

Hospitality & Guest Services in the Hotel Industry [BMIH4003]

Week 2

The Role and Function of Guest
Services – Now and Then

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Where Higher Education Began in Wales*

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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

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Recap

What did we discuss last week?

- Meet and Greet
- Introduction to both assignments
- What is hospitality?
- What is service?
- Different types of service and examples
- Intangible vs Tangible
- The WOW factor

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

Today's Content

Today's Aim

Historical Developments in the Hospitality Industry

The Structure of the Hospitality Industry

Different Hotel Segments

Service Standards

Recap

Assignment 1: Hotel Choices

Next Week's Content



Week 2

The Role and Function of Guest Services – Now and Then

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Historical Developments in the Hospitality Industry

Hospitality is nearly as old as humanity. From the earliest caves to inns, staging posts, motels, and resorts.

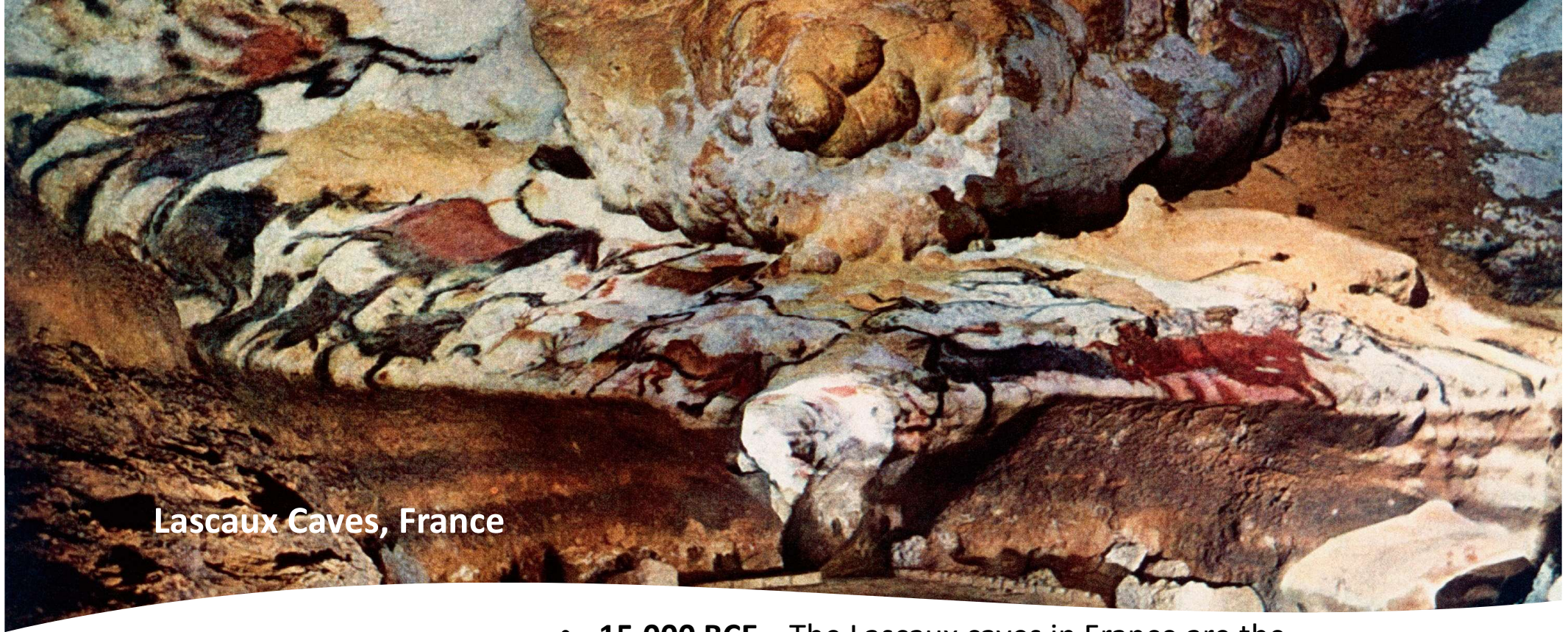
Today, the hospitality industry is thriving, with 700,000 hotels and resorts worldwide.

**Tremont House,
Boston**

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History of the Hotel Industry: How We Got Here





Lascaux Caves, France

Key Milestones

- **15,000 BCE**—The Lascaux caves in France are the first shelter in history that accommodated people.
- **Middle Ages**—In Japan, the first two hotels in history (guest houses called *ryokans*) were built in the early **700s**.
- In the **Middle East**, *caravanserais* were a resting place for caravans along the Silk Road, and refuges served pilgrims and crusaders on their way to the Holy Land.
- In **China and Mongolia**, staging posts provided shelter for couriers and allowed horses to be changed more easily.



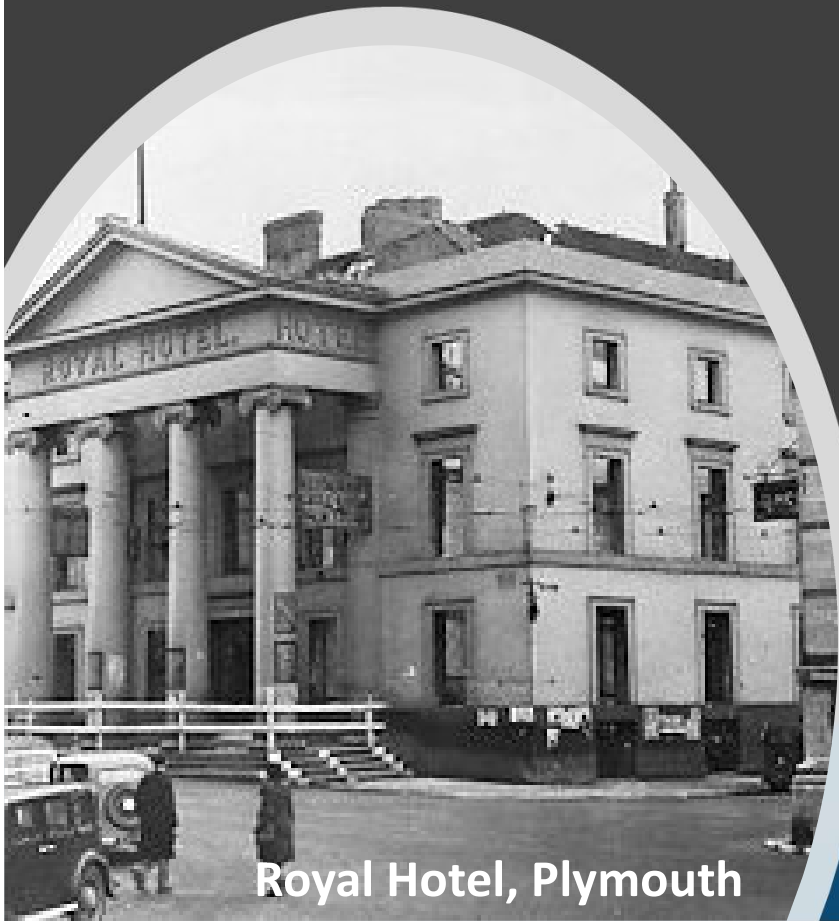
Place Vendôme, Paris

- In Europe, cloisters and abbeys provided free accommodation to travellers. Gradually, inns and guesthouses began to open on popular trade routes to provide lodging for traveling merchants and their horses.
- 1600s—More than 600 inns were registered in England; the English / French governments **began to introduce laws regulating them**. The first guidebooks for travellers were published in France.
- Early 1700s— Masonic Lodges began to appear in North America.
In Paris, the Place Vendôme offered the first example of a **multiple-use architectural complex**, including boutiques, offices, apartments, and hotels.
- 1760s—The Industrial Revolution spurred the construction of hotels across Europe and the US. This was the great age of steam, steel and mechanised manufacturing that changed the face of the Western world forever.



Waldorf Astoria, New York

- **Early 1800s**—the **Royal Hotel in Plymouth** first modern hotel built in England, with full complement of facilities. Holiday resorts began to flourish along the French and Italian rivieras.
In Japan - *ryokan* guest houses; in India - *dak* bungalows run by the British government served travellers.
- **Mid 1800's** - The **Tremont House in Boston** was the first hotel to provide inside toilets, locks on the doors, and bellboys.
- **Holt's Hotel** boasted the first steam-powered elevator in New York City.
- **1870**—The **Palmer House Hotel in Chicago** was the first hotel built to be fire resistant and the first to offer telephones in all its rooms.
- **1893**—The first school for hoteliers, **Ecole hôtelière de Lausanne**, was founded in Switzerland. (Still open today) That same year, **the Waldorf Astoria in New York** opened its doors.
- It was the first hotel to offer room service; its maître d' created the famous **Waldorf salad**.



Royal Hotel, Plymouth



- **Early 20th century**—construction of new luxury hotels:
The Ritz in Madrid, the Savoy in London, The Plaza in New York, the Taj Mahal in Bombay, etc.
- Switzerland built first ski resorts – sport connection to holidays
- **1927**—Hot Shoppes was founded in Washington, D.C., a hospitality company that later became **Marriott Corp.**
- **1950s**—After the Great Depression and WWII, a second boom in the hotel industry, - Club Med, first casino hotels, the first hotels developed by airline companies, and new resorts flourishing around the Mediterranean.
- In the United States, Holiday Inn and Howard Johnson's motor lodges were founded- 35,000 motels were built between 1939 -1960.

- **Latter half of the 20th century**—Thanks to various social and economic factors, middle-class people had more time and money to indulge in travel.
Hotels began to **diversify**, catering to different budgets and interests (spas, casinos, motels, hostels, resorts, conference hotels) and offering a more **varied range of services**.
- **1970**—Hotels catering to **business people** began in the Middle East, Europe, and North America.
- **1980s**—The third boom in the hotel industry . International hotel chains (mostly American) expand in Europe, the Middle East, and Asia.
- **Digital age**—Software companies began developing new tools for the hospitality industry that are still evolving today, including customer databases and property management systems for reservations, room and housekeeping management, customer preferences, loyalty programmes and more.

- **1993** The travel industry was quick to take **advantage of the Internet**, giving customers the opportunity to compare, book and review hotels from their home computer.
- **Early 21st century**—Global corporate hotel chains merge and acquire each other. **InterContinental Hotel Group** now owns Holiday Inn and Crowne Plaza; **Marriott** owns Renaissance; **AccorHotels** owns the brands Raffles, Sofitel and Novotel.
- **2009**—AirBnB, challenging the hotel industry by attracting tourists and taking market share. Hotels respond with creative marketing approaches, including social media campaigns and **personalized customer experiences** created through smart devices.
- **2014**—The **Waldorf Astoria New York** sold to the Chinese Anbang Insurance Group for \$1.95 billion, the most ever paid for a hotel.
- **2015**—The **First World Hotel in Pahang, Malaysia** expands to become the largest hotel in the world, with 7351 rooms.
- **2020 – Technology / Digital age** - emerging new technologies such as artificial intelligence (AI) & Internet of Things (IoT), providers now face the challenge of moving their offers into the era of digitalisation.



Group Discussion



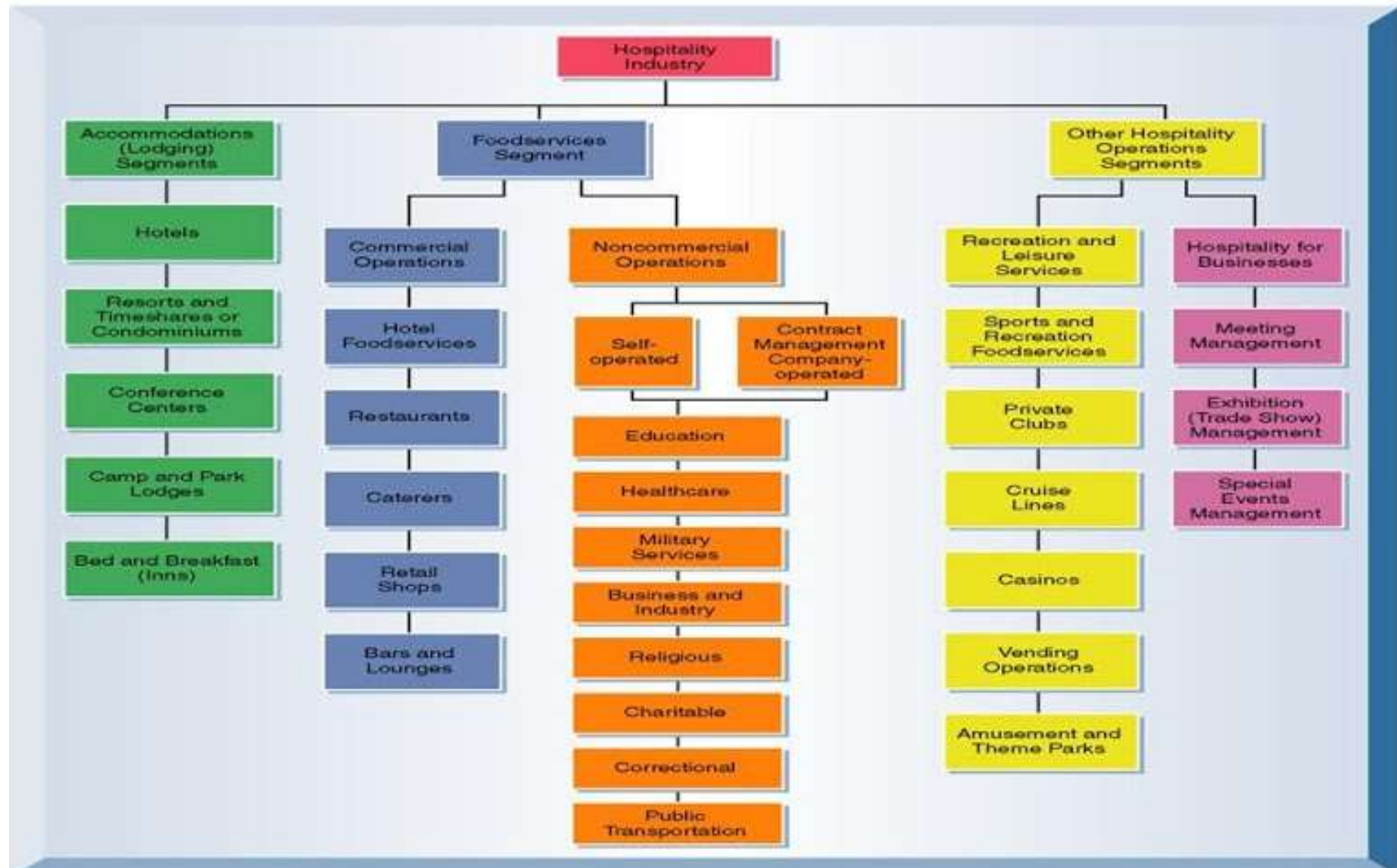
Based on the history we have just looked at:

What do you believe
are the biggest
changes in the hotel
industry?

What do you think
are the 3 main areas
in hospitality?

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

Close Look at Hospitality Industry



Group Discussion



What are the
different types of
hotels?

Can you give
any examples?

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

The Hotel Industry Today



www.transparencymarketresearch.com/

Transparency
Markets Research

Example: Hotel Segmentation

Segment by Ave. Rates	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy
Marriott Group (USA)	BVLGARI HOTELS & RESORTS THE RITZ-CARLTON® JW MARRIOTT	RENAISSANCE® HOTELS MARRIOTT	COURTYARD® Residence Inn® SPRINGHILL SUITES®	FAIRFIELD INN & SUITES® TownePlace SUITES®		
Hilton World- wide (USA)	W WALDORF ASTORIA® CONRAD HOTELS & RESORTS	Hilton HOTELS & RESORTS EMERALD SUITE®	EXETER FREE BY HILTON Hilton Garden Inn® HOMEWOOD SUITES BY HILTON	Hampton HOME2 BY HILTON		
Accor Group (France)	SOFITEL LUXURY HOTELS	PULLMAN HOTELS AND RESORTS	Mercure HOTELS NOVOTEL HOTELS	adagio aparthotel	ibis HOTELS	hotel F1

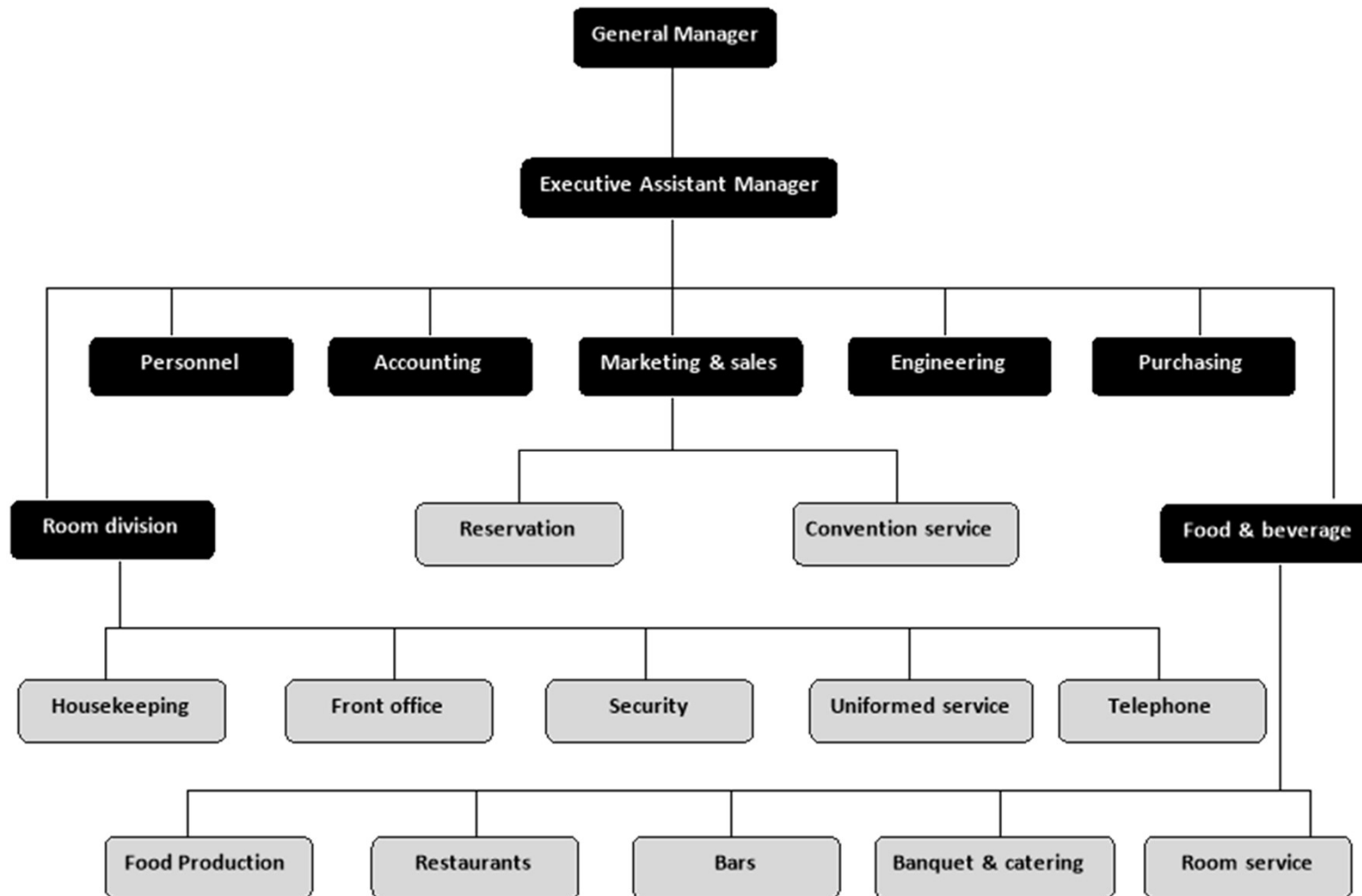
The Structure of Hotels



**What
jobs/departments
can we find in a
hotel?**

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

Departments in a Hotel





Service Standards

Group Discussion



What service standard do you expect in a luxury hotel?

How does this differ from 'mid-scale' hotels?

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

Case Study: Four Seasons





Standards of Service at Four Seasons

- A cheerful respectful valet will bid you, “Welcome to the Four Seasons.” After you check in, an equally welcoming bellman will bring your luggage to your room **within seven minutes**.
- When employees come within **10 feet** of any guest, they will **acknowledge** the guest’s presence with a polite wave or nod. **7 feet**, employees will **greet guests**, with “good morning” or “good afternoon,” frequently using the guest’s surname. **5 - 3 feet** will bring closer level of engagement with the guest.

(BrandCulture's Hospitality: How to Cultivate a Culture, 2021)

Case Study: The Ritz-Carlton





The Role of the Guest Services Manager

Group Discussion:

What are the roles and responsibilities of a Guest Services Manager?

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

Role of a Guest service representative

- Greeting guests upon arrival and making them feel welcomed
- Administering check-ins and check-outs
- Assigning rooms and taking care of administrative duties
- Delivering mail and messages

There is more to the role...

Providing front desk services to guests:

- *Recommend places to eat or visit in the city*
- *Book taxi, theatre tickets etc*
- *Respond to extra requests such a another pillow in the room*
- *Arrange for laundry to be collected/ returned*

A good knowledge of the hotel, the facilities and the local area is vital for this job role!

Assignment 1: Hotel Choices

You can choose a **hotel brand from the brand portfolio** of one of the following three hotel companies:

- Marriott International
- Hilton Worldwide
- IHG (InterContinental Hotels Group)

Please email me your hotel choice by Thursday 18th May!

Assignment 1: Presentation

- A Teams invite has been sent to you
- Ensure you know how to record, with the slides and yourself visible
- Upload PowerPoint as a PDF to Turnitin before recording



- Historical Developments in the Hospitality Industry
- The Structure of the Hospitality Industry
- Different Types of Hotels and Segments
- The Role of the Guest Services Manager
- Service Standards



Next Week's Content

- **Different Types of Guests**
- **Guest Needs and Wants**
- **Service Expectations**
- **Recap assignment 1**

Service isn't the same as Hospitality



References

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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

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