

University of Wales

Certificate of Higher Education in International Hotel Management

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Business skills for international hotel industry

1. Introduction

Tourism is a landmark of a country's economy and is representative of its culture. Lately, the hotel industry is growing because of the globalization, because of the people's need to know other cultures and the need to travel for professional purposes. This has led to a rapid development of tourism and to a continuous improvement of hotel services. To deliver quality services, a good knowledge of what tourism means and the skills required for hotel employees is required. (Poon, 1993)

2. Literature review

From the point of view of the specialists in the economy, tourism has been defined and analyzed in terms of its contribution to economic development, focusing on demand, supply, commercial exchange, balance of payments, job creation, tax revenue etc. From the point of view of the specialists in sociology or anthropology, tourism has been defined and analyzed through the prism of individual and group behaviour, with a focus on customs, traditions, art, culture, lifestyles, both concerning the visitors, as well as to the inhabitants of the tourist destinations. (Alcalde Penalver and Santamaria Urbieto, 2019) Finally, from the point of view of the specialists in geography, they tried to define and analyze the tourism from the perspective of the tourist arrangement of the territory, of the rational use of the physical space, of the protection of the natural environment, of the origin and nature of tourist flows, etc. In this case, tourism represents: the temporary movement of people to destinations outside the place they get used to living or working, the activities performed by these people during their stay within the destinations and, respectively, the infrastructure created within the destinations to meet the needs of these people. (Alcalde Penalver and Santamaria Urbieto, 2019)

The term "hospitality" has ancient roots, dating from the time of Roman civilization, in the Latin . "Hospitality" meaning the hosting of guests. (McCabe, 2019) Taking into account the preliminary conceptual boundaries, the hospitality industry includes all the activities of providing accommodation and / or food services, regardless of whether these are commercial or non-commercial, primary or secondary, tourist or non-tourist. Industry hospitality refers, from this point of view, to "providing accommodation, food and drink outside the house", to meeting the fundamental needs of the people temporarily travelling: receiving, accommodating and / or satisfying food and drink needs. (Tsiotsou and Goldsmith, 2012) . On the other hand, the tourism industry is a broader concept than the hospitality industry. Thus, the tourism industry represents all of the activities that provides services whose function is to satisfy all the specific needs and desires of the visitors . (Poon, 1993). The development of tourism has a number of economic, social and environmental consequence and these effects can be both positive as well as negative. The development of the tourist activity within the destinations must be managed in such a way that it ensures economic growth, social progress and environmental protection. (Poon, 1993)

The first thing that hotel chains should take into account to ensure their long-term existence on the market is the investment they make in training employees. (Alcalde Penalver and Santamaria Urbieto, 2019.) This is particularly important as it is imperative that employees be able to communicate effectively. Therefore, employees must be taught how to communicate, how to solve problems that calmly and patiently intervene and how to approach customers without overwhelming them. Communication, behaviour and organizational culture are factors that determine the image of the hotel . (Alcalde Penalver and Santamaria Urbieto, 2019.)

Another important aspect to consider is the role of technology in tourism. Starting from the fact that more and more people choose their destinations and airline tickets online or use the sites of reliable reviews in making the decision, until the need to turn into technology the experience in a hotel, today. , in tourism, almost everything is about digitalization. (Buhalis, 1997)

The technologies are used in a wide range of activities of a hotel business, from efficient internal organization to external communication. (Buhalis, 1997) Moreover, it facilitates the speed with which the data are processed, reduces costs, increases the efficiency of the extraction and transfer of information and helps in a direct external communication, in the efficient offering of services, management and tourism marketing. In fact, the digitization has changed the way in which the tourist services are performed, as the expectations of the client go more and more in this direction. (Buhalis, 1997) The same customer begins to compare more and more the quality of services, which is measured in speed, coherence, efficiency. (Buhalis, 2000) The competition in tourism has grown a lot, against the background of

technology and digitalization. The only concrete thing that remains common today is the need to satisfy the client, to rise to the level of expectations or, even more, to be one step ahead of them. (Buhalis, 2000) As people are increasingly connected to technology and life changes considerably for the better, so do expectations for any service they interact with. Thus, for a client it is no longer sufficient just to be able to make online reservations, but the entire interaction, from the reservation, to the check-in, the entire stay and then the check-out must be efficient, easy and optimized. (Sofield, 1998)

3. Analysis and Discussion

Over time, hospitality services have steadily improved to meet the needs of clients. Keeping up with the latest travel marketing news can be a challenge that many feel unprepared to face. (Tsiotsou and Goldsmith, 2012)

Precisely because tourism is a special field and so different from one company to another, each of us should focus on the quality of the service offered and on meeting the expectations of the customers for them to return. And from here comes the idea of customer loyalty. The development of tourism now means the use of resources sustainable tourism, respecting the principles of sustainability and achieving one balance between development and conservation. (Tsiotsou and Goldsmith, 2012)

The loyalty of the clients is usually summarized in the treatment offered to the guests in different situations, how close you are to the guest when he needs it. On the other hand, brands create "switching costs" to another brand, so that it is less profitable to change it. In the hospitality industry, such cost is represented by the loyalty programs. (Tsiotsou and Goldsmith, 2012) Tourist loyalty is a key point in the hotel's success. To achieve this, good communication is needed not only with clients, but also between employees, between departments and between manager and subordinates in order to develop the most appropriate loyalty strategies. (Tsiotsou and Goldsmith, 2012) . Assessing the degree of guest satisfaction in order to improve services and / or products is another element that ultimately leads to the loyalty to the brand. For example, within the InterContinental Hotels Group, the level of customer satisfaction is monitored very carefully, the guests chosen by survey respond daily to different questions related to the experience they have with a particular hotel, so that every month there is a report evaluating the degree of satisfaction with the hotel. service, product and staff from the hotel. Based on the results are undertaken activities that improve services. (Williams et al., 1996) For example: they improved the comfort of the beds with new linen and mattresses, they improved the lighting, they increased the work space, as our guests

suggested; or, they came with new services (different types of pillows, especially anti- allergic, orthopedic for clients with special needs). There are always dissatisfied guests, regardless of the quality of the services offered by the hotel and it is important that the employees know how to deal with such persons. (Sofield, 1998)

Since there are travellers, there is also the need to accommodate them. At a time when people were fewer, more hospitable and more confident in each other, there was the "option" of staying in one's home, but gradually gained ground for an alternative option: hosting a building specifically designed for this purpose - a "structure". accommodation ", as I would say today - and sheltering and feeding travellers has become a business. (Migdal, Shapiro and Gorman, 2015). Even at the time when tourism in today's sense of the term - had not yet been invented, when people were travelling a little, when most of them saw, in their lifetime, nothing but their village and, at most, the nearest city, however, there were categories of people who undertook long and / or frequent roads, such as merchants and pilgrims. (Migdal, Shapiro and Gorman, 2015)

They and their journeys spurred the development of stalls. Marco Polo was talking, about 1200, about the existence in China of a network of inns, meant to ensure the hosting of merchants. But Europe has had its inns since then; some are mentioned in medieval documents, others were dated by specialists after analyzing their structure - the techniques and construction materials used. (Poon, 1993) . Some started with being something else - the respective buildings had a different destination, later being transformed into inns; others were thought from the outset as stalls, being built and arranged accordingly. (Poon, 1993)

The old inns were exactly what hotels are today: they provided accommodation - in better or poorer rooms - and table - simpler or more enriched - and housed the goods of those who settled in them. (Poon, 1993) Some had horse sheds and carriage sheds or carriages, just as modern hotels have car parks. The standards of hygiene and comfort have changed a lot, the hotel tourism has become more complicated as a result of more and more rules, but the fundamentals of the business are basically the same. (Migdal, Shapiro and Gorman, 2015).

Meanwhile, conditions in hotels have changed, improved, comfort has increased, hygiene is perhaps the most important aspect in such a space, comfort is increased. (Migdal, Shapiro and Gorman, 2015). Over time, hotels have begun to differentiate and there are thus, affordable hotels and luxury hotels. Considering that nowadays people do not travel solely for professional or religious purposes as in the old days, the hotels began to consider how they could make their stay as pleasant as possible for tourists and thus appeared the room-service,

the indoor or outdoor swimming pools appeared, the spa has appeared and many other relaxation ways that are meant to attract as many customers. (McCabe, 2019).

These are the marketing ways by which each hotel tries to promote itself and to offer quality services to its clients. It can be easily observed that over time the importance of the visitor has been realized and that the emphasis has been increasingly placed on his satisfaction. (McCabe,2019.)

Techniques and ideas for promoting the hotel : registration on as many tourist portals, contracts with as many internal and external tourism agencies, participation in national and international tourism fairs, brochures, flyers, as many offers both in season and season, presentation catalogue (printed and present in the most important travel agencies), well optimized presentation site including from a design point of view, trained staff, organizing events and encourage invited people to distribute the information, photos; the hotel can offer discounts, gratuities, bonuses, etc. to "ease" their efforts. (McCabe, 2019.)

These are the most important techniques to promote a hotel, but their success depends on the marketing department of the hotel by how it applies these techniques. For example, leaflets and brochures may be present at the travel agencies, depending on the specifics of each hotel. (Poon, 1993)

Bidding is very important. The perfect balance has to be found, after the following formula "services - facilities - days - money = offer". Hotel offers can be distinguished by several types: great price, spa / pool, restaurant tickets, etc. Therefore, promotion is very important because this way, hotels can make their offer known and people can hear about it, they can analyze it and therefore they can decide to go to that hotel. Today it is very easy to do this because of the online environment where advertisements and announcements can be posted. (Poon, 1993)

4. Conclusion

One by one, the customer remains the most important factor in the hotel industry, and its satisfaction is the main purpose of the hotel industry and tourism in general. This is precisely why the hotels have worked enormously to improve the services they offered and they have also worked to the loyalty plans, to improve the appearance and conditions of hotels. Apart from all this, the aspect was also placed on the proper training of the employees because they are the direct contact of the guests with the hotel and through them they communicate both the problems and the praises. Thus, employees are also trained in the art of communication, posture, the most appropriate forms of greeting, intercultural communication, etc. (Tsiotsou and Goldsmith, 2012)

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