

HOSPITALITY AND GUEST SERVICES. SECOND ASSIGNMENT. DRAFT.

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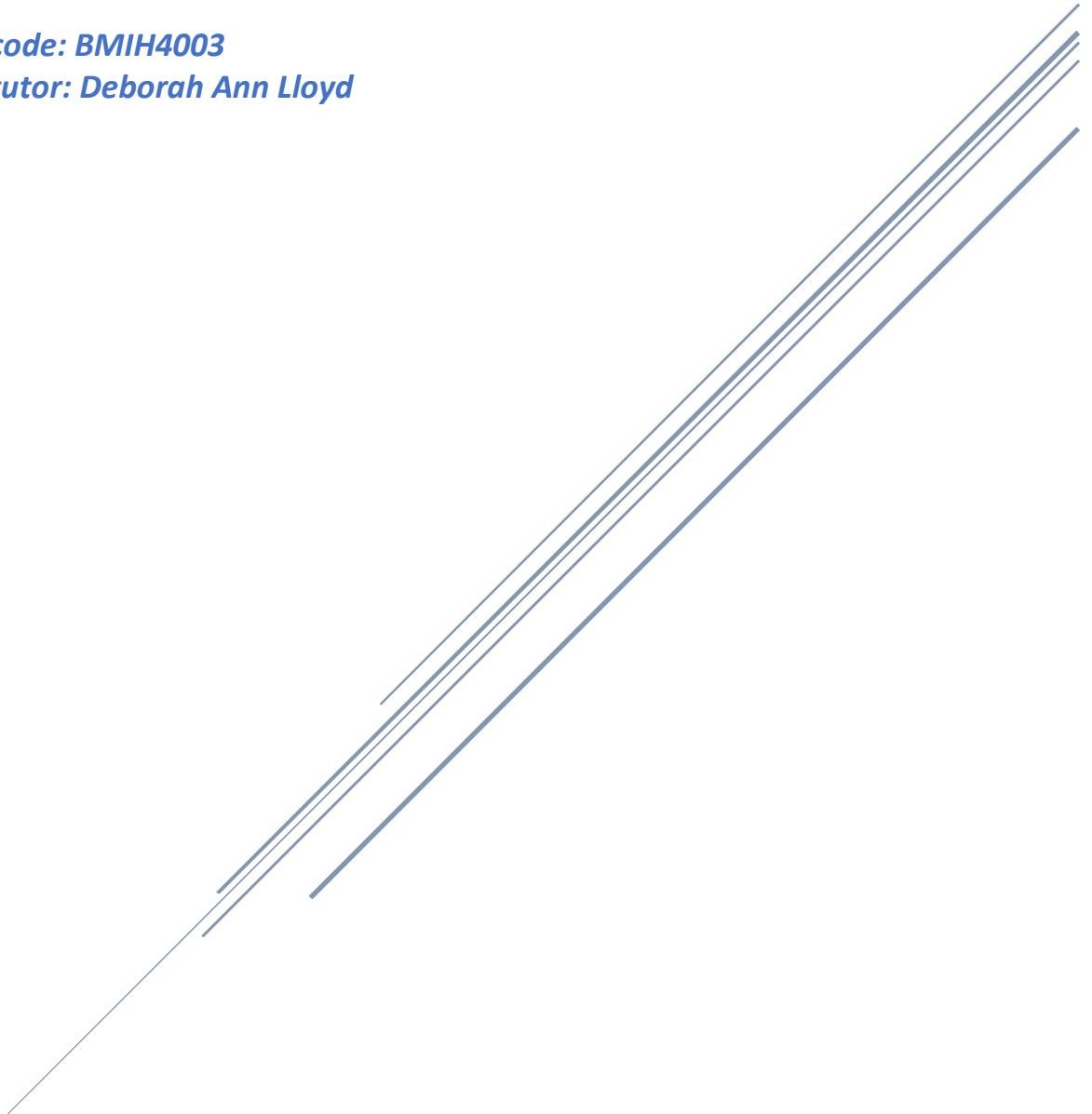


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Summary:

The hotel has positioned itself as a frontrunner in the hotel sector of the United Kingdom by using inventive service strategies. This paper explores how The Hotels sustains its competitive advantage in the hotel sector through its reputation management and service philosophy.

Introduction

The key finding is that the hotel's dominant position in the hospitality sector may be ascribed to its strong service culture. The hotel firm sets itself apart from its competitors by employing innovative technologies to provide customised rooms to guests. Despite the clear benefits of this growth, finding a balance between broad appeal and individualised care remains a difficult task (Ivanov & Zhechev, 2012).

Main Findings

Implementing a strategy that allows guests to redeem points for free stays or room upgrades might promote visitor loyalty. By basing their decisions on empirical information and tailoring their offers to match the individual requirements and preferences of customers, businesses may enhance the probability of customer loyalty and satisfaction.

Service Culture

The hotel's service culture emphasises customising the stay to meet the unique requirements of each visitor (Rahim, Hosain, Islam, Anjum, & Rana, 2011). Every interaction is crafted to ensure that visitors feel esteemed and unique, ranging from personalised greetings to anticipating and satisfying particular preferences.

An effective service culture results in heightened levels of visitor satisfaction, increased customer loyalty, and favorable word-of-mouth endorsements (Koolmanojwong, 2000). By fostering an outstanding service culture, Park Lane Hotel distinguishes itself from its competitors in the highly competitive hospitality industry, thereby effectively attracting and retaining guests.

Advantages and Disadvantages of Service Culture

The hotels are renowned for their technologically sophisticated, contemporary, and efficient approach to service. Guests may expect an outstanding experience with efficient check-in procedures and modern amenities that prioritise their privacy requirements.

While this innovative customer service strategy is in line with technological improvements and modern preferences, it may not meet the expectations of customers seeking the individualised attention commonly associated with classic luxury resorts. Guests who expect the individualised service commonly provided at luxury hotels may be discouraged by the idea of staff members sharing responsibilities.

The hotel's service culture is the foundation of its reputation. The maintenance of exceptional service standards consistently enhances the reputation of a brand (Stringer, 1981). Service culture has a direct influence on the guest experience, ensuring that every day is memorable and enhancing the hotel's reputation in the industry as a whole.

Park Lane Hotel Vs The Grove:

Although it is crucial to have a robust service culture, potential shortcomings could include the occasional failure to introduce guests' needs or The imposition of stringent service standards can occasionally impede the progress of innovation or the provision of personalised service (Delizo & Esguerra, 2013).

Park Lane Hotel provides an elegant and opulent accommodation experience owing to its prime location and breathtaking vistas of Hyde Park. Guests adore the hotel due to its sophisticated yet timeless aesthetic. It is an excellent option for those who wish to truly experience London (Brotherton & Wood, 2007). A service-oriented culture places significant importance on providing consumers with unforgettable experiences, diligently attending to details, and providing personalised attention to each one (Gray & Liguori, 2002).

Rustic and picturesque, The Grove is a haven in rural Hertfordshire, far from the bustling cities in the vicinity. Guests of The Grove can anticipate a refined yet serene sojourn due

to the hotel's distinctive fusion of contemporary opulence and traditional allure (Song, Yu, Zhou, Yang, & He, 2020). The Grove offers numerous family-friendly amenities, including a spa, a golf course, and family-friendly events (Ogirima, 2006).

Hotel Standards:

Maintaining service standards is essential for hotels to provide outstanding visitor service. The hotel upholds the highest standard in personalisation, room hygiene, and amenities. Diverse departments, including housekeeping and the front desk, adhere to predetermined standards by implementing rigorous quality control processes.

The hotel industry cultivates a distinct identity that embodies opulence, refinement, and an unmatched ambiance for its guests. The hotel endeavors to provide uniform experiences in all facets, including customer service, through its brand commitment (Alrawadieh, Alrawadieh, & Cetin, 2021). The hotel industry is recognised for its commitment to delivering outstanding facilities and services and ensuring overall visitor satisfaction to sustain and enhance its rating profile.

The hotel industry aims to proactively pursue industry recognition and honors to not only exhibit exceptional performance but also appeal to deserving clients in search of premium accommodations. Establishing benchmarks against industry standards and incorporating rating and review feedback into group service offerings (Dyshkantiuk, et al., 2020). By striving for top-tier ratings and establishing and maintaining high standards to ensure brand consistency, Parkland solidifies its position among the most prestigious hospitality establishments.

Reputation Management:

Reputation management refers to the strategic actions that organisations, such as Park Lane Hotel, undertake to shape, maintain, and improve their image and perception. It requires strategic initiative to ensure that the hotel's reputation and values are consistent with its intended brand identity.

The hotel industry actively upholds and enhances its reputation through the implementation of a range of strategies. This entails the consistent provision of outstanding service, the proactive solicitation and response to visitor feedback, and the execution of strategies to improve service quality and the overall customer experience. The impact of proficient reputation management on diverse business sectors within the Parkland Hotel is substantial.

Online Reputation Management:

The online reputation management of hotels entails the surveillance and modification of its virtual footprint. This encompasses the task of managing the brand's online reputation on various platforms, including review sites like Trip Advisor and its official website. By strategically employing influencers to highlight accomplishments and actively engaging with reviews, one can effectively uphold a positive online reputation.

TripAdvisor:

Utilising hotel guest evaluations as real-time market research on TripAdvisor assists in identifying reputation-affecting factors. The guest efficiently oversees and molds the hotel's standing in the fiercely competitive market, thereby exerting an impact on its reputation.

Valuation and sentiment of evaluations have a substantial effect on the competitiveness of percaline hotels. It is crucial from a positioning standpoint to promptly address negative evaluations, as their influence surpasses that of positive ones (Boyett, Boyett, Henson, & Spirgi-Hebert, 2001). It becomes critical to manage and respond to negative feedback to protect one's reputation.

Changes of a significant kind may be brought about as a result of the potential acquisition of Park Lane Hotel by a worldwide brand. It is impossible to ignore the fact that The Grove's experience, resources, and worldwide reach have the ability to affect a diverse range of hotel operations and services.

Following the acquisition, the guests of the hotel may experience a variety of positive effects. They can outperform the hotel's loyalty programs by capitalising on the synergy that exists between hotels and their customers. This would provide them access to a wider network of linked hotels as well as enhanced service options.

The introduction of standardised procedures for maintaining high levels of service quality is one of the potential outcomes that may result from a respected company purchasing an existing hotel.

Hotelchamp

A case study was carried out in 2019 by the Hotelchamp hotel chain, which got a lot of favorable feedback, the majority of which was in the form of five-star ratings. When it was found out that 48% of these assessors had no prior experience contributing, questions regarding the legitimacy of the evaluations were raised.

The Grove's acquisition

A possible acquisition of Park Lane Hotel by a global brand such as The Grove could result in substantial alterations. The potential influence of The Grove's expertise, resources, and global reach on a multitude of hotel operations and services cannot be overlooked.

The Parklane Hotel's clientele may encounter numerous benefits after the acquisition. The potential exists for them to surpass The Grove's loyalty programs by capitalising on the synergy between Park Lane Hotel and The Grove, which would grant them access to a more extensive network of affiliated hotels and improved service offerings.

A potential consequence of Park Lane Hotel's acquisition by a reputable brand such as The Grove is the implementation of standardised service quality protocols. Consistency with The Grove's standards facilitates the implementation of standardised training programs and enhanced quality control measures throughout the hotel's insurance experience departments.

Recommendations:

- We guarantee that we will continue to provide exceptional experiences to our guests by reaffirming our commitment to service excellence.
- If one wishes to continue to have a leading position in the market, they will need to adapt to the changing tastes of visitors as well as the advances in current technology.
- ensuring that all aspects of service delivery are consistent and upholding the hotel's highest standards.
- Maintaining a positive online presence by consistently monitoring online platforms such as Trip Advisor and other review sites, ensuring that responses to feedback are candid (Law & Leung, 2005).

Conclusion:

the hotel serves as an example of refinement and grandeur in the medical business. Customers will have a one-of-a-kind, unforgettable experience thanks to the hotels' cutting-edge facilities and storied histories, all while immersed in an air of classic elegance. The hotel has firmly established itself as one of the most prominent places in the hospitality business of the United Kingdom as a result of its unwavering commitment to providing outstanding service and the careful curation of an exceptional experience for guests (Delizo & Esguerra, 2013).

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