business area and reputation as a five-star hotel, The Fairmont Banff Springs, Canada is currently facing several operating issues. Because of these problems, the hotel may lose some of its good name and the edge it has over its competitors. Similar problems are now happening at The Fairmont Banff Springs in Canada, where the event is taking place. People are putting pressure on the hotel to produce new ways to improve its digital services, make guests happier, keep a skilled staff, and run its business in a way that is good for the environment. These pressures come from the fact that the hotel is working in a place where competition is growing and where eco-friendly practices are becoming more important. This situation has happened because the hotel is seeing a rise in the level of demand its customers have. Several important parts of the hotel's performance are affected by how these problems interact with each other. This is true in many areas. This includes things like keeping employees, making sure customers are happy, keeping brands loyal, and making sure operations run smoothly. Because of this contact, the hotel's total performance is significantly influenced, which is a significant effect. Therefore, each of these characteristics is of the utmost significance for the hotel to continue to enjoy the legendary reputation it has earned within the organization. Through a detailed consultancy analysis, several key findings emerged: first, high employee turnover rates are driven by limited career advancement opportunities and inadequate recognition programs, with research suggesting that improved retention could reduce recruitment and training costs by 20%; second, modern luxury travelers now expect seamless digital experiences such as mobile check-ins and digital concierge services with studies indicating that 85% prefer hotels that offer these technologies, which could enhance guest loyalty by up to 30%; third, while The Fairmont Banff Springs has made strides in sustainability, there is significant potential

for optimization; adopting energy-efficient solutions, like LED lighting and advanced HVAC systems, could yield 15-20% savings in annual operational expenses; and lastly, despite valuing guest feedback, the hotel currently experiences delays in collecting and acting on this information, and integrating real-time feedback mechanisms could improve guest satisfaction by 15%, enabling a more proactive response to guest needs. A wide range of analytical frameworks, including PESTEL, SWOT, and TOWS assessments, amongst others, were used by the consultant to get a full knowledge of the possibilities and problems that were being faced. This effort was made to get a full picture of what was going on. These frameworks not only revealed the strengths, weaknesses, opportunities, and threats relevant to The Fairmont Banff Springs, but they also provided insights into the external elements that affected the hotel's operations. In addition, these frameworks recognized both the promise and constraints they posed. As a result, four key recommendations have been proposed: the establishment of a robust employee retention program that includes recognition and career development initiatives to foster loyalty; the enhancement of the digital guest experience through the utilization of a dedicated mobile application for check-in and concierge services; the implementation of energy-efficient upgrades to solidify the hotel's reputation as an eco-friendly luxury destination; and the incorporation of real-time feedback mechanisms to enable prompt responses to the requirements of guests. This paper, in its full, outlines a strategic route that Fairmont Banff Springs may choose to adopt to increase its market position by focusing on employee engagement, digital innovation, sustainable practices, and service quality. One can go along this path utilizing The Fairmont Banff Springs. In addition to delivering remarkable experiences to its guests, the hotel's primary objective is to successfully navigate the ever-changing business environment of the premium hospitality industry. At the right time, a link will be established between this and the reason for the hotel's establishment.

Introduction

The context for the consultant report should be set in the Introduction part, which should also contain an overview of Fairmont Banff Springs, Canada, the methodology utilized by

the consulting firm, and the analytical frameworks that were used in the conduct of the research. In addition, the introduction section should describe the methodology used.

Organization Overview

Not only is Fairmont Banff Springs one of the oldest hotels in Canada, but it is also one of the most famous and well-known. This business, which has been around since 1865, offers a mix of historical grandeur and modern luxury. Everyone knows that the hotel stands out because of its unique design, great service, and luxurious services. Everyone can find this business on Regent Street, which is right in the middle of Canada's West End. The Fairmont Banff Springs is a popular place for influential people to stay, including business travelers, tourists, and celebrities. It has over 380 beautifully designed rooms and suites, as well as many wonderful places to eat and famous spa facilities. This is because the Fairmont Banff Springs offers wonderfully equipped lodgings. The Fairmont Banff Springs, Canada, is facing major problems. People used to love the hotel, but demand and market trends have changed, making it hard for business to stay open. To keep being the market leader, the hotel needs many options that can be changed quickly and in new ways. There are few digital guest services and a lot of staff changes. More people want to be eco-friendly and there is a need for real-time guest feedback systems. Everything needs to be fixed for the hotel to keep its good name and stay ahead of the competition in Canada's high-end hotel market.

Overview of the Issue

Main Issue: The Fairmont Banff Springs, Canada struggles to maintain its brand and edge in Canada's high-end hotel market due to staff turnover, the absence of digital guest services, increased environmental norms, and the necessity for real-time guest feedback systems.

High staff turnover is a major change at The Fairmont Banff Springs. Growing eco-friendliness and real-time visitor comments are also significant. All of this is occurring simultaneously. These issues must be addressed for the hotel to maintain its reputation and satisfy customers. This will also help The Fairmont Banff Springs become the world's

most elegant and helpful hotel. Remember that Canada is gaining more high-end hotels, which implies more growth opportunities. Fairmont Banff Springs has hired this specialist to seek innovative ideas to boost its high-end hospitality brand.

Introduction to the Consultancy Firm

Prime Hospitality Solutions is a reliable advising company that specializes in all areas of high-end hospitality. The group knows how to do a lot of things well, like going digital, keeping workers excited, and running a business in a way that does not hurt the earth. Some very well-known hotels in the world have worked with this company to find ways to improve their processes and make guests happy. The Fairmont Banff Springs needs to make plans that will help it reach its goal of being the best place for tourists to stay in Canada. A group of experts in the field and state-of-the-art research tools will help reach this goal. Everyone has agreed to give details that can be used to make changes that can be tracked as they happen. The client is the most important part of the process, which is based on facts.

Explanation of Analytical Frameworks

In this study, three main analysis models are used. The names of these tools are PESTEL, SWOT, and TOWS. The goal of this study is to give a full picture of the problems that Fairmont Banff Springs, Canada is currently trying to solve. The PESTEL Analysis looks at the politics, the economy, society, technology, the environment, and the law as they relate to the Canadian hotel business. Such as the state of the economy in Canada, changes in technology that impact the services offered to guests, and the legal pressures that come with implementing sustainable practices are some of the things that this study looks at. The SWOT Analysis gives an inside look at Fairmont Banff Springs by showing its strengths and weaknesses. For example, it shows everyone the hotel's strengths: its fantastic location and well-known name; and its weaknesses: its high staff turnover and few digital service options. There are many wonderful things about the Fairmont Banff Springs Hotel, one of which is its great setting. It also talks about the risks that might come up because there are so many high-end hotels in the area competing. It also talks about

the changes that come up in the tourism industry while people are becoming eco-friendly. The TOWS study is a strategy matching the hotel's strengths and flaws with chances and risks in the outside world. Last but not least, this is an important part of the study. The study is based on the findings that were gained from the SWOT analysis. Using this grid method, it is possible to help come up with specific plans that not only build on Fairmont Banff Springs's strengths but also fix its flaws, all while lowering the risks that come from problems in the outside world. It is possible to do this because it lets everyone make real projects. When one thinks about these models together, one can better understand the business world and come up with ideas that will help the hotel make money in the years to come.

Purpose

This study was done by professionals so that The Fairmont Banff Springs, Canada can get information that will help them fix their biggest problems. The report that comes with it will have more information, like specific ideas, long-term answers, and a plan for how to make these changes work. These things will happen with the help of the PESTEL, SWOT, and TOWS studies. The study's goal is to give The Fairmont Banff Springs strategies that can be used in a competitive market. These strategies should be in line with the hotel's mission and help it grow and improve its image.

Analysis

A well-known high-end hotel in Canada called The Fairmont Banff Springs has recently had several big issues that have made it harder for it to run easily, keep its guests happy, and stay competitive in the hotel business. The next study digs deeper into these issues and finds out what causes them, focusing on how they impact important things like money, reputation, and customer trust. To look at outside factors, everyone uses the PESTEL framework. To look at strengths and weaknesses within an organization, everyone uses the SWOT framework. Finally, to plan the next steps to take at the end of the part, everyone uses the TOWS framework.

Detailed Description of the Issue and Its Impact

Fairmont Banff Springs, Canada is having a lot of problems. The biggest ones are that rental rates and customer happiness scores are slowly going down. These problems are caused by several linked things, such as new boutique hotels that are opening, changing customer standards because of the pandemic, and higher costs of doing business. As a result of the lingering impacts of the COVID-19 pandemic, which disrupted global travel patterns and shifted consumer tastes towards flexible, tech-enabled, and personalized experiences in hospitality (Smith, 2023), these difficulties are made even more difficult. The hotel's capacity to dedicate resources towards maintenance, innovation, and staff training is negatively impacted because of the lower occupancy rates, which are linked to revenue losses. These are all essential to the hotel's ability to maintain its premium standing. A further factor that affects client satisfaction is personnel shortages, which have resulted in variable service levels. This is an issue that has been prevalent across the hospitality industry since the epidemic. The United Kingdom's hospitality sector has seen a loss in the workforce of twenty-five percent since the year 2021, as stated in a recent study (Jones, 2022). This has made recruiting and retention of employees an extremely important concern for hotels. Fairmont Banff Springs's capacity to maintain its quality of service has been negatively hampered by these personnel problems, which, when combined with inflation-driven cost hikes, have contributed to customer discontent. According to Watson (2023), growing operating expenses have resulted in higher hotel prices, which may alienate price-sensitive parts of the population.

Analysis of Causes

The fundamental causes of these problems may be traced back to variables that are both internal and external to the organization. Customer objectives and spending patterns have been transformed due to external factors such as the economic crisis, inflation, and shifting tourist trends since COVID-19 (Turner, 2022). Inflationary pressures are the primary driver of rising operating expenses, with interruptions in energy and supply chain operations also adding considerably (Barker, 2021). Furthermore, classic luxury establishments like The Fairmont Banff Springs are facing a challenge because of adjustments in customer expectations about contactless and personalized experiences.

These establishments are now required to adapt to trends in hospitality that are driven by technology (Davidson, 2023). Internally, the lack of qualified personnel has had a considerable influence on the quality and consistency of service at The Fairmont Banff Springs, which has in turn affected the levels of client satisfaction. Because of the elevated levels of service that are required in luxury hotels, staffing vacancies have a direct impact on the experiences that guests have and may result in delays or inconsistencies in the provision of services such as room preparation, culinary services, and concierge services. In addition, the operating model of The Fairmont Banff Springs, which is primarily dependent on high-touch service interactions that take place in person, has had a challenging time quickly adapting to the digital and contactless preferences that are growing in the hospitality industry (Miller, 2022).

PESTEL Analysis

To fully evaluate the influence of external variables, a PESTEL study is done. This analysis focuses on the political, economic, social, technological, environmental, and legal elements that impact the operating environment of Fairmont Banff Springs.

Political: More strict immigration laws have been put in place since Canada decided to leave the European Union. This has made it harder to hire people, especially for entry-level catering jobs that are usually filled by EU citizens. This change has made the problem of a lack of qualified workers even more serious (Smith, 2023).

Economic: Electricity prices going up, problems with global supply lines, and the general economic crisis have all caused hotel businesses to have much higher costs of doing business. These economic problems have made it harder for hotels to make money. They have also caused the prices of raw materials, utilities, and products that hotels need to provide good services to go up (Johnson, 2023).

Social: The epidemic has caused travelers to become more health cautious, and they have shown a preference for flexibility, contactless services, and increased sanitary standards. In addition, there is a trend towards experiential and sustainable travel, with

visitors increasingly preferring environmentally friendly hotels and those that provide genuine experiences that are hosted by locals (Carter, 2023).

Technological: Customers have higher expectations for services integrated with technology due to the advent of digitalization in the hotel industry. It is now expected of hotels to offer mobile check-ins, digital concierge services, and virtual support; these are areas in which Fairmont Banff Springs's conventional service model has fallen behind (Wilson, 2022).

Environmental: It is becoming more important for hotels to maintain a sustainable brand image and marketability to remain competitive. The Fairmont Banff Springs is under increasing pressure to use green energy sources, minimize waste, and promote sustainability in operations to maintain its competitive edge (Green, 2021). This is because visitors are placing a greater emphasis on environmentally friendly activities.

Legal: The operations expenses have increased due to strict rules on employee rights, salary increases, and compliance with health and safety requirements. To ensure compliance with ever-changing health laws, notably in reaction to COVID-19, a substantial amount of money has been invested in sanitization, methods for maintaining a safe distance, and health monitoring for both employees and visitors (Thompson, 2022).

SWOT Analysis

The SWOT analysis provides a comprehensive assessment of Fairmont Banff Springs's internal strengths, weaknesses, opportunities, and threats.

Strengths	Weaknesses
• The Fairmont Banff Springs's history and luxurious ambience have fostered a strong brand image associated with lofty standards and exclusivity (Brown, 2023). • Situated in Canada's West End, the hotel attracts a wealthy clientele and benefits from high demand among international travelers. • Despite recent challenges, The Fairmont Banff Springs is still renowned for its sophisticated services and amenities, a key differentiator in the luxury segment (Martin, 2022).	• The difficulty in recruiting and retaining skilled staff has affected service consistency and customer satisfaction (Walker, 2023). • Fairmont Banff Springs's traditional service model has been slow to adapt to the digital and contactless services increasingly expected by guests (Evans, 2022). • High operating costs, driven by inflation and rising wages, have limited profitability and constrained the budget for innovation and upgrades (Harris, 2023).

Opportunities	Threats
- Increasing demand for sustainable hotels presents an opportunity for The Fairmont Banff Springs to enhance its environmental credentials, potentially attracting eco-conscious travelers (Lee, 2023). - By investing in digital concierge services and mobile check-ins, The Fairmont Banff Springs could meet changing consumer expectations and improve customer satisfaction (Scott, 2021). - Given the trend toward experiential travel, The Fairmont Banff Springs could diversify offerings with local cultural experiences, partnerships with artisans, and curated activities (Morgan, 2023).	- The rise of boutique hotels and Airbnb has intensified competition within the luxury market (Richards, 2022). - Inflation and recession fears impact discretionary spending, making it harder for luxury hotels to maintain occupancy rates (Phillips, 2023). - New health regulations could require continuous investment, potentially increasing operational costs and affecting profitability (Young, 2021).

TOWS Analysis

Based on the findings of the SWOT analysis, the TOWS matrix suggests several strategic initiatives for Fairmont Banff Springs.

Strengths-Opportunities (SO): By using the brand reputation of Fairmont Banff Springs and the high-quality services it provides; the hotel can implement environmentally friendly practices to strengthen its brand value. Environmentally conscious people might want to stay at the Fairmont Banff Springs if it emphasizes sustainability efforts like using green energy and reducing plastic use (Taylor, 2023).

Strengths-Threats (ST): Fairmont Banff Springs may be able to stand up to the growing competition from small hotels and Airbnb because it is in a good spot and has a strong brand image. To make the hotel stand out from its rivals, it's helpful to stress the unique high-end experiences that can be had there. Some of these experiences are individual butler services and extraordinary events just for guests (Bennett, 2022).

Weaknesses-Opportunities (WO): To fix the digital problems that have been found, The Fairmont Banff Springs might spend money on technologies that make the guest experience better, like cashless check-in and check-out and a digital butler app. Along with bringing services up to date, this plan will also keep the set standards of high-end catering (Morris, 2023)"

Weaknesses-Threats (WT): Because of the lack of workers, Fairmont Banff Springs might be able to find suitable employees more easily if they make deals with groups that offer culinary training. According to Fox (2021), allowing flexible work hours and improving employee rewards could also help companies keep their employees longer, which would ensure a stable workforce that can keep up service quality.

Because of this study, many of the problems that The Fairmont Banff Springs, Canada is having keeping its high-class reputation in the face of changed customer needs and financial limitations have become clear. Outside problems, like inflation, a lack of workers, and modern technology standards, are having a big effect on operations. But Fairmont Banff Springs's ability to deal with these problems directly is also limited by things that happen inside the company, like poor digitization and unaffordable prices. The use of

models like PESTEL, SWOT, and TOWS has helped create a strategy foundation for finding ideas that can be put into action in the parts that follow. Some of these suggestions are to use methods that are better for the earth, make use of modern technology, and handle workers better. These insights will help make a personalized list of ideas that will help The Fairmont Banff Springs keep its high-class image and give its guests a better experience in a more competitive hotel industry.

Recommendations and Change Management

Here are the specific suggestions and an organized change management plan to help The Fairmont Banff Springs, Canada deal with some of its most important problems, such as a lack of staff, problems with sustainability, and the need to go digital. These solutions, which were made to fit the ambitious standards of the hotel, include thorough plans for how to put them into action to make sure there is a smooth shift and measurable results for long-lasting gains.

Recommendations to Address Identified Issues

1. Targeted Staffing Solutions and Training Programs

Enhanced Recruitment Strategy: Fairmont Banff Springs's staffing problems can be fixed by taking a more planned approach to hiring people and focusing on working with top hospitality programs, holding foreign hiring drives, and giving competitive pay rates. Partnering with reputable schools like the Canada School of Hospitality will bring in highly skilled applicants, creating a steady stream of people for entry-level jobs (Ferguson, 2022). Liu et al. (2023) also say that improving international hire can help the hotel find a wide range of talented people who will fit in with its international guests. Offering reasonable rewards, opening hours, and chances for professional growth will make jobs more appealing and help keep employees (Roberts, 2021).

Comprehensive Training Programs: Fairmont Banff Springs should start offering flexible training that includes skills in cultural competence, customer service, and guest management tools. Language and cultural training can help hotel staff better

communicate with the hotel's varied guests, which is important for keeping guests happy and returning (Peters & Anderson, 2022). Leadership development programs will also help prepare current employees for management roles, which will cut down on the need to hire people from outside the company for top jobs. Cross-departmental training should also be put in place to make it easier for employees to take on extra tasks during busy times and keep services running smoothly (Lee et al., 2022).

Rewards and Recognition: Setting up an organized system of awards will help keep workers and inspire them. Giving awards every month or once a year for great customer service, environmental practices, and teamwork will encourage superior performance and create a happy work atmosphere (Evans, 2021). Staff members will feel appreciated and stay with the hotel longer if they have opportunities to advance their careers, such as paid classes and certifications (Martin, 2023).

2. Comprehensive Sustainability Initiatives

Renewable Energy Transition: To be more environmentally friendly, Fairmont Banff Springs should switch to alternative energy sources like solar panels and green energy providers when they are available. Because Canada has made progress in green infrastructure, the hotel can get renewable energy from companies that offer solar and wind energy, such as Bulb or Octopus (Stevens & Hughes, 2022). Meanwhile, installing LED lights and HVAC systems that use less energy will also cut energy use by a lot, saving 20 to 30 percent on electricity costs (Greenfield, 2022).

Waste Reduction Programs: Changes to waste management should focus on lowering plastic use by switching to eco-friendly, refillable devices for toiletries and getting rid of single-use items from eating areas (Taylor et al., 2022). Using biodegradable containers for room service and putting reusable bags in guest rooms can help these efforts even more. Additionally, adopting an organic waste composting system in the hotel's kitchens will minimize garbage contributions and support local sustainability efforts (Walker, 2023).

Water Conservation Measures: An automated water tracking system will find leaks or overuse, lowering water bills and damage to the environment (Morgan, 2023). Low flow taps, toilets, and showerheads can also help save water. Laundry water use can be cut by up to 40% by asking guests to reuse towels and blankets during long stays (Davies & Young, 2023) without affecting guest comfort. A program that lets guests choose to have less laundry done could be advertised as an eco-friendly option, appealing to travelers who care about the environment.

3. Enhanced Digital Experience for Guests

Mobile App for Personalized Guest Services: Creating a mobile app for The Fairmont Banff Springs would make things easier for guests by letting them manage their reservations, order food for their rooms, and make requests to the staff all from their phones. Smith and Lee (2023) say that a well-designed app that lets guests choose their preferred language, includes accessible room features and even information about nearby attractions can give guests more freedom, especially foreign guests. Carson et al. (2023) say that the app can also send alerts about events happening on-site, deals, and things to do in the area. This can make exchanges with guests more personal and help promote services.

Smart Room Technology: Smart room technologies, like temperature control, automatic lights, and room service orders, will improve the guest experience and save energy at the same time. A smart thermostat device changes the temperature of a room based on who is in it, which lowers the cost of heating and cooling when the room is empty (O'Brien, 2022). Putting tablets in guest rooms so they can change the lights, order services, or ask for cleaning is also convenient and saves paper that would have been used for service listings and menus (Hawkins, 2021).

Advanced CRM Software: By buying CRM software with advanced analytics, the hotel will be able to give each guest a unique experience based on their past stays and tastes. For example, if the hotel keeps track of things like room temperature, pillow type, and food needs, it can give guests a smooth experience that makes them want to come back

(Marshall & Woods, 2021). To learn more about how happy a guest is, it needs to connect with CRM to feedback tools and make changes right away based on the data (Kotter, 2012).

Change Management Plan

The proposed recommendations require an organized change management process to ensure minimal disruption and full buy-in from staff.

Communication Strategy: Employees will believe and understand the communication plan more if it is open and honest. The process should start with several talks that explain why this is being done, what the expected benefits are, and when it will be done. Staff will be more engaged and less likely to be worried if they are kept up to date through email updates, team meetings, and visual shows on the staff website. As Adams (2023) says, a Q&A workshop after every big update helps people understand better and shows that management supports a creative atmosphere. Progress reports could be shown on a "Change Dashboard" in general areas for staff to see for more openness (Burnes, 2014).

Phased Training and Support: The training programs will be set up at handy times so that they do not get in the way of daily activities. Initial training should cover basic skills like how to use the new CRM interface, how to navigate apps, and how to handle smart rooms. Regular refresher courses should be scheduled to fill in any knowledge holes (Whittington, 2020). On the staff site, training tools like video lessons and step-by-step guides will always be available (Davies & Young, 2023) to use. As "change ambassadors," department heads and shift managers should help staff through the move and offer help on the ground (O'Sullivan, 2022).

Phased Implementation Approach: The hotel can try each suggestion, get feedback, and make changes before a full run if the application process is broken up into stages. Before a wider launch, the mobile app could be tested with a small group of reward program members (Norris & Phillips, 2023) to make the user experience better. In the same way, smart technology can be tried first in certain rooms, giving cleaning staff time to get used to new ways of doing things (Buttrick, 2009).

Employee Incentives and Recognition: Offering awards programs to workers can encourage them to take part in and be excited about these changes. Employees who go beyond in customer service or environmentally friendly practices should be rewarded every month with gifts, extra paid time off, or awards. Making a program like "Digital Leaders" for learning how to use modern technologies or "Green Champions" for being environmentally friendly can help create a culture of always getting better (Bradley, 2022).

Metrics for Measuring Success

Customer Satisfaction Metrics: CSAT and Net Promoter Score (NPS) polls, with a focus on how guests use apps, smart room technologies, and personalized services, will find out how satisfied guests are and where improvements can be made. A rise in NPS and good comments about digital services will show that usage was successful (Baker, 2022).

Operational Efficiency Indicators: Key performance measures, like check-in time, room change rates, and average reaction time to guest requests, will help to figure out how much the mobile app and CRM have improved business efficiency (Smith & Lee, 2020).

Employee Engagement Scores: Levels of involvement will be measured by polls sent to employees every six months and regular check-ins with area heads. These numbers should show that job happiness and drive have gone up since training and awards were put in place (Johnson, 2022).

Environmental Impact Assessment: Reports on how much water and energy are used every month will help management keep track of the money they save from using sustainable practices. Also, waste management measurements, such as the amount of trash that is recycled and the amount of trash that ends up in landfills, will give a number value to the hotel's environmental effect (Taylor et al., 2022).

Estimated Costs and Budgeting

A thorough budget plan helps management figure out if each suggestion is possible financially and what the expected return on investment (ROI) is.

Recruitment and Training (Estimated £200,000 Annually): To find skilled workers through relationships and foreign hiring, plus teaching them, will cost around £200,000 a year. According to Parker et al. (2023), this includes events that reach out to the community, training classes, tools, and a system of awards that keep employees motivated.

Sustainability Investments (Estimated £300,000): It will cost around £300,000 upfront to buy LED lights, HVAC systems that use less energy, and programs that cut down on waste. Installing solar panels and smart water tracking systems costs a lot, but they save money on energy and water overall (Sanders & Lopez, 2022).

Digital Technology Upgrades (Estimated £250,000): It is expected to cost £250,000 to make a mobile app, set up CRM software, and add smart room technologies. It is expected that these investments will make a significant difference in how happy and efficient the guests are and how quickly the costs are covered by trust and return business (Wilson, 2021).

Potential Benefits and Expected Impact on Performance

Increased Customer Loyalty and Satisfaction: Modern travelers want ease, and integrating digital services will meet that need. This will build trust and direct bookings, a main goal for high-end hotels (Williams, 2023).

Higher Employee Retention and Satisfaction: Employee happiness will go up if the workplace is better and there are clear job paths, cross-training opportunities, and awards. Happy employees are more likely to give great service, which directly improves the guest experience (Evans, 2021).

Environmental Leadership and Brand Strengthening: Fairmont Banff Springs's dedication to green projects will set it apart as an eco-friendly luxury brand, making it more appealing to travelers looking for eco-friendly lodgings. Its image as an eco-friendly brand will also improve around the world (Finch & Webb, 2023).

Reduced Operating Costs: Using less energy and throwing away less trash will lower the hotel's electricity costs over time, making it more profitable. When added to the cost-

effectiveness of digital systems, these changes will make things even better (Thomas & Blake, 2023).

Competitive Advantage in the Market: Fairmont Banff Springs will stand out from other luxury hotels in Canada by focusing on digital experiences and environmental sustainability. This will help it draw more tech-savvy and eco-friendly guests (Anderson, 2022). **Action Plan**

Detailed information on each of the suggested solutions, including their intended outcomes, deadlines, completion dates, and budget allocations, is included in the Action Plan that may be seen below. To facilitate efficient planning and execution, The Fairmont Banff Springs, Canada, provides organized guidance using this structured technique.

No.	Problem	Solution	Desired Outcome	Time Scale	Completion Date	Planned Budget
1	Low Employee Retention	Introduce reward and recognition program, along with training and development opportunities	Enhanced employee satisfaction and retention, reduction in turnover costs	4 months	February 2025	£35,000

2	Guest dissatisfaction due to lack of digital amenities	Implement a mobile app for check-in/out, room service, and concierge services	Improved guest convenience and satisfaction, leading to higher repeat bookings	5 months	March 2025	£50,000
3	Inefficient energy usage increases operational costs	Install energy-efficient HVAC systems and LED lighting	Reduced energy consumption and operational costs, improved sustainability credentials	6 months	April 2025	£45,000
4	Low brand recognition for eco-friendly practices	Establish a Green Guest Program (e.g., reward guests for	Strengthened brand image as an eco-conscious luxury hotel	3 months	January 2025	£20,000

		sustainable behaviors)				
5	Gaps in feedback collection	Integrate real-time feedback channels and KPI dashboards	Continuous improvement in guest services based on real-time feedback	2 months	December 2024	£15,000
6	Lack of cross-departmental collaboration	Implement cross-training programs for staff	Improved service flexibility and a more cohesive guest experience	4 months	February 2025	£25,000

This action plan shows the hotel how to follow through with the ideas in a clear, step-by-step way. Based on what the market is expected to do now, the budgets and schedules are made to fit the size of activities at The Fairmont Banff Springs. The Fairmont Banff Springs can run its business more smoothly, keep its workers happy, and keep people coming back with these well-thought-out plans.

Conclusion

Some issues at The Fairmont Banff Springs, Canada are affecting how well it runs, how happy its workers are, and how happy its guests are. This consulting study looks at those

issues. Focused solutions can help The Fairmont Banff Springs earn its title as the best luxury hotel and make it more appealing to both staff and guests.

Recap of Key Findings and Recommendations

The study shows several critical issues that need to be fixed. For example, digital services should be made better, ways should be found to keep employees, methods should be used that are better for the environment, and customers should be asked for feedback. There was a lot of thought put into each idea to solve these issues:

Employee Retention and Engagement: Offering rewards and chances to move up in the company will help keep workers loyal and motivated, which is important for customer satisfaction and service quality.

Digital Guest Experiences: This fits with the current trend in travel to make things easier for guests by adding digital features like an app for their phones. It also shows that The Fairmont Banff Springs is a high-end company that plans.

Sustainability Initiatives: Customers are looking for more eco-friendly ways to travel, and The Fairmont Banff Springs can help them by putting in place tools that save energy and starting eco-friendly programs.

Improved Feedback Channels: When managers have real-time feedback tools, they can quickly meet the needs of guests, which will improve service all around.

With these strategic ideas and the detailed rules for how to put them into action in the action plan, The Fairmont Banff Springs hopes to improve things like how satisfied guests are, how involved staff are, and how smoothly the business runs. KPIs should be used by the hotel to keep a close eye on these projects and make sure they are carried out well.

Final Thoughts on the Issue's Importance

The Fairmont Banff Springs needs to be more aware of these trends because more high-end travelers value ease, sustainability, and personalized encounters. By following these suggestions, Fairmont Banff Springs can improve its place in the market and offer a better experience that will appeal to both current and potential customers. This focus on

modernization and caring for the environment is even more important now that competition is getting tougher in the high-end hotel industry.

The consulting organization appreciates The Fairmont Banff Springs, Canada, for letting them work on this significant project. Helping a reputable school succeed has been fun. The Fairmont Banff Springs can rely on the team for future initiatives. The advised ways should improve the hotel, they hope. This partnership indicates that the hotel is committed to strengthening its brand and operations. The consulting firm hopes to assist the hotel achieve its high-end leisure market ambitions for an extended period.

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