



Hotel standards, reputation management and service culture



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Executive Summary

The purpose of this report is to discuss some possible answers for the following issues like hotel standards, reputation management and service culture. It shows the aim of brand consistency standards considering the question whether all hotels have the same standards or not. This report describes how hotels can manage their reputation effectively, the essence of effective guest reviews management and the influence of negative reviews. It also focuses on the definition of service culture, the difference between service and corporate culture and importance of service culture in the hotel industry. In addition, this report involves some recommendations for hotels considering market trends and the obstacles the businesses have to face.

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1. Introduction

The hospitality industry includes four principal areas which are Food & Beverage, travel & tourism, lodging, and recreation. These industries are linked and dependent on each other. Due to new technologies and shifting consumer mindsets, many of these hospitality areas are rapidly altering (EHL Insights, 2023). The service culture places a strong emphasis on developing values for both customers and staff, showing that every department of the company is dedicated to providing excellent customer service (Anjali, 2022). For example I would mention Zappos where the leadership team collaborates with the call center staff to help team members deal with the high amount of customer requests over the holidays, when customer calls are at an all-time high. Hotel standards include operational (staff, advertisement, etc.) and physical standards (quality, etc.) (Law Insider, no date). Reputation management is the act of influencing how the public and other stakeholders perceive a company and its brands (Gartner, 2023).

2. Main Findings

2.1.The purpose of brand consistency standards

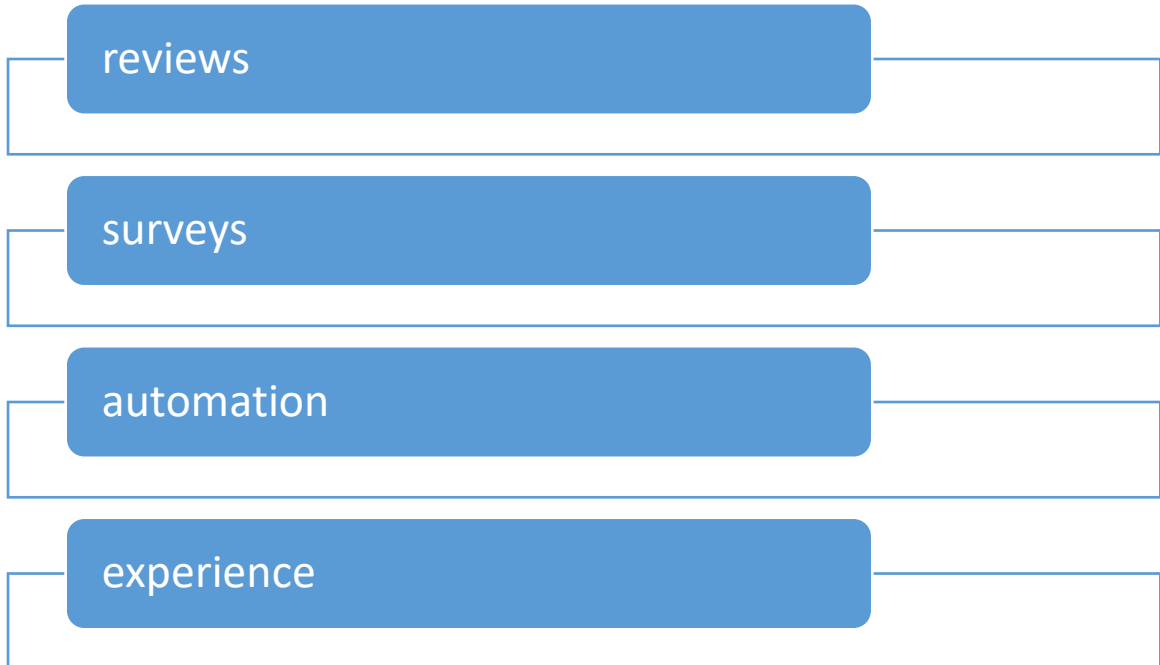
Delivering your brand story consistently is what we mean by brand consistency. Your culture and the ideals you uphold determine this. A brand is a sentiment you arouse in your clients and distinguishes your business. Marketing, sales and product development play an important role in your business. Customer experience, values and brand identity components are essential to keep consequentiality. With the customer base, brand consistency fosters trust and leaves a positive impression. Additionally, it simplifies and improves the recognition of your brand. Because it may be simpler to comprehend your message when your brand is consistent, you also stand a better chance of connecting with your target market (Julia,2022). In order to maintain brand consistency it is the most important to make brand guidelines, collect and arrange all marketing materials, employ digital asset management software and reuse your content (Mailchimp,no date). Regarding a good example, Starbucks, to set itself apart from rival coffee shops and eateries, Starbucks uses uniform color schemes, store layouts, and customer service procedures. While many of Starbucks' goods are comparable to those of other coffee suppliers, the brand stands out from the competition thanks to its consistent atmosphere (Mailchimp,no date).

2.2. Do all hotels have the same standards?

The answer for the question is no because it can be various depending on the hotel type and class. The five-star resort and spa Sofitel The Palm Dubai has built its years of success and brilliance in the hospitality and leisure industries around this policy. It may appear horrifying or like a very difficult path to take to approach the topic of "perfection" in terms of customer service. It is vital to create a tenacious brand and a customer service system that can quickly turn into a benefit (Christophe,2019).

3. Reputation Management

3.1. How can hotels manage their reputation effectively?



First of all, the most essential is monitoring in order to know people's opinion by checking the social media platforms like facebook and review webpages for instance Amazon, etc. Secondly, it is advisable to create a plan by considering the questions of monitoring, reply for comments. Furthermore, unfortunately, it can occur that your business gets negative comments or review, in this situation, the best way to react is to stay calm and polite as soon as you can because the response time is also very essential to convince people to change their mind (Patrick, 2023). In addition, try to learn from these complaints to improve your business. For instance, the Grove shopping centre in the USA had problem with parking. As a solution, they offered the costumers free rides thanks to their partnership with Uber. The other vital step is managing the online profile actively, so share contents, post pictures with a view to making your business more attractive (Patrick, 2023). Moreover, you can ask the clients to leave feedback, it is a very good idea especially if you expect positive review. Finally, measuring the results by using monitoring tool like review sites, social media to make sure the reputation of the business is protected properly (Patrick, 2023).

3.2.What is the importance of effective guest reviews management?

Guests reviews play very essential part in a hotel's life because people are concerned in the credibility to decide whether they want to book or not. On the other hand, the reliability is equally important because clients mean to be aware of not being fooled. For instance considering cancellation, unexpected guests, and so on (Chantal, 2020).

Furthermore, positive reviews boost the online traffic and mean free advertising, too because it does not cost money if a customer leaves review and it is unlimited comparing paid marketing campaigns (Chantal, 2020).

3.3.What is the impact of negative reviews?

Negative reviews can damage your business if you do not reply or give not proper comment. As a consequence, you can lose a great number of potential customers that is why try to solve the problem considering the best reply, in some cases offering compensation is a good idea (Tobias, 2023). It is important to stay calm, patient and professional. For example it is a good idea if you mention his/her name, but avoid templates. Regarding a negative review example from Tripadvisor, the customer gave one star review because of long billing process, he complained about not getting discount despite being promised. The comment of the hotel was proper because they offered the client to discuss the problem privately showing gratitude towards him (Tobias, 2023).

4. Service culture

4.1. What is service culture?



To mention a good example for service culture, analyze Four Seasons Hotels. Their objectives are to be the best hotels, resorts regardless of the location. Four Seasons meet the high standards of its discerning guests and uphold its status as the world's leading provider of luxury hospitality. They do everything to satisfy their guests, the team members cooperate in order to function the best valuing each other. Every choice they make must be supported by a firm belief in what they do, a clear comprehension of it, and smart financial planning (Four Seasons, no date). Four Seasons is dedicated to work in a way that abides by all applicable laws and is compatible with the highest ethical standards, including those meant to thwart bribery and corruption, as well as one that is considered to be consistent with those standards. Four Seasons is dedicated to being aware of the risks that could jeopardize these standards and doing everything in its power to make sure that everyone who works with or for the company is aware of and supports our commitment to an ethical and anti-bribery culture (Four Seasons, no date).

4.2.How does this differ from corporate culture?

The difference between corporate and service culture is, corporate culture involves values, beliefs, ethics and attitudes, which describe an organization and serve as its rules of conduct. In addition, the physical environment of the company, the way human resources are managed, and employee work habits are all examples of corporate culture (Mary K., 2020). To mention an example, a secretive business with a completely hierarchical structure is likely to struggle with employee recruitment and retention as well as attracting clients and business partners in the contemporary global society, which values openness, equality, and communication. For instance, Google puts the emphasis on a pleasant, team-oriented environment with helping it become into the technology behemoth it is today (Mary K., 2020). As another example, it is worth mentioning Hyatt Hotels Corporation. They focus on constant listening, communication, support and empathy. During Covid, the company was able to experiment and easily adopt new concepts, ways of behaving, and procedures thanks to "Ad Hoc" Culture (Paycor, 2022).

4.3.Why is this important in the hotel industry?

Because the aim is to give the customers a satisfying experience, whether that is by offering information, counsel, or making them feel at ease and confident (Catherine, 2021). Customers need to have this extraordinary experience. To show a study, Starbucks offers employee benefits, such as health insurance, tuition grants, and other advantages. Furthermore, employees are more committed to their work and offer better services if they believe that their bosses are fair and looking out for their best interests (Catherine, 2022).

5. Conclusion

This report has demonstrated that the essence of service culture, hotel standards and reputation management. It has highlighted the aim of brand consistency standards, the difference among various hotels' standards. Moreover, this report has shown that how hotels manage the reputation effectively and the importance of effective guest reviews management, not to mention the effects of negative reviews. It has described the definition of service culture and the difference between service and corporate culture.

According to the findings, it can be said that hotels must take care of their online social media platforms, review sites. Furthermore, replying for all the comments are why so vital to maintain the good reputation of the hotel and respecting all the members of the staff is why so necessary.

6. Recommendations

In order to keep up the latest hospitality trends, hotels have to face a great number of obstacles. Most of them, the hardest is to cope with critics.

I recommend for hotels

- to be aware of their online platform, so reply for the comments as soon as possible.
- stay calm and answer for the negative comments politely and professionally
- cooperate with their staff and respect each other
- satisfy the demand of the guests

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