



THE TIDAL

WELLNESS RETREAT & SPA



SWANSEA • GOWER COASTLINE

RELAX • REJUVENATE • RESTORE



Aims and Objectives

Virtual reality can be a fantastic addition to the hotel. They help you connect with future customer and expand the realm of your brand journey” (Lacalle, 2024)

Aims

- To prepare our working staff to gain a five star customer service experience within our luxury wellness spa hotel

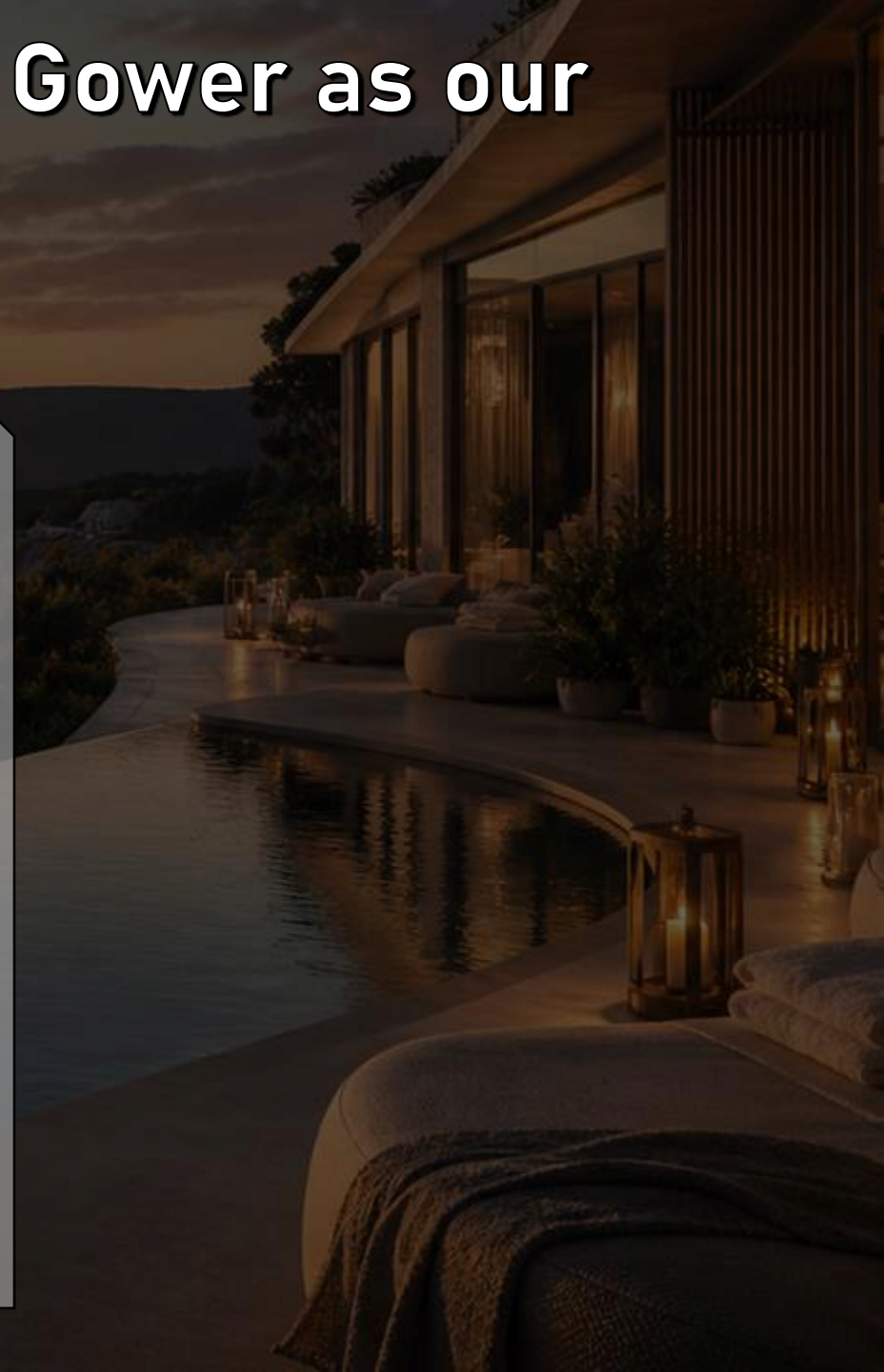
Objectives

- Maintain consistent five star standards across the whole hotel
- Train staff to resolve guest disputes in a respectful way
- Apply theories to encourage on decision making scenarios
- Using role-playing as a reality training to improve confidence, communication and dispute problems

Why did we choose Swansea Gower as our destination?

- The Gower Peninsula is the UK's first area of outstanding natural beauty
- Well known are for well-being, wellness and scenic landscape
- Popular for the staycations and short breaks away
- Not far from Swansea city centre, accessible by car or bus
- We would have a competitive advantage to other hotels, as we're more spaced out than the rest

“The economic impact of tourism rose by over 3% in 2024, reaching an impressive £658 million” (Swansea Council, 2025)



5 Star Luxury Wellness Retreat and Spa Hotel

- 5 star luxury spa hotel, aiming for relaxation, high-quality service and tranquility for guests
- Tailored service from our staff for individual guest needs and expectations
- Top-end spa facilities with branded robes, slippers, towels for all guests
- A well orientated service from the welcoming to the goodbye

“Service quality refers to the balance between a service providers deceivers and a clients expectations and perceptions regarding that service”
(Comstock, 2022)

What hotel facilities will we be offering to our guests

- 60 DELUXE SUITES ALL COMES WITH BALCONIES AND SEA/MOUNTAIN VIEWS
- ONE LONG OVERVIEW OF THE SEA THERMAL SPA
- 2 SAUNAS AND 2 STEAM ROOMS
- PERSONALISED SPA ROOM FOR INDIVIDUAL TREATMENT
- FITNESS STUDIO, GYM AND A YOGA/ PALATES ROOM
- MAIN RESTAURANT WITH AN EXECUTIVE CHEF
- EVENT SPACES FOR LOCAL GUESTS ROUND THE AREA



Target Market

- Wellness seekers
- Couples seeking relaxation
- Luxury travelers
- Entrepreneurs
- 35-54 and 55+ age groups

"99% of spa guests are ages between 31-55 years old"
Griffiths(2024)



Brand Personality:

- Elegant
- Calm and relaxing
- Modern

Brand Values:

- Promoting physical and mental health
- Luxury guest experiences
- Being sustainable
- Creating a calm atmosphere

What our Brand Identity is

Our brand vision is to become Wales' leading luxury retreat offering guests a relaxing stay focusing on wellbeing and coastal luxury in a peaceful natural environment.

"luxury hospitality is becoming more experience-led, expressive and emotionally driven" Rowntree(2026)



Our Vision and Values of the Spa

Vision

- Deliver wow factor customer service to fit the 5-star rating
- Promote physical, mental and emotional wellbeing
- A peaceful and relaxing escape
- Personalised guest experiences
- Memorable guest experiences

VALUES

SUPPORTING HEALTHY LIFESTYLES
AND MINDFULNESS

ENCOURAGE RELAXATION AND
SELF-CARE

PROVIDE HIGH QUALITY FACILITIES
WITH WOW FACTOR EXPERIENCE

ECO FRIENDLY OPERATIONS

What is the AA?

The AA is a leading provider of professional assessment in the hospitality industry in the UK.

Their AA Star Hotel Rating system is a nationally recognised scheme, which grades the quality of service and standards (Hospitality Ginger, 2023)



How do we meet their standards?

- All our staff will be trained in their soft skills, and the company's vision and values will be integrated into their behaviour to provide the luxurious experience
- Our service will be provided in English and Welsh, boasting a multicultural work culture
- Staff present in every facility with a buddy system incorporated

Five Star

- Excellent social skills and anticipation of individual guest's needs to create unique and memorable experiences.
- Service and efficiency of an exceptional standard without detriment to other service areas at any time delivered by a structured team of staff with a management and supervisory hierarchy.
- Where there is a market need some consideration should be given to having multilingual staff.
- Staff impeccably presented.

(AA, 2026)

AA QUALITY
WHY WE ARE A 5 STAR HOTEL
STANDARDS

Bodyswaps

USE OF AI POWERED SOFTWARE FOR TRAINING

How will our hotel prepare our staff?

- Soft skills training software
- Developing our staffs' skills on communication, empathy, teamwork, and professional interactions
- Observation of voice and body language
- Job readiness: being able to practice safely, repeat scenarios, and improve over time

Expectation confirmation theory (ECT)

Customer satisfaction can be determined by initial expectations and through service performance (Lin et al., 2009).

- Customer loyalty
- Importance of handling complaints

Practice, receive feedback, and improve real world human interactions

Game like training modules, AI powered roleplay simulations

Guest Complaint Handling

INDUSTRY PRACTICES

Our hotel incorporates inspirations from Ritz Carlton and Disney, as they are well known for their excellency in hospitality.

Customer expectations

- Compensation for inconveniences
- Organisation offerings: refund, credit, discount
- An apology
- Problem solving and active listening

Service failure can be increasingly recovered through an organisation's strategy in accountability procedures (McCole, 2004).

Complaint handling practices and strategies

Company philosophy

- Company core values reflecting through every guest interaction: professionalism, customer prioritisation, quick resolutions

Empowerment

- Allow front of staff to deal with complaints without higher management (Pratt, 2025)
- Provide personalised solutions and speeds up process

Service culture

- Disney: prioritise immediate recovery to change a negative to a positive (Lock, 2026).
- Staff have shared values and beliefs: high quality service, relaxation

Roleplay scenario

WHY THE SCENARIO SUITS US

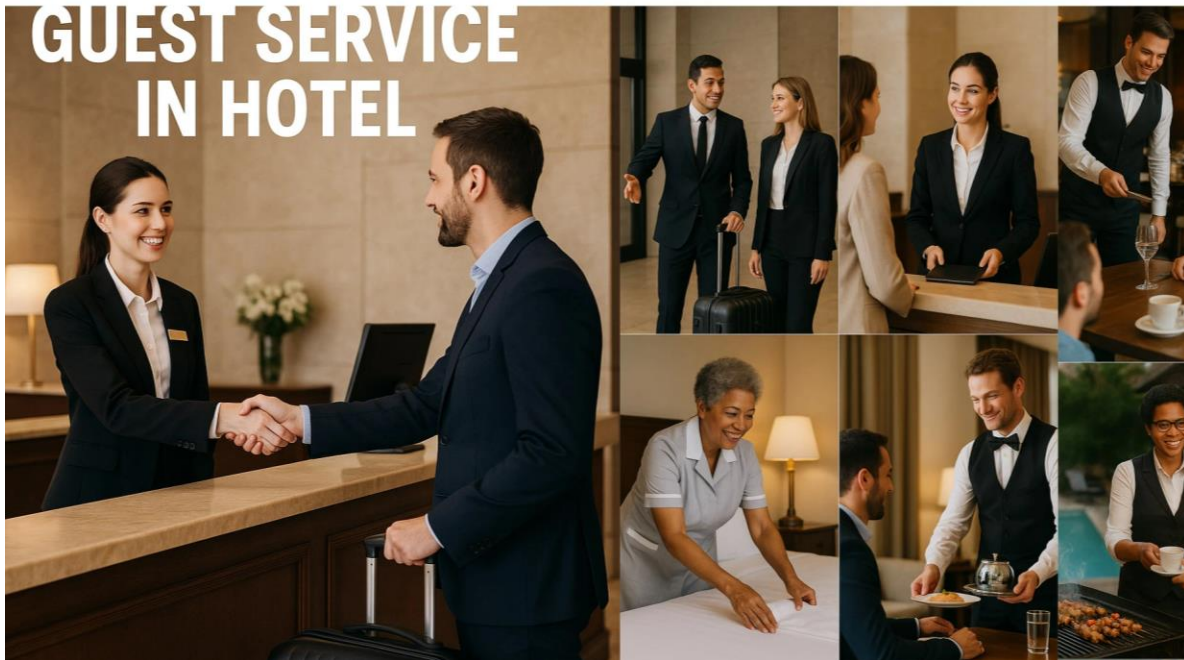
Roleplay scenario

A Couple celebrating their 20th anniversary has booked a massage, which has unfortunately been cancelled due to the therapist becoming unwell.

Why the scenario suits us?

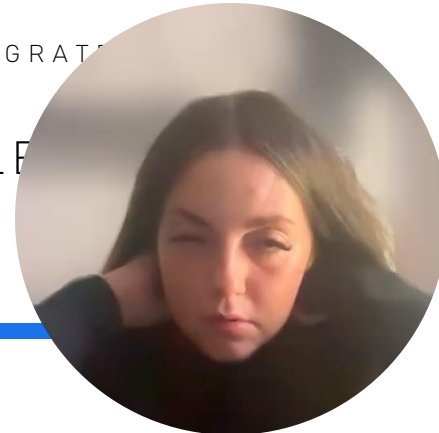
- Luxury hotels usually deal with special occasions such as anniversaries
- Showcases the importance of customer service and professional standards
 - Real world complaint handling

Training Toolkit



- INDUCTION TRAINING PROGRAMME FOR ALL STAFF
- LUXURY GUEST SERVICE TRAINING FOCUSED ON PERSONALISED EXPERIENCES
- CONFLICT RESOLUTION AND COMPLAINT HANDLING WORKSHOPS
- ROLEPLAY SCENARIOS WITHIN SPA AND WELLNESS ENVIRONMENTS
- DIGITAL TRAINING PLATFORM FOR CONTINUOUS LEARNING AND TRACKING PERFORMANCE
- STAFF WELLBEING SUPPORT TO ENCOURAGE POSITIVE SERVICE CULTURE
- SUSTAINABILITY TRAINING INTEGRATED INTO ALL OPERATIONAL PROCEDURES

(WALKER, 2021; LASHLEY, 2021)





The wow factor

- HIGHLY PERSONALISED WELLNESS EXPERIENCES TAILORED TO EACH GUEST
- DEDICATED WELLNESS CONCIERGE SERVICE
- LUXURY SPA TREATMENTS COMBINED WITH SCENIC GOWER PENINSULA SURROUNDINGS
- CALM AND DISCREET DISPUTE RESOLUTION APPROACH
- SURPRISE GUEST ENHANCEMENTS SUCH AS PERSONALISED WELCOME RITUALS
- SUSTAINABLE LUXURY CONCEPT COMING WITH ENVIRONMENTAL RESPONSIBILITY
- EMOTIONAL CONNECTION THROUGH GUEST CARE

(KOTLER, BOWEN AND MARRAS)

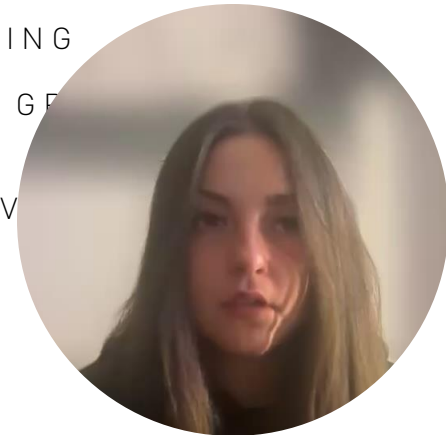




Sustainability

- USE OF ECO-FRIENDLY SPA AND CLEANING PRODUCTS
- ENERGY-EFFICIENT LIGHTING AND WATER CONSERVATION SYSTEMS
- LOCALLY SOURCED FOOD AND WELLNESS PRODUCTS
- REDUCTION OF SINGLE-USE PLASTICS ACROSS THE HOTEL
- STAFF SUSTAINABILITY AWARENESS TRAINING
- ENCOURAGING GUESTS TO PARTICIPATE IN GREEN INITIATIVES
- BALANCING LUXURY HOSPITALITY WITH ENVIRONMENTAL RESPONSIBILITY

•(JONES, HILLIER AND COMFORT, 2016)





Outcomes

- IMPROVED GUEST SATISFACTION AND LOYALTY
 - INCREASED STAFF CONFIDENCE IN DISPUTE RESOLUTION
 - STRONGER REPUTATION FOR LUXURY GUEST SERVICE
 - HIGHER LEVELS OF PERSONALISED GUEST ENGAGEMENT
 - ENHANCED SUSTAINABILITY PERFORMANCE
 - POSITIVE ONLINE REVIEWS AND REPEAT BOOKINGS
 - CREATION OF A CALM AND PROFESSIONAL WELLNESS ENVIRONMENT
- (KANDAMPULLY, ZHANG AND BILGIHAN, 2020)



CONCLUSION

In conclusion, we have designed a 5-star training programme that carefully considers the suitability of the location, hotel design, and the facilities provided.

The programme explores the background and key theories of service standards within the hospitality industry, which are reflected in our hotels vision and values, our staff training approach, and the behaviours when interacting with guests.

The roleplay demonstrates how our vision and high professional standards can be applied in real scenarios, showing how effectively and efficiently our staff can resolve conflict due to their knowledge and understanding of the industry.



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