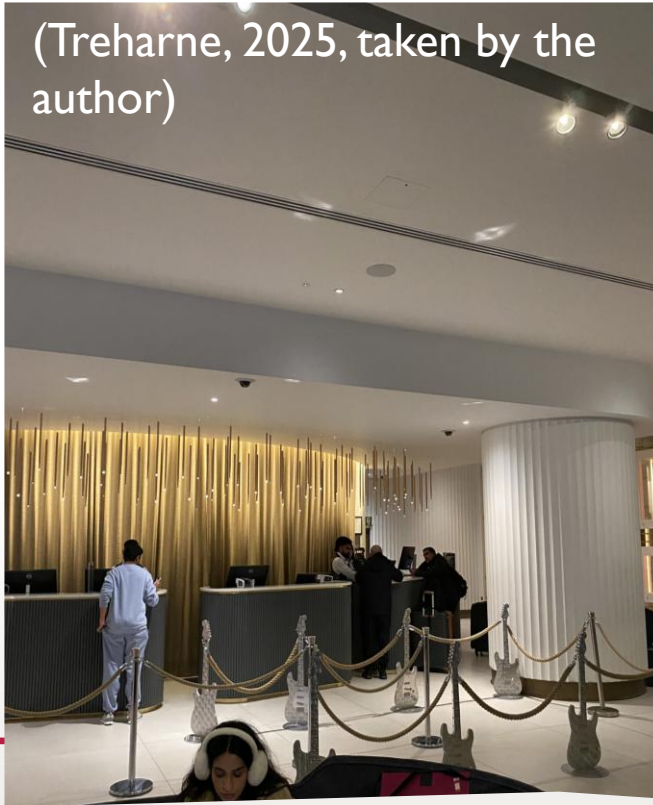


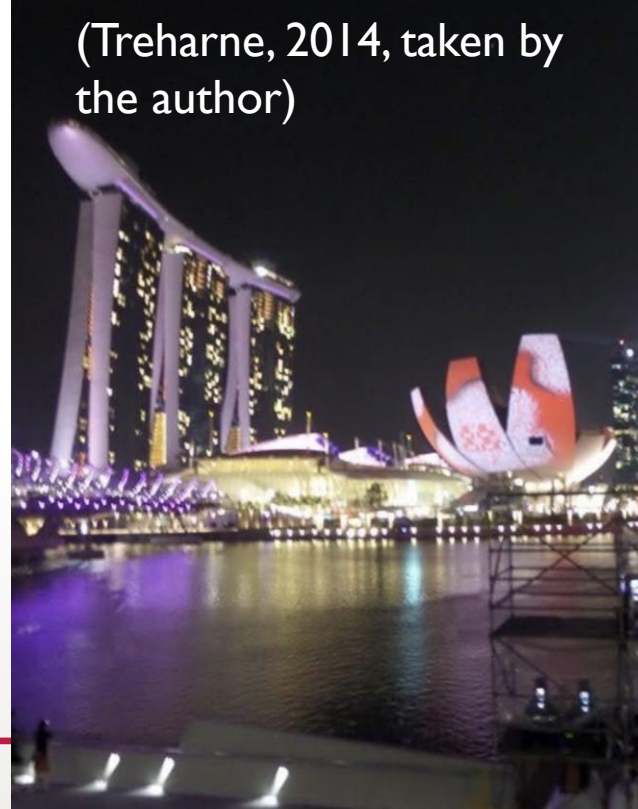
(Elf-Moondance, 2021)



(Treharne, 2025, taken by the author)



(Treharne, 2014, taken by the author)



(Hassan, 2017)



The Riff ♣

A hotel training programme by Amber.T, Ethan.M, Nealah.G, Jo.A.

INTRODUCTION

It is so important to provide training in hotels so that staff are professional and prepared, aligning with brand values and expected guest service standards.

- Changing trends show Simulation training could be used alongside in-person,
 - - empower new employees as they will have the confidence from testing strategies during training (Elmohandes, et al, 2018).

- | | |
|----------------------|---------------------------|
| • Our hotel concept | • Guest service standards |
| • Training programme | • Hospitality |
| • Hotel grading | • Roleplay |



(Treharne, 2025) The Cumberland Hotel London



(casino.hardrock.com, 2026)

INSPIRATION

Hard Rock Hotels:

Philosophy to “Love all, serve all” (Hard Rock International, 2026).

- Inclusive work culture
- Training: leadership development, culture, technical skills and specifics needed for each job (Hard Rock Hotel Licensing, Inc, 2018, p.24).



(Alhi.com, 2023)

Ritz Carlton: Gold standards :

“Where genuine care and comfort of our guests is our highest mission”.

- Fulfil each guest's needs
- Training: service values, the 6th diamond, the employee promise (The Ritz-Carlton Leadership Center, 2025).



(Agoda.com, 2026)

The Riff

CONCEPT:

The most authentic music hotel experience in the heart of Swansea.

“A professional musician’s paradise”

(Treharne, 2026)

- 4 star
- Urban hotel next to Swansea Arena, across from the beach
- Green/ sustainable

Demographic/target audience:

- young adults, business travellers or couples, 18 to 35,
- musicians or fans who are staying after concerts.



(The Bartley Hotel, 2020)

Facilities:

- Live music
- Bar
- Conference space
- Coffee shop
- Gym

Philosophy:

Where guests are made to feel like “rockstars”; exceptional service is given to all guests who stay, prioritising their personal needs.



(Treharne, 2024)

- **Personalisation:**

- greeted by name, drink with souvenir glass
- Music from requested artist can be played as guests check- in.
- Rehearsal space with equipment.

Key values –

- Honesty and authenticity
- Responsibility for creating unique immersive experiences
- To encourage collaborative new ideas to improve each guest’s stay.

(Hiclipart.com, 2026)



(ClipartMax.com, 2018)

Maslow's hierarchy of needs:

(Maslow 1943, as cited in McLeod 2025).

- This hotel's values relate to Maslow's hierarchy of needs as this hotel can deliver service to **fulfil all needs** arranged in Maslow's hierarchy.

Facilities and personalisation - fulfil customer's self actualisation needs (Maslow, 1943).

- Employees can be creative by providing anything they request - Instrument, audio devices, vinyl records specific to this hotel.

Front of House Department:

Participants will gain **skills** and **knowledge** –



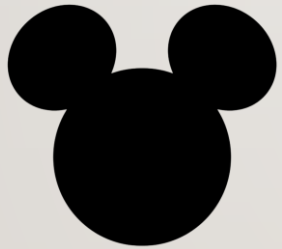
(Magnific.com, 2026)

- Empowerment,
- empathy,
- guest service,
- problem solving,
- teamwork and communication.
 - Empowering staff to make decisions.

Training programme concepts

Disney Compass/ 4 keys to a guest experience
(World Class Benchmarking, 2020).

- Safety
- Courtesy
- Show
- Efficiency



(Disneyclips, 2025)

(Treharne, 2025)



(Thefamilyhotelguide.com, 2026)



Industry challenges/ changing trends

Pandemic:

guests have higher expectations for health and safety after Covid-19.

Artificial Intelligence:

Bodyswaps - new VR training programme that can be utilised for this hotel as employees can experience this virtually without only attending classes provided by the hotel.



(Hard Rock Hotel Penang, 2016)

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