

Programme: Hospitality and Hotel Management

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Title: Analyse the Importance of Implementing Effective Guest Service Strategies at a Hotel of Your Choice.

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AI Declaration

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my draft, notes and other resources I used, which I may be asked to provide in evidence.

Executive Summary

This report will cover the importance of implementing effective service strategies at the Premier Inn Swansea City Centre hotel from the use of theories and studies from theorists to identify the strategies that this hotel uses or not use. This report includes the background of the Premier Inn Swansea City Centre hotel, the main findings, conclusion and recommendations.

The main findings show an analysis of how effective the Guest Service Manager has been able to conduct the guest service strategies within the hotel. With a conclusion of how effective the strategies are implemented within the hotel. To finalise with reaccommodation for the guest service within the Premier Inn Swansea City Centre hotel.

Finally, the references listed at the end of this report.

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Background

The purpose of this report is to cover the findings of analysing how the guest service manager at the Premier Inn Swansea City Centre implements the strategies within the hotel and how the importance of effective guest service strategies is operated at this hotel. From the decisions of theories and practices that are used through the hotel industry to demonstrate how the Guest Service Manager have managed the hotels guest services. The guest services that this report covers are facilities and services; staff training and culture; Online presence and Reputation. This report will also cover recommendations taken from the discussion of the analysis of the guest service of how the Premier Inn Swansea could make improvements in the future to benefit the brand image and overall service.

The Premier Inn Swansea City Centre is a budget (internet) hotel located in the Swansea city centre. Within the city there are many daytime businesses and nightlife businesses that guests may want to visit; with the addition of the marina and the beach which may attract some guests found on the premier inn(www.premierinn.com) that the Guest Service Manager will take into consideration when managing their service strategies [Swansea City Centre Hotels | Book Hotels In Swansea | Premier Inn](#) which are taken from research found by the Guest Service Managers. The Guest Service Manager at the Premier Inn Swansea City Centre also considers the market segmentations. The market segmentations include the demographic segmentation, geographic segmentation, psychographic segmentation, behavioural segmentation. From the Premier Inn website [Swansea City Centre Hotels | Book Hotels In Swansea | Premier Inn](#) lists the guests that the hotel caters for, which are: families, couples, friends and business travellers – this demonstrates this hotels segmentation. This allows the general managers to target specific audience for this hotel. The target audience are leisure guests and business guests with no specific age range.

Main findings

Facilities and Services

To begin with Khoo-Lattimore and Ekiz (2014) studies provide Guest Service Managers with research that the increase of guest amenities does not improve guests' overall satisfaction; instead, Guest Service Managers must focus on the quality of service. From the guest focused service provided by fulfilling their needs and exceed the guest experience will increase the guest's overall experience. Premier Inn Guest Service Managers have provided an exceptional service guests in 2026 according to the online reviews on TripAdvisor reviews this links to the research (2014) as the reviews shows how guest service and facilities affect guests' opinions of the hotel. A recent review on [PREMIER INN SWANSEA CITY CENTRE - 2026 Reviews, Photos & Prices](#) by Mari, (February ,2026) concludes that the service by the front of desk team were “helpful” which made her stay a great experience. However, another review in 2025 suggests that the guest service must make improvements [PREMIER INN SWANSEA CITY CENTRE - 2026 Reviews, Photos & Prices](#) ‘Ray121’ (2025) was unhappy with the customer care because there was nowhere provided for the guests to wait comfortably before check-in. This suggests that the guest service manager has not thought about guests arriving early for their stay.

In addition, a study of Ogbonnaya (2023) suggests that guests for leisure will book their hotel depending on the standards of customer service. Therefore, the hotels Guest Service Managers must consider their standard of service throughout their stay at the hotel that is provided by the staff members. Premier Inn Guest Service Manager must, therefore, prepare their staff to deliver a high quality of customer service for them to increase bookings and to have the best reviews and maintain guest relation to create loyalty between the brand and the guests. At the Premier Inn a comment on TripAdvisor (2026) from ‘Escape64342314294’ (2024) states that the guest experience at this hotel exceeded their expectations and this made them stay for a few more nights they first intended too. This is important for the Guest Service Manager as this review shows that the staff are trained well to manage the needs and wants of guests and that the guest service strategy for meeting the guests wishes would have been exceeded. This is also important as the review shows where the guest service shows where the guest service is going well and how the hotel can keep implementing the strategies that they already have to make sure the guests are satisfied with their stay at the hotel.

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Furthermore, Johnston (2007) research shows that a personalised guest experience for each guest will provide an increase in guest overall satisfaction by exceed the quality of service which will retain guests and create a guest loyalty to the brand. This strategy is important for the Guest Service Manager at the Premier Inn hotel because the increase a positive brand image and generate an increase in guest loyalty. The Premier Inn Guest Service Management has implemented this strategy by providing guests with a great experience which are shown in the TripAdvisor reviews. On TripAdvisor (2026) 'svward20' (2026) commented on how this hotels restaurant meet the guest's dietary requirements. This means that the guest service manager has been able to identify guests' food requirements and have meet the guest expectations. While another review on Tripadvisor (2026) by 'Cherly G' states how the rooms cleanliness exceeded expectation. This shows that the guest service manager can make sure that the rooms up to standard for the guests.

In contrast, Ali et al (2021) study carried out shows that a lack of customer service does not have negative impact that results in influencing consumer choices when booking a hotel. While from the reviews on TripAdvisor (2026) show that this study does not correspond to the Premier Inn guests' reviews. This means that the Guest Service Manager will have to think of strategies that will improve the service for guests.

Subsequently, this hotel has a lack of creating atmosphere for guests which is shown in the TripAdvisor reviews (2026). As from the lack of a distinctive scent being used and music being played in the hotel which lessens the experiences of the guests. This is shown in a study by Brayfield (2008) evident that having a unique scent within a hotel chain will create an emotional bond for guests; the guest will associate the scent with the experience of service they receive at the hotel. Therefore, for this hotels Guest Service Manager is missing the opportunity to create a positive brand image and of emotional connection with guest using a scent. Which is having a negative impact on the service for the hotel's guests.

Staff training and Culture

Hofstede (1998) studied shows the important of decisions made by the general manger to implement the quality of the service provided by staff at the businesses because the quality of service affects the guests' experiences. This is important to Guest Service Manager at the Premier Inn Swansea City Centre hotel because this shows that training must be provided by

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the company to ensure all service provided by staff is up to a standard that the guests will appreciate and the quality of service will want to make the guests want to revisit the hotel. The strategy that this hotel's Guest Service Manager has implemented for the hotel chain is that all staff are recruited by the 'Whitbread' team (<https://www.whitbread.co.uk/>, 2026). By the company having 'Whitbread' will make sure all chain of the premier inn have the same level of quality of staff training throughout the chain hotels. This is important for this hotel's guests service strategies as the Premier Inn Swansea City Centre hotel will have staff that are trained before they start their first shift which means that the staff will have a level of the same understanding of delivering service. By the company also having essential and extra training will enable the staff to develop their skills further within the company. This links to Hosted (1998) theory because the staff quality of service will make continuous improvements through the staff training provided.

In addition, Mohsin (2011) studies suggests that staff's behaviour will impact the guests' feelings towards the hotel brand. Guest Service Managers need to address how the staff must behave within the company that will reflect the hotel positively presented to the guests for the guests experience to be exceeded and create a positive brand image which will increase the guest's loyalty to the hotel. Premier Inn Guest managers have implemented strategies such as training from Whitbread (2026) which has impacted the Premier Inn effectively from staff meeting guests needs which are shown in reviews from TripAdvisor (2026). This is from the staff training as the corporate culture within Premier Inn promotes inclusion, diversity and value each member of staff. This is promoted throughout the recruiting process.

Online Presence and Reputation Management

Online Presence within the Hotel Industry has become a very important part of communicating the brand image with consumers as the study from Castello (2016) suggests that online advertising must show the brand image with a sense of high value and high quality to their consumers. This is important for the Guest Service Manager to implement the values that the Premier Inn Swansea City Centre hotel has to offer to their target audience. The Guest Service Managers have used this strategy in their promotional activities from Facebook (2026); Instagram (2026), YouTube (2026), TikTok (2026) and on their website (2026). Their website lacks promotional activity unlike their use of social media. This means to create more

brand awareness the Guest Service Manager must link the social media platforms onto the website to engage with their target audience.

In addition, to this Oswald (2012) research suggests when brands provide consumers with high value intangible benefits from their advertisements; the consumer will make a greater connection with the brand because they associate the brand with a standard that they will receive with the service. This is important for the Premier Inn Swansea City Centre Guest service manager to make sure that their advertisements and online presence are up to standard that meets their target market expectations. An example of what the Guest Service Manager has already taken onboard this strategy. In 2019 Premier Inn Swansea City Centre used personalised advertising to promote their brand using a YouTube advertisement https://www.youtube.com/watch?v=ES6P8_PkHI (2019) which communicated to their guests what service and products are available at the hotel. This strategy was not successful from following the number of comments and likes the video has received in the last seven years. The Guest Service Manager focuses on using other online presences currently to build the brand image. As from the use of the advertising strategy in 2026 for the Premier Inn focuses on a wide demographic of consumers rather than focusing on single hotels such as the Premier Inn Swansea City Centre hotel, which leads to the advertisement being broad. This is shown throughout their advertisements <https://www.youtube.com/@premierinn/videos> (2026). From having non-specific location marketing is a poor decision of advertising made by the strategic team because for the Premier Inn City Centre Hotel there is a lack of unique selling points shown within their advertisements catered to Swansea and what this hotel has to offer to their guests- This suggests that there may be a lack of the target audience booking rooms at the Premier Inn City centre. Therefore, the Guest Service Manager must implement the studies of Castello (2016) to personalise the advertising at the Premier Inn City Centre hotel to demonstrate to the target audience the service quality that the hotel has to offer and this hotel will also be able to show the target audience how their expectations will be met while staying at the hotel.

From brands having influencers within their advertising and marketing campaigns show that consumers associate with their brand more effectively as from a study by de Vries, Gensler and Leeflang (2012) denotes that consumers are connected to the thoughts of the influencers. In 2025 Premier Inn has implemented this strategy by having a celebrity endorsement to

advertise the Premier Inn brand. This is important to the Guest Service Manager as celebrity endorsements increases sells for the company.

Rhee and Yang (2015) suggest reviews impact the guest decision making process impacting the online branding of a company and when the reviews are positive for the hotels builds trust between the company and the potential guests- builds a healthy repour between the hotel and guests. Furthermore, as from additional studies from Arifin and Maghazi (2012) suggests guests will chose to stay at hotels with a higher stay rating reviews as the hotel reputation has a level of an expectation to provide a higher quality service for guests and provide guests with better quality of facilities. These reviews are part of customer value, as shown from studies by Marre (1990) and Keeny (1999) as the levels of service provided by the hotel meets or exceeds the guests expectations from the cost of payment of the hotel product and services – the star ratings will also be reflected within the payment of guests. This means for the Premier Inn City Centre hotel all reviews must be reviewed within the Guest Service Manager and that they all replied to. Currently Tripadvisor (2026) replies to negative comments. This means that this hotel is failing to connect to potential reoccurring guests.

Shown in Bhattejee (2001) research when hotels performances are lower than expectation the guests will be unsatisfied with the brand and overall reviews will be lower leaving a negative impact on potential guests with the addition of Rhee and Young (2015) research impacts the guests decision making. This research creates Guest Service Managers to manage online presences of the hotel to create strategies to manage online reviews. Premier Inn Swansea City Centre hotel currently replies to negative reviews which will able cliental to decide to stay at the hotel depending on how well this hotel has responded to the negative review. Furthermore, when the hotels performance is lower than the expectations of the hotel's guests will be unsatisfied with the brand. This will lead to the guests leaving negative reviews which will lead to a negative online presences for the hotels and for future guests- from study from Rhee and Young (2015)- this leads to service managers to create a strategics to manage online reviews to build their brand image back to positive to intense guests.

Conclusion

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This report has shown that the Premier Inn Swansea City Centre Guest Service Managers have conducted thorough research into theories, studies, primary and secondary research to make the operations of their hotel to operate well within the hotel industry in Swansea City. From this report findings of the analysis of implementing guest service strategies at the Premier Inn Swansea City Centre hotel there is an analysis of the findings of where the guest service management is effective and where the guest service needs to be reconstructed using strategies.

From the analysis of the facilities and services shows that the effectiveness of the guest service strategies is overall effective as there are a lot of recent positive reviews on TripAdvisor which shows the hotel is doing well. However, the Guest Service Manager could implement new strategy management to further the success of the hotel and improve where the guests have stated the negatives of this hotel. This is important as new strategies and strategies that have worked well so far will improve the brand image. Improving the brand image will gain guests and retain current guests.

From the analysis of the staff training and culture shows that the effectiveness of the guest service strategies is in place that all staff can meet guests' expectations. However, from reviews on TripAdvisor (2026) shows that the staff may need training to recover service.

From the analysis of the Online presences and reputation management shows that the effectiveness of the guest service strategies is engaging to capture the target audience. Although there are strategies that this hotel can implement to create success for their brand image, increase sells and create customer loyalty.

From drawing from this report demonstrates where this hotel Guest Service Manager can use new strategies to implement effective guest service which are stated within the recommendations.

Recommendations

From the conclusion there are few recommendations about strategies that the Premier Inn Swansea City Centre can implement throughout the hotel to improve the guest service. This

is important for the Guest Service Manager to take into consideration of the recommendations that are being stated in this report.

A recommendation for the Premier Inn, Swansea, City Centre is when the guest arrive early, they can store the luggage in the facilities provided by the hotel which is taken from the complaint by 'Ray121' (2025) TripAdvisor denotes that the staff can make the guests feel welcomed as from the study of Khoo-Lattimore and Ekiz (2014) also shows that guest will respond more positively to positive guest service. This is an important study as it shows that guests will be more satisfied with the hotel, and this means a return in custom.

From the guest service become more effect at this hotel a use of music and scent must be used to create an emotional bond with guest. This is shown in Brayfield (2008) study. This may increase the mood of guests and that they will be more likely to connect more with the Premier Inn brand with their subconscious thoughts and will be possible for them to have a more positive view of the brand.

Premier Inn brand image could be improved using their online presences being reviewed from their website linking to their social media pages. As from the study of Castello (2016) shows that advertising will attract potential guests to the hotel. Therefore, this hotel using the strategy of linking the social media to the website will increase brand their brand value which may encourage their target audience to book at the hotel.

Premier Inn Swansea City Centre hotel may also be able to respond to positive reviews because the company already respond to negative reviews TripAdvisor (2026). From responding to positive reviews this will create a connection with the guests and make the guest want to return and will attract future guests according to studies from Rhee and Young (2015)

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