Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Hospitality & Guest Services in the Hotel Industry

[BMIH4012]

Week 1

Introduction to Hospitality & Guest Services

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

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Today's objectives

- Set Module expectations
- Introduction to Hospitality and Guest services
- Introduction to the assignment and deadlines

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Introduction to your Tutor

About me…

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Introduction to Hospitality and Guest Services

AIM(S)

- To provide students with an understanding of the role and importance of hospitality and guest services practices within hospitality industries. Students will be introduced, where appropriate to the proven Guest Service training standards and operational practices and appreciate the importance of identifying and satisfying guest needs.

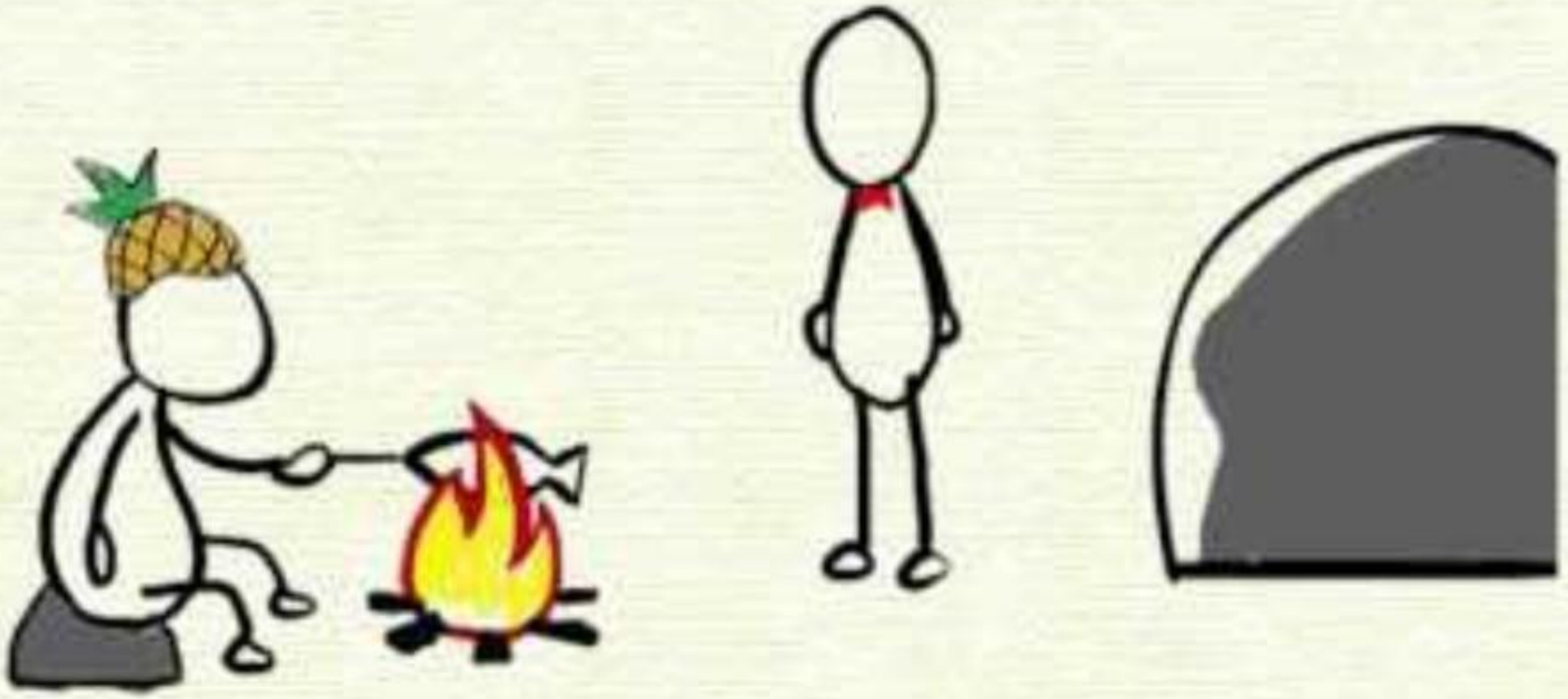
LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- understand the importance of Guest Services strategies and appreciate their use in understanding guest needs and the value of empowerment and guest service measurements;

- evaluate the range of hospitality services and provision in terms of the changing nature of consumer demands and understand operational systems and resource provision required to deliver service excellence.

What does ‘hospitality’ mean to you?



Và cách duy nhất để có thể hiểu được Hospitally chỉ có thể bằng trải nghiệm thực tế mà thôi

Definition of Hospitality

“Hospitality is the act of generously providing care and kindness to whoever is in need"
(*Jones, 2022)*

- Broad field focused on **guest services** and **experiences**
- Core idea: **Creating welcoming environments** for guests
- Includes hotels, restaurants, travel, tourism, and events

Key Elements of Hospitality

1 Service

- Attentive, personalised care
- Meeting and exceeding guest expectations
- Adaptability and problem-solving

2 Customer Experience

- Beyond service delivery: **curating memorable experiences**
- Enhancing guest satisfaction and loyalty

3 Emotional Connection

- Creating an **emotional bond** with guests
- Kindness, warm interactions, and thoughtful touches

What is Service?

What is Service?

Definition

Service is an action or performed task task that takes place through contact contact between the guest and employees of the service organisation organisation (Ford and Sturman, 2020) 2020)

Intangible Aspect

A common way to think of service is the service (intangible) part of the transaction between the guest and employees.

Activity

Good vs Bad service

You have **5 minutes** to write down as many examples as possible of **good** or **bad** service.

The WOW Factor

1

Tangible Products

Things we can see and touch

'The Hospitality Industry transforms essentials like a bed, a room, a meal into an experience that is warm, comforting, memorable and even magical'

(Solomon, 2019)

2

WOW Factor

Takes tangible products and provides an intangible feeling or experience

3

Exceeding Expectations

In hospitality, to exceed expectations and leave a lasting impression on the guest we must create The Wow Factor

Creating the WOW Factor

Attention to Detail

Paying close attention to every aspect of the guest experience

Understanding Needs

Understanding needs and wants

Guest Perspective

Analysing the experience from the guest's perspective

Total Commitment

Committing every element of the business, from design to interaction, to the creation of exceptional service

What is Guest Service?

- Guest service is **providing a professional service** to guests.

- For example:

Offering front desk services to guests, accommodating unique and general requests and acting as an information source on various matters.

- It is the **intangible goods** provided.

Examples of Guest Services

Examples include *concierge, room service, and laundry.*

However, in this **new service culture** we have seen an increase in new and exciting guest services.

Examples include *in-elevator bartender, bedtime stories and sleep concierge.*

What about here at the Dylan Thomas Centre?

Have you spotted any guest service facilities as you walked in today?

Task – Find Examples of Guest Services

1

Research a Hotel of your choice

2

Make a List

Make a list of the different facilities on offer to guests at each hotel.

3

Prepare to Share

Be prepared to share with the group in 15 minutes.

Service isn’t the same as hospitality, let’s explore how?

Module Assignments & Deadlines

Assignment Submission

Assignments must be submitted to Moodle via the **correct** Turnitin portal by the deadlines set.

If you submit your assignment 7 days late you **will be capped at 40%.** If you submit your assignment more than 7 days late you will receive 0.

Assignment – 3000 word Case study

Marking criteria

- Set expectations
- Introduction to the module
- Module assignments and deadlines
- Learning resources
- Academic integrity
- Introduction to the concept of Guest services

Next week

- Historical developments in the hotel industry
- Market segmentation
- What is a case study?