

Hospitality and Guest Service Management Report

Student name: Darius-Raul Condescu

Student ID: 2212965

Course: Hospitality and guest service Management: BMIH 4003

Tutor: Muhamad Cassamo

Due date: 09.03.2023

Contents

Introduction	3
Main findings.....	4
Conclusion.....	6
Recommendations	6
References List	8

Introduction

In the report, the purpose or objective of the brand consistency standards will be briefly addressed. Apart from this, the approaches or strategies will be discussed in the report which the management of the hotels can utilise to manage and enhance their reputation in the marketplace. The reports will also address the significance and impact of the review (either positive or negative) on the reputation of the hotel in the market. Moreover, the strategies will also be expressed in the report which the management of the hotels can use to retain and build their customer loyalty. Furthermore, the recommendations will be given in the report to the hotels regarding the current market trends.

Brand consistency means delivering the brand message as per the brand values, strategies and identity over time. In other terms, brand consistency means that the target audience of the company is being exposed to the visual branding, core messages and disparate brand elements on a regular and repeated basis which helps the business to solidify its brand recognition in the marketplace (Xiong and King, 2019). Brand consistency standards are widely used by the management of the organisation to deliver crucial information to the end customers in the market regarding their services and products. Apart from this, brand consistency standards are used by businesses to build a special and emotional relationship with their existing and new customers in the marketplace. Furthermore, the major purpose of the brand consistency standards is that helps the management to shape their brand perceptions. Brand consistency helps managers to build a positive perception regarding their services and products which in turn increases the revenue and net profit margins of the organisations (Mi *et al.*, 2019). Moreover, brand consistency is used by the administration of the organisations to differentiate their brand from their rivals in the market as well as helps the managers to build loyalty and trust among the customers regarding the brand in the marketplace.

In the hospitality sector of the United Kingdom, all hotels have different standards. If the hotel is non-luxurious then the standards of the hotel are lower than the luxurious ones. This means that the quality of the services they will offer to the customers will be lower but they will offer the services at an affordable price range for every customer in the market (Chan *et al.*, 2021). An example of a non-luxurious hotel in the United Kingdom is **the Resident Liverpool**. On the other hand, luxurious hotels will offer higher quality services to customers for meeting their every possible need and requirement but at a higher price range. An example of a luxurious hotel in the United Kingdom is **Ritz-Carlton**. So therefore, the standards of the hotel mainly depend upon the price range of the hotel (Yadegaridehkordi *et al.*, 2021).

There are different approaches through which the management of hotels can effectively manage their reputation in the marketplace (Yu, 2020). The management of the hotels can manage the reputation of their hotels by offering superior quality of services and products at a reasonable price range to the customers. Apart from this, the management of the hotels can use digital marketing to create a constant buzz regarding the high-quality service of the hotels in the marketplace (Xu, 2020). This will

in turn help them to effectively manage and enhance their reputation in the marketplace.

For example, the management of **Ritz-Carlton** can manage its reputation by fulfilling the needs and requirements of the customers in the market. As well as by offering them a unique experience which they have not experienced yet.

Guest review management is very important in the hotel industry as it helps businesses to enhance their customer loyalty as well as gives a voice to the customers. Furthermore, guest review management also helps the management of the hotels to know what is being said by the customers regarding their services and products in the markets (Hu and Yang, 2021). Apart from this, the reviews of the customers also help the hotels to know or understand the loopholes in their operations and functions. By evaluating the reviews the management can bring changes in their operations for meeting the requirements of the customers in the market.

Negative reviews have a bad impact on the brand image of the hotels in the market. This will destroy the reputation of the hotel in the marketplace which in turn can affect its customer base and revenue margins (Nilashi *et al.*, 2021). Due to the bad or negative reviews on Google, potential customers will restrain themselves from purchasing the services of the hotels which can minimise their sales volume.

There are different approaches through which the administration of the hotels can retain and build customer loyalty in the marketplace. For instance, the management of **Ritz-Carlton** can improve and build customer loyalty by providing excellent and high-quality services to their customers. Apart from this, the management can build loyalty by giving responses to the feedback and reviews of the guest in a regular manner (Corradini *et al.*, 2021). This will help the business to build a strong connection with the customers in the marketplace. On the other hand, the management of **Resident Liverpool** can retain and build customer loyalty by exceeding the expectations of the guests.

Customer loyalty offers a large number of advantages to the hotel in the marketplace. For example, the loyal customer will refer to the services of the hotels to their friend circle, family and so on which will give free publicity to the hotel in the market. This will in turn increase the reach of the hotel in the marketplace (Lemy *et al.*, 2019). Apart from this, loyal customers will use the services of the hotels regularly which in turn will increase their profit margins.

Online marketing is one of the current markets in every sector as it is the most efficient way to grab the attention of customers in the marketplace. The companies operating in the hospitality sector of the country such as **Ritz-Carlton, the Resident Liverpool** and so on must focus on digital marketing (Kim and Han, 2022). Through this marketing approach, the hotels can effectively promote their services and products in the marketplace which in turn will enhance their customer levels and revenue margins. Apart from this, the hotels should reward the hard work of the employees regularly. This will in turn motivate the employees to give their 100% in their work which will in turn will increase the overall efficiency of the hotels.

In the markets of the United Kingdom, hotels are major obstacles but one of the major obstacles is the shortage of labour. Due to Brexit and the Covid -19 pandemic, there is a labour shortage in the labour market of the United Kingdom (Nastasoiu and Vandebosch, 2019). Apart from this, changes in guest expectations regularly are another crucial issue that hotels are currently facing in the marketplace of the United Kingdom.

Conclusion

In the above report, the purpose or objective of the brand consistency standards is briefly addressed with the approaches that help the managers of hotels to manage their brand image and reputation in the marketplace. Moreover, the importance or significance of the effective and efficient guest review management system is expressed in the report. The report has also expressed the impact of bad or negative reviews on the overall performance of the hotel in the market. Furthermore, the strategies discussed that the management of the hotels can utilise to retain and build their customer loyalty in the marketplace. Apart from this, in the report, the strategies and approaches are recommended for the hotels through which they can enhance their sales volume, revenue margins and so on by utilising the market trends.

Recommendations

The administration of **Ritz-Carlton** should focus more on **digital marketing** to promote or advertise its services and products in the marketplace. The managers of the company should utilise different social media sites such as Facebook, Twitter, Snapchat and Instagram to effectively advertise their services in the marketplace (Alshurideh *et al.*, 2020). Effective marketing will help the hotel to enhance its

customer base and also offer a competitive edge over its competitors in the market. Apart from this, they should focus on giving more personalised services to their guests. The personalised services will help the business to build a strong relationship with their customers which will in turn enhance their customer loyalty and customer base. (Juanamasta *et al.*, 2019).

References List

- Alshurideh, M., Gasaymeh, A., Ahmed, G., Alzoubi, H. and Kurd, B., 2020. Loyalty program effectiveness: Theoretical reviews and practical proofs. *Uncertain Supply Chain Management*, 8(3), pp.599-612.
- Chan, J., Gao, Y.L. and McGinley, S., 2021. Updates in service standards in hotels: how COVID-19 changed operations. *International Journal of Contemporary Hospitality Management*, 33(5), pp.1668-1687.
- Corradini, E., Nocera, A., Ursino, D. and Virgili, L., 2021. Investigating negative reviews and detecting negative influencers in Yelp through a multi-dimensional social network-based model. *International Journal of Information Management*, 60, p.102377.
- Hu, N., Zhang, T., Gao, B. and Bose, I., 2019. What do hotel customers complain about? Text analysis using the structural topic model. *Tourism Management*, 72, pp.417-426.
- Hu, X. and Yang, Y., 2021. What makes online reviews helpful in tourism and hospitality? A bare-bones meta-analysis. *Journal of hospitality marketing & management*, 30(2), pp.139-158.
- Juanamasta, I.G., Wati, N.M.N., Hendrawati, E., Wahyuni, W., Pramudianti, M., Wisnujati, N.S., Setiawati, A.P., Susetyorini, S., Elan, U., Rusdiyanto, R. and Astanto, D., 2019. The role of customer service through customer relationship management (CRM) is to increase customer loyalty and a good image. *International Journal of Scientific and Technology Research*, 8(10), pp.2004-2007.
- Kim, J.J. and Han, H., 2022. Saving the hotel industry: Strategic response to the COVID-19 pandemic, hotel selection analysis, and customer retention. *International Journal of Hospitality Management*, 102, p.103163.
- Lemy, D., Goh, E. and Ferry, J., 2019. Moving out of the silo: How service quality innovations can develop customer loyalty in Indonesia's hotels. *Journal of Vacation Marketing*, 25(4), pp.462-479.
- Mi, X., Li, J., Liao, H., Kazimieras Zavadskas, E., Al-Barakati, A., Barnawi, A. and Herrera-Viedma, E., 2019. Hospitality brand management by a score-based q-rung ortho pair fuzzy VIKOR method integrated with the best worst method. *Economic research-Ekonomska istraživanja*, 32(1), pp.3266-3295.

- Nastasoiu, A. and Vandenbosch, M., 2019. Competing with loyalty: How to design successful customer loyalty reward programs. *Business Horizons*, 62(2), pp.207-214.
- Nilashi, M., Abumalloh, R.A., Alghamdi, A., Minaei-Bidgoli, B., Alsulami, A.A., Thanoon, M., Asadi, S. and Samad, S., 2021. What is the impact of service quality on customers' satisfaction during the COVID-19 outbreak? New findings from online reviews analysis. *Telematics and Informatics*, 64, p.101693.
- Xiong, L. and King, C., 2019. Aligning employees' attitudes and behaviour with hospitality brands: The role of employee brand internalization. *Journal of Hospitality and Tourism Management*, 40, pp.67-76.
- Xu, X., 2020. How do consumers in the sharing economy value sharing? Evidence from online reviews. *Decision Support Systems*, 128, p.113162.
- Yadegaridehkordi, E., Nilashi, M., Nasir, M.H.N.B.M., Momtazi, S., Samad, S., Supriyanto, E. and Ghabban, F., 2021. Customers segmentation in eco-friendly hotels using multi-criteria and machine learning techniques. *Technology in Society*, 65, p.101528.
- Yu, C.E., 2020. Humanlike robots as employees in the hotel industry: Thematic content analysis of online reviews. *Journal of Hospitality Marketing & Management*, 29(1), pp.22-38.